

Hello. My name is _____. I'm calling from Ohio Opinion Surveys. We are conducting a public opinion survey, and I would like to ask you some questions. We are not selling anything, this is not for a political candidate, and I won't ask you for a contribution or donation. May I please speak with **[ASK FOR NAME ON LIST]**?

Q1. Before we begin, I need to know if I have reached you on a cell phone, and if so, are you in a place where you can talk safely? **[IF NOT ON A CELL PHONE, ASK:]** Do you own a cell phone? **[IF Q1 = 2]** And is there a better time to reach you? **[SCHEDULE CALL BACK]**

Select one

- Yes, cell and can talk safely 1
- Yes, cell and cannot talk safely 2
- No, not on cell, but own one 3
- No, not on cell, and do not own one 4
- Don't know/Refused **{TERMINATE}** 5

Q2. Some people feel very motivated to vote in the March 2020 primary election, while others don't feel motivated at all. How about you? Using a scale from ZERO to TEN, please tell me how motivated you are to vote in the March election. TEN means you are VERY motivated to vote and ZERO means you are NOT AT ALL motivated to vote. You can use any number in between. **[DON'T KNOW = 99]**

Q3. Generally speaking, do you think things in your community are headed in the right direction, or are things pretty seriously off on the wrong track?

- Right Direction 1
- Wrong Track 2
- (Don't know) 3

Q4. Now, I'd like to ask you about some public figures and institutions. For each, please tell me whether you have a VERY favorable, SOMEWHAT favorable, somewhat UNFAVORABLE, or VERY unfavorable impression. If you have heard of the person or institution, but do not know enough to have an opinion, or if you have never heard of them, just say so, and we will move on. **[RANDOMIZE LIST]**

[PROMPT EVERY THIRD NAME] Do you have a very favorable, somewhat favorable, somewhat unfavorable, or very unfavorable impression, or do you not know enough to have an opinion?

- Very favorable 1
- Somewhat favorable 2
- Somewhat unfavorable 3
- Very unfavorable 4
- No opinion 5
- Never heard 6

- a. The elementary schools in the Cleveland Heights-University Heights school district
- b. The middle schools in the Cleveland Heights-University Heights school district
- c. Heights High School
- d. The Cleveland Heights-University Heights School Board
- e. Cleveland Heights-University Heights Teachers and Staff
- f. **SPLIT SAMPLE A:** Cleveland Heights-University Heights Superintendent Elizabeth Kirby
- g. **SPLIT SAMPLE B:** Elizabeth Kirby

Q5. The Cleveland Heights-University Heights Schools are considering placing a tax issue on the ballot next March. It would be an additional levy of seven-point-nine mills to pay for school operating expenses for a continuing period of time. It would add \$276.50 per year for every \$100,000 in home value. If the election were

held today, would you vote **[RANDOMIZE]** YES or NO, or are you undecided?

{IF "YES" OR "NO" ASK:} Is that **(Yes/No)** strongly, or not so strongly?

{IF UNDECIDED ASK:} Which way do you lean?

Yes - Strongly.....	1
Yes - Not Strongly	2
Undecided – lean yes.....	3
No – Strongly	4
No - Not Strongly.....	5
Undecided – lean no	6
(Undecided/DK).....	7
(Would not vote)	8

Q6. In general, how would you rate Cleveland Heights-University Heights District schools – EXCELLENT, GOOD, just FAIR, or POOR?

Excellent	1
Good	2
Just fair	3
Poor	4
(Don't know)	5

Q7. Generally speaking, do you think Cleveland Heights-University Heights District schools are headed in the right direction, or are things pretty seriously off on the wrong track?

Right Direction	1
Wrong Track	2
(Don't know)	3

Q8. Overall, do you think the Cleveland Heights-University Heights School District receives **TOO MUCH, TOO LITTLE**, or **ABOUT THE RIGHT AMOUNT** of funding?

- Too much 1
- Too little..... 2
- About right amount..... 3
- (Don't know) 4
- (Refused)..... 5

Q9. SSA: Going back to the proposed Cleveland Heights-University Heights School District levy for a moment. If it passed, the levy would cost homeowners about 76 cents more per day per \$100,000 of assessed property value. Does knowing that make you more likely or less likely to vote for this levy?

[IF MORE/LESS LIKELY, ASK:] Is that much more/less likely or somewhat more/less likely?
Select one

- Much more likely 1
- Somewhat more likely 2
- Somewhat less likely 3
- Much less likely 4
- (Does not change) 5
- (Don't know) 6

Q10. SSB: Going back to the proposed Cleveland Heights-University Heights School District levy for a moment. If it passed, the levy would cost homeowners about \$23 more per month per \$100,000 of assessed property value. Does knowing that make you more likely or less likely to vote for this levy?

[IF MORE/LESS LIKELY, ASK:] Is that much more/less likely or somewhat more/less likely?
Select one

- Much more likely 1
- Somewhat more likely 2
- Somewhat less likely 3
- Much less likely 4
- (Does not change) 5
- (Don't know) 6

Q11. SSA: Now I am going to read you some statements about Cleveland Heights-University Heights Schools. For each one, please indicate whether that information makes you feel MORE FAVORABLE or LESS FAVORABLE toward the Cleveland Heights-University Heights School District, or does it not change your opinion.

[ROTATE]

[IF MORE/LESS FAVORABLE] Is that much more/less favorable or somewhat more/less favorable?

Select one for each option

Column:

- | | |
|-------------------------------|---|
| Much more favorable | 1 |
| Somewhat more favorable | 2 |
| Somewhat less favorable | 3 |
| Much less favorable | 4 |
| Does not change | 5 |
| (Don't know) | 6 |

- a. **SPLIT SAMPLE C:** The district's state report card showed that 4 elementary schools and both middle schools improved at closing the achievement gap for the most vulnerable population of students.
- b. **SPLIT SAMPLE D:** The district's state report card showed that 4 elementary schools and both middle schools improved at closing the student achievement gap.
- c. The district improved its 4-year high school graduation rate and more than 90% of its students now graduate in five years or less.
- d. The district has improved K-3 literacy through a greater focus on early education.
- e. The district has increased the number of high school students who take the SAT, who participate in Advanced Placement or AP classes and who are dual enrolled in higher education.
- f. Three district elementary schools and both middle schools have earned International Baccalaureate certification and teach a rigorous curriculum that is recognized around the world.
- g. CH-UH was the highest-performing school district among Northeast Ohio's Inner Ring districts in the State of Ohio's K-3 Literacy component. CH-UH earned a "B" grade for its success in helping students improve in literacy over the course of the 2016-2017 school year.

Q12. SSB: I am going to read you examples of ways to measure the effectiveness of school districts. For each item, please indicate how IMPORTANT you believe that is as an indicator of a school district's effectiveness. We will use a scale of 0 to 100, where 100 means EXTREMELY important, and 0 means NOT AT ALL important, and you can be anywhere in between. **[RANDOMIZE. REPEAT PROMPT EVERY 3RD ITEM. CODE DON'T KNOW AS 101]**

- a. The number of students who graduate from high school in 4 or 5 years.
- b. The number of students who enroll in college or career training.
- c. The number of students who graduate from high school with at least a 2.5 GPA.
- d. State performance measures such as the mandated Ohio Report Card.
- e. The number of students who complete college within 4 to 6 years.
- f. Increased enrollment from more parents choosing to send their children to CH-UH schools.
- g. The closing of the achievement gap throughout the district.
- h. The number of students who have met or exceeded state expectations in reading, math, science, and social studies.

Q13. SSC: [FOCUS ON FUNDING] Now I am going to read you some statements people may make about the levy we are discussing. **[ROTATE]**

[SUPPORT] [SOME/OTHER] people may say that strong communities must have thriving schools, but after state funding cuts, our schools must depend on local levies for their most critical needs, including academic programs, experienced teachers, nurses, counselors, and safety services. District leadership already stretched the existing levy an extra year, but only by making deep cuts. Passing this levy means investing in our future—protecting our safe, well-maintained, high-quality schools—and preventing further cuts that would hurt our whole community. (77 words)

[OPPOSITION] [SOME/OTHER] people may say that this levy is just too expensive for our community at this time. Right now, too many families are struggling just to meet their day-to-day expenses. This levy is asking us to hike our taxes again for a school district that still lags behind other area districts when it comes to student achievement. CH-UH needs to be more effective and responsible with the funds it has already before coming to taxpayers for more. (76 words)

Sometimes over the course of a survey like this, people change their minds. If the election were held today, would you vote **[RANDOMIZE]** yes **[OR]** no on an additional levy of seven-point-nine mills, which would add \$276.50 per year for every \$100,000 of home value, to pay for school operating expenses for a continuing period of years, or are you undecided?

[IF SUPPORT/OPPOSE, ASK:] Is that strong yes/no or not strong yes/no? **[IF UNDECIDED, ASK:]** Do you lean toward voting yes or voting no?

Select one

- Yes - strongly 1
- Yes - not so strongly 2
- Undecided - lean yes 3
- No - strongly 4
- No - not so strongly 5
- Undecided - lean no 6
- Undecided 7
- (Don't know) 8

Q14. SSD: [FOCUS ON PERFORMANCE] Now I am going to read you some statements people may make about the levy we are discussing. **[ROTATE]**

[SUPPORT] [SOME/OTHER] people may say that CH-UH public schools must depend on local operating levies to fund their most critical needs and successful programs that prepare students for the future. Heights' public schools have already made significant improvements, including increasing graduation rates, closing student achievement gaps, and raising literacy and AP enrollment rates. Passing this levy will protect and build on this progress and will ensure our schools have the resources to continue helping students succeed. (74 words)

[OPPOSITION] [SOME/OTHER] people may say that this levy is just too expensive for our community at this time. Right now, too many families are struggling just to meet their day-to-day expenses. This levy is asking us to hike our taxes again for a school district that still lags behind other area districts when it comes to student achievement. CH-UH needs to be more effective and responsible with the funds it has already before coming to taxpayers for more. (76 words)

Sometimes over the course of a survey like this, people change their minds. If the election were held today, would you vote **[RANDOMIZE]** yes **[OR]** no on an additional levy of seven-point-nine mills, which would add \$276.50 per year for every \$100,000 of home value, to pay for school operating expenses for a continuing period of years, or are you undecided?

[IF SUPPORT/OPPOSE, ASK:] Is that strong yes/no or not strong yes/no? **[IF UNDECIDED, ASK:]** Do you lean toward voting yes or voting no?
Select one

- Yes - strongly 1
- Yes - not so strongly 2
- Undecided - lean yes 3
- No - strongly 4
- No - not so strongly 5
- Undecided - lean no 6
- Undecided 7
- (Don't know) 8

Q15. I'm going to read you some statements people may make about the levy we have been discussing. Please tell me whether each statement, assuming it is true, is a VERY convincing, SOMEWHAT convincing, NOT TOO convincing, or NOT AT ALL convincing reason to support the levy for Cleveland Heights-University Heights School District? If you don't know how you feel about an item, just say so. **[RANDOMIZE LIST]**

[REPEAT PROMPT IF NECESSARY] Is this a VERY convincing, SOMEWHAT convincing, NOT TOO convincing, or NOT AT ALL convincing reason to vote for the levy for Cleveland Heights-University Heights School District?

Select one for each option

- Very convincing 1
- Somewhat convincing 2
- Not too convincing 3
- Not at all convincing 4
- (Don't know) 5
- (Refused) 6

- a. **[FISCALLY RESPONSIBLE]** Passing a new operating levy for our public schools is the fiscally responsible thing to do. The leadership in the CH-UH school district has already stretched the previous levy an entire year beyond its original three year expected lifespan, and only balanced its budget through drastic cuts. Our schools shouldn't have to endure additional harmful cuts just to get by. (60 words)
- b. **SSA: [QUALITY PROGRAMS – ARTS]** Arts and music programs in schools allow students to express their creative talents, and also help with language, reasoning, cognition, memory and academic performance. Without new funding from this levy, our schools will be forced to make further cuts to these important programs or even eliminate them from the curriculum altogether. (51 words)
- c. **SSB: [QUALITY PROGRAMS - CLASS SIZE]** Failing to pass this levy will result in the laying off of teachers, many of whom live in the district. This will harm students by forcing them into larger classes, where they will receive less attention from their teachers and will have to cope with crowding and additional noise. (50 words)
- d. **[SOCIAL WORKERS / SUPPORT]** Passing this levy means we can continue to fund supportive services in our public schools that provide crucial assistance to students, families, and teachers. These services help address issues such as mental, behavioral, and physical health, as well as socioeconomic problems students experience at home and in their communities. (49 words)
- e. **[SAFETY]** School safety is something that is on everyone's minds. We need to pass a new operating levy so that we can guarantee that more resources are in place to help prepare for and, if possible, prevent tragic events from happening on our public school campuses. (44 words)
- f. **[STUDENT POPULATION CHANGES]** In recent years, some CH-UH schools, like Heights High School, have experienced increases in student enrollment. We need to pass a new operating levy to reflect this growth, to ensure students and teachers in the district have the resources they need to succeed and to bring more families back to our schools. (52 words)
- g. **[VOUCHERS]** CH-UH schools are already under significant financial pressure, having stretched their existing levies beyond what was intended. Instead of the State of Ohio helping, politicians in Columbus undermined our public school students by cutting \$2.5 million in annual funding to CH-UH schools to pay for more private school vouchers. This levy is necessary to help the district's students succeed. (59 words)
- h. **[EXTRACURRICULARS]** The CH-UH School District is known for the variety and quality of its extracurricular activities. These activities allow students to explore their interests, cultivate their passions, and build their resumes. But our dozens of student clubs and athletics programs rely on local levies for their funding. If this levy doesn't pass, opportunities will shut down for our young people across the district. (62 words)
- i. **[PREPARING FOR FUTURE JOBS]** By increasing participation in Advanced Placement classes, having more schools earn world-famous International Baccalaureate certification, and improving graduation rates, our district is training our students in new technologies and preparing them for jobs in the global

economy. Passing this levy means we can build on this progress and ensure our students have the tools they need to succeed in a high-tech world. (62 words)

Q16. Sometimes over the course of a survey like this, people change their minds. If the election were held today, would you vote **[RANDOMIZE]** YES or NO an additional levy of seven-point-nine mills, which would add \$276.50 per year for every \$100,000 of home value, to pay for school operating expenses for a continuing period of years, or are you undecided?

{IF "YES" OR "NO" ASK:} Is that **(Yes/No)** strongly, or not so strongly?
{IF UNDECIDED ASK:} Which way do you lean?

- Yes - Strongly..... 1
- Yes - Not Strongly 2
- Undecided – lean yes..... 3
- No - Strongly 4
- No - Not Strongly 5
- Undecided – lean no 6
- (Undecided/DK) 7
- (Would not vote) 8

Q17. [OPEN-END] What is your strongest reason for voting that way? **[RECORD ANSWER]**
Be specific

The remaining questions are for statistical purposes only

Q18. What is the last year of schooling that you have completed?
Select one

- 1 - 11th Grade 1
- High School Graduate 2
- Vocational or technical school 3
- Some college but no degree 4
- Associate degree 5
- 4-year college graduate or bachelor's degree 6
- Graduate school or advanced degree 7
- (Refused) 8

Q19. Do you have any children under the age of 18 living with you at home?

Select one

- Yes 1
- No 2
- (Don't know) 3

Q20. Have you or anybody in your household ever attended Cleveland Heights-University Heights Public Schools—either now or in the past? **[IF SELF, SOMEONE IN HOUSEHOLD, OR BOTH]** And are they currently attending Cleveland Heights-University Heights Public Schools or was that in the past?

- Yes – self, in the past..... 1
- Yes – self, currently 2
- Yes – household member, attending in the past 3
- Yes – household member, currently attending 4
- Yes – both/ multiple in household attending in the past 5
- Yes – both/ multiple in household attending currently
- (Refused) 6

Q21. Have you or anybody in your household ever attended a private or parochial school? **[IF SELF, SOMEONE IN HOUSEHOLD, OR BOTH]** And are they currently attending a private or parochial school or was that in the past?

- Yes – self, in the past..... 1
- Yes – self, currently 2
- Yes – household member, attending in the past 3
- Yes – household member, currently attending 4
- Yes – both/ multiple in household attending in the past 5
- Yes – both/ multiple in household attending currently
- (Refused) 6

Q22. Just to make sure we have a representative sample, could you please tell me whether you are from a Hispanic, Latino, or Spanish-speaking background? **[IF “NO,” ASK:]** What is your race - white, black, Asian, or something else?

- White or Caucasian..... 1
- Black or African American..... 2
- Latino/Latina or Hispanic..... 3
- Asian American or Pacific Islander 4
- Native American 5
- Arab American 6
- (Other) 7
- (Don't know/Refused)..... 8

That completes our survey. Thank you for your time and have a great evening!