



## **A Survey of Registered Voters in Fayetteville**

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## **INTRODUCTION AND METHODOLOGY**

Opinion Research Associates, Inc., interviewed by telephone 400 registered voters in Fayetteville, Arkansas. Telephone numbers were selected at random from a list of registered voters. Voters on the list were deemed to be the most likely to vote in a school millage election, based on recent voting history in municipal and school board elections. Interviews were conducted May 6-11, 2009, from ORA's central telephone facility in Little Rock.

The total sample of 400 cases has a margin of error of  $\pm 5$  percentage points at the 95% level of confidence. This means that 95% of all random samples of this size will produce results that can be expected to vary, as a result of random variation, by no more than 5 percentage points from the true population parameters. Findings are rounded to the nearest percentage point and may not add up 100% owing to rounding error.

## **MASTER QUESTIONNAIRE**

## FAYETTEVILLE SCHOOL MILLAGE SURVEY 2009

Hello. My name is \_\_\_\_\_ with Opinion Research Associates in Little Rock. We do not sell or attempt to sell anything--we are a professional research firm. Tonight/Today we are doing a brief survey of people's opinions on public policy and issues in Fayetteville. In order to make sure I have a representative sample, may I please speak with a registered voter in your household?

S1. Are you registered to vote at this address?

1. Yes (**CONTINUE**) 100% (n=400)

⊖. No (**TERMINATE**)

1. In general how would you rate the quality of the Fayetteville public schools in terms of the job they are doing educating children?

	%
1. Excellent	38
2. Good	45
3. Only fair	9
4. Poor	1
(DNR)9. Don't know/No opinion	7

The Fayetteville school board is forwarding to the public two master plans for building a new high school on the existing site.

One plan would create five small learning communities with state-of-the-art educational technology, replace the 1991 addition to the high school, as well include as a new performing arts center and a multi-purpose arena. This plan would retain existing indoor soccer, the administration building, and two gyms. The plan would also close Stone Street.

This plan could be implemented for a property tax increase of 6 mills, which would amount to a monthly increase of \$16.61 on a home of average value, or \$166,000, in Fayetteville.

2. If an election were held today, would you vote for or against a 6 mill increase to build a new high school under this plan?

	%
1. Definitely vote for	26
2. Probably vote for	22
3. Probably vote against	17
4. Definitely vote against	25
(DNR)9. Don't know/No opinion	10

The second plan would include all of the improvements in the first plan EXCEPT the 1991 addition would not be replaced with a new facility, and would be remodeled for one of the small learning communities.

This plan could be implemented for a property tax increase of 5 mills, which would amount to a monthly increase of \$13.84 on a home of average value.

3. If an election were held today, would you vote for or against a 5 mill increase to build a new high school under this plan?

	%
1. Definitely vote for	28
2. Probably vote for	27
3. Probably vote against	14
4. Definitely vote against	22
(DNR)9. Don't know/No opinion	8

4. Having heard of the two plans, which would you favor?

	%
1. The first plan, with all new learning centers	29
2. The second plan, incorporating the 1991 addition	39
(DNR)8. Neither	18
(DNR)9. Don't know/Undecided /Refused	14

I am going to read some reasons people have given for building a new high school on the existing campus. As I read each one, please tell me whether you agree or disagree with that reason. Just tell me if you strongly agree, somewhat agree, somewhat disagree, or strongly disagree. If you don't believe a reason, just say so.

- |                                |
|--------------------------------|
| 1. Strongly agree              |
| 2. Somewhat agree              |
| 3. Somewhat disagree           |
| 4. Strongly disagree           |
| (DNR)8. Don't believe          |
| (DNR) 9. Don't know/No opinion |

**(ROTATE:)**

5. The current Fayetteville high school is outdated and it is time to build a new high school to better serve the needs of students in the twenty-first century.

	%
1. Strongly agree	43
2. Somewhat agree	34
3. Somewhat disagree	9
4. Strongly disagree	8
(DNR)8. Don't believe	0
(DNR) 9. Don't know/No opinion	5

6. Building a new high school would be good for the local economy in the short run by creating hundreds of new jobs, and in the long run by making Fayetteville more attractive for new businesses to locate.

	%
1. Strongly agree	35
2. Somewhat agree	35
3. Somewhat disagree	13
4. Strongly disagree	11
(DNR)8. Don't believe	1
(DNR) 9. Don't know/No opinion	5

7. The new Fayetteville High School would include a performing arts center and multi-purpose arena that would be available for community use and could also be rented out and generate revenue for the school district .

	%
1. Strongly agree	39
2. Somewhat agree	34
3. Somewhat disagree	9
4. Strongly disagree	8
(DNR)8. Don't believe	2
(DNR) 9. Don't know/No opinion	8

Now I am going to read some reasons people have given for not building a new high school. As I read each one, please tell me whether you agree or disagree with that reason. Just tell me if you strongly agree, somewhat agree, somewhat disagree, or strongly disagree. If you don't believe a reason, just say so.

- |                                |
|--------------------------------|
| 1. Strongly agree              |
| 2. Somewhat agree              |
| 3. Somewhat disagree           |
| 4. Strongly disagree           |
| (DNR) 8. Don't believe         |
| (DNR) 9. Don't know/No opinion |

**(ROTATE:)**

8. Fayetteville doesn't need a new high school, the high school is adequate as it is.

	%
1. Strongly agree	8
2. Somewhat agree	17
3. Somewhat disagree	31
4. Strongly disagree	40
(DNR)8. Don't believe	1
(DNR) 9. Don't know/No opinion	4

9. Property taxes are already high enough and shouldn't be raised.

	%
1. Strongly agree	33
2. Somewhat agree	31
3. Somewhat disagree	18
4. Strongly disagree	16
(DNR)8. Don't believe	0
(DNR) 9. Don't know/No opinion	2

10. With the national economic crisis, this is a bad time to be spending money on a new high school.

	%
1. Strongly agree	26
2. Somewhat agree	25
3. Somewhat disagree	25
4. Strongly disagree	22
(DNR)8. Don't believe	1
(DNR) 9. Don't know/No opinion	1

11. Now that you have heard some arguments both for and against a millage increase to build a new high school, if an election were held today, would you vote for or against a 6 mill increase in property tax to build a new high school?

	%
1. Definitely vote for	30
2. Probably vote for	19
3. Probably vote against	18
4. Definitely vote against	27
(DNR)9. Don't know/No opinion	7

12. If an election were held today, would you vote for or against a 5 mill increase in property tax to build a new high school?

	%
1. Definitely vote for	29
2. Probably vote for	29
3. Probably vote against	13
4. Definitely vote against	22
(DNR)9. Don't know/No opinion	7

**Now I have just a few quick questions for purposes of analysis.**

D1. Which of the following best describes you? Are you...

	%
1. The parent of a current Fayetteville public school student	28
2. The parent of a former Fayetteville public school student	36
3. Both of these	4
4. Not a parent of a current or former student, but a school supporter	23
5. None of these	8
(DNR)9. Don't know/No opinion	0

D2. Which of the following best describes your living arrangements?

	%
1. Own or buying house	86
2. Rent house	6
3. Own apartment or condo	0
4. Rent apartment or condo	6
5. Rent room	0
6. Live with friends	1
7. Live with parents	1
8. Other	1
(DNR)9. Don't know/No response	0

D3. Which of the following best describes your educational background?

	%
1. Some high school <i>[or less]</i>	2
2. High school graduate	12
3. Some college	20
4. College graduate	65
(DNR)9. Don't know/No response	0

D4 . Is your age group:

	%
1. 18 to 24	2
2. 25-34	10
3. 35-44	22
4. 45-54	24
5. 55-64	21
6. 65 or over	20
(DNR)9. Don't know/No response	1

D5. Just for purposes of analysis, which of the following categories most closely corresponds to your total yearly household income? Just stop me when I reach the right category. Is it:

	%
1. Less than \$20,000	4
2. \$20,000 to \$30,000	7
3. \$30,000 to \$40,000	16
4. \$40,000 to \$50,000	10
5. \$50,000 to \$75,000	18
6. More than \$75,000	32
(DNR)9. Don't know/No response/Refused	13

**THANK YOU SO MUCH FOR YOUR TIME, AND GOOD NIGHT!!!**

***(OBSERVE AND CLASSIFY:)***

D6. Sex

	%
1. Male	51
2. Female	49