

The AlaskaPoll



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# OPINIONS AND PERCEPTIONS OF ANCHORAGE SCHOOL DISTRICT RESIDENTS REGARDING BOND ISSUES

December 2008

Prepared for



**Anchorage  
School District**



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**Methodology**





### **Overview**

During the period November 28 through December 7, 2008, six hundred nine (n=609) Alaskans residing within Anchorage School District boundaries and over the age of 18 were personally contacted via telephone by professional interviewing employees of the Dittman Research & Communications Corporation (DRC) of Alaska. These Alaskans were called from a list of voters who had voted in the 2007 Municipal Election and/or the 2008 Municipal Election, or had registered to vote since then. In addition, all respondents were screened to be “absolutely certain” or “very likely” to vote in the 2009 Municipal Election.

The sample error associated with a sample of this size in Anchorage is  $\pm 4.0\%$ . The views and opinions of the Anchorage residents were recorded on a strictly confidential basis.

### **Processing the Data**

DRC employees completed coding, editing, data entry and verification, while data processing was completed through the in-house DRC computer system featuring the Statistical Package for the Social Sciences (SPSS) program. The SPSS program is one of the most sophisticated research-oriented data processing and analytical systems available, and is designed specifically for the processing and analysis of survey research data.

### **Weighting Statement**

Results were weighted to equalize gender and to bring political registration into accordance with Anchorage voter registration statistics.

### **Measurement History**

Citizen opinion measurements by the DRC, utilizing the previously described methodology, analytical procedures and data processing systems, have proven to be virtually perfect predictors of political election results in Alaska for the past thirty-eight years.

# II Findings





Introduction: Our questions today concern various options for school bonds that may be on the ballot in the April 2009 Municipal Election. I'd like to describe two bonds to you now and then ask you how you think you'd vote.

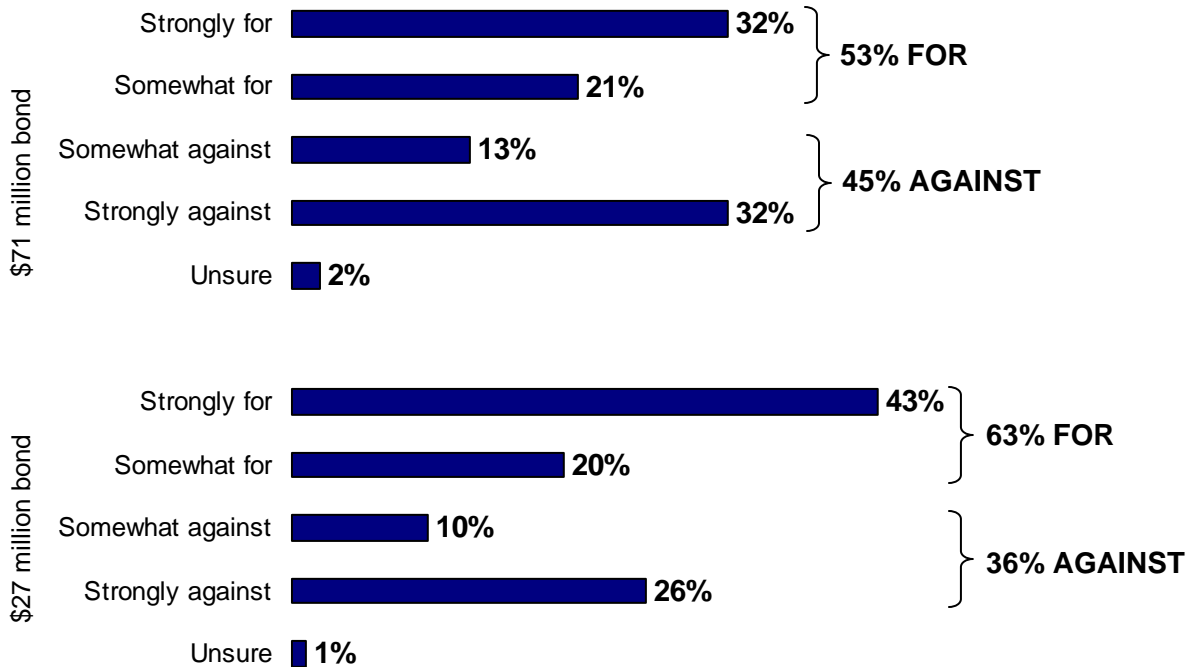
The first bond is for \$71 million dollars. This bond would provide \$68 million for an addition and renewal at Service High School to complete the final phases of construction there, \$680 thousand for design work at Girdwood School, and \$2.5 million for a sewer extension at Eagle River High School. Passage of this bond would result in an increase in your annual property taxes of approximately \$19 for every \$100,000 of assessed property value.

The second bond on the ballot is for \$27 million dollars. This bond would provide for district-wide maintenance and building systems -- including roof repairs, security system upgrades, electrical, mechanical, and traffic safety upgrades -- and \$6.5 million for future school site acquisition. Passage of this \$27 million bond would result in an increase in your annual property taxes of approximately \$7 for every \$100,000 of assessed property value.

With the two bonds on the ballot, it appears that both would pass, although the \$71 million bond includes equal percentages (32%) "strongly support" and "strongly oppose".

Question: If the election were held today, and both bonds were on the ballot, do you think you would vote for or against the \$71 million dollar bond, that's the high school bond we described first?

And do you think you would vote for or against the \$27 million dollar bond, that's the maintenance bond we described second?

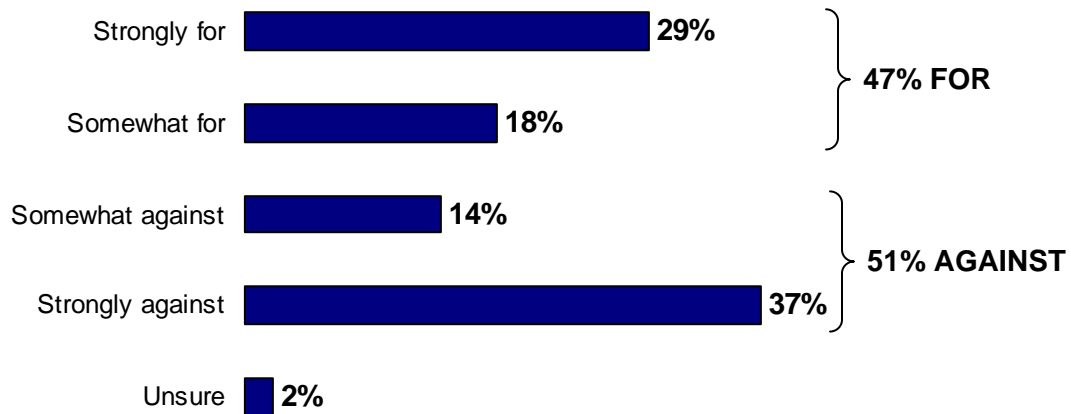




**Introduction:** Now, assume instead that these bonds are put together, and appear on the ballot as just one bond proposition. This bond would be for \$98 million, and would provide the \$71 million dollars in high school funds from the first bond and \$27 million in funds for maintenance and building systems from the second bond. Passage of this \$98 million bond would result in an increase in your annual property taxes of approximately \$27 for every \$100,000 of assessed property value.

However, when the two bonds are presented together as a single bond, respondents initially indicate it would be rejected with 37% "strongly opposed", compared with 29% "strongly support".

*Question: If the election were held today, and this was the only school improvement bond on the ballot, do you think you would vote for or against the \$98 million dollar bond?*

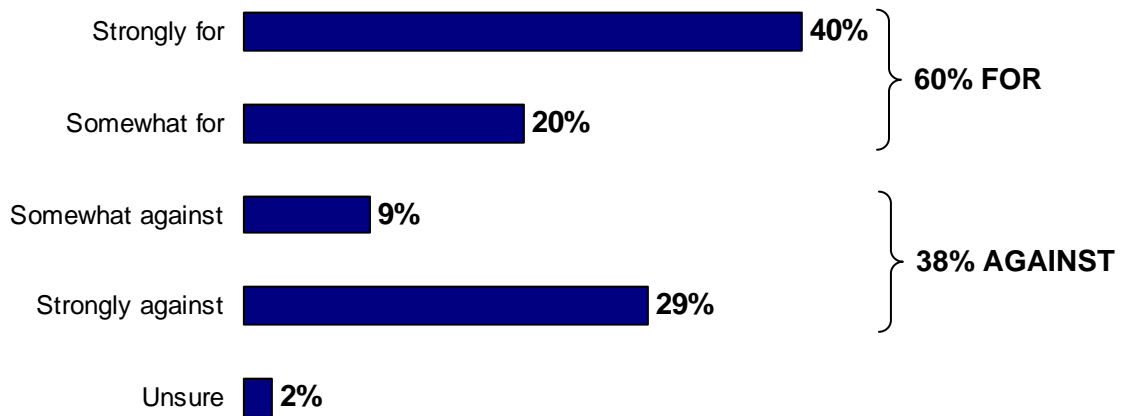




**Introduction:** With the exception of the future school site acquisition, all of these projects are eligible for debt reimbursement by the State of Alaska. This means that if debt reimbursement is approved by the state legislature, 60 to 70 percent of the cost of this combined bond will be paid for by the state. Passage of this \$98 million dollar bond would then result in an increase in your annual taxes of approximately \$11 for every \$100,000 of assessed property value.

After the introduction of the concept of debt reimbursement for the combined bond, three out of five respondents (60%) reported they would vote for the bond -- with 40% "strongly" in favor.

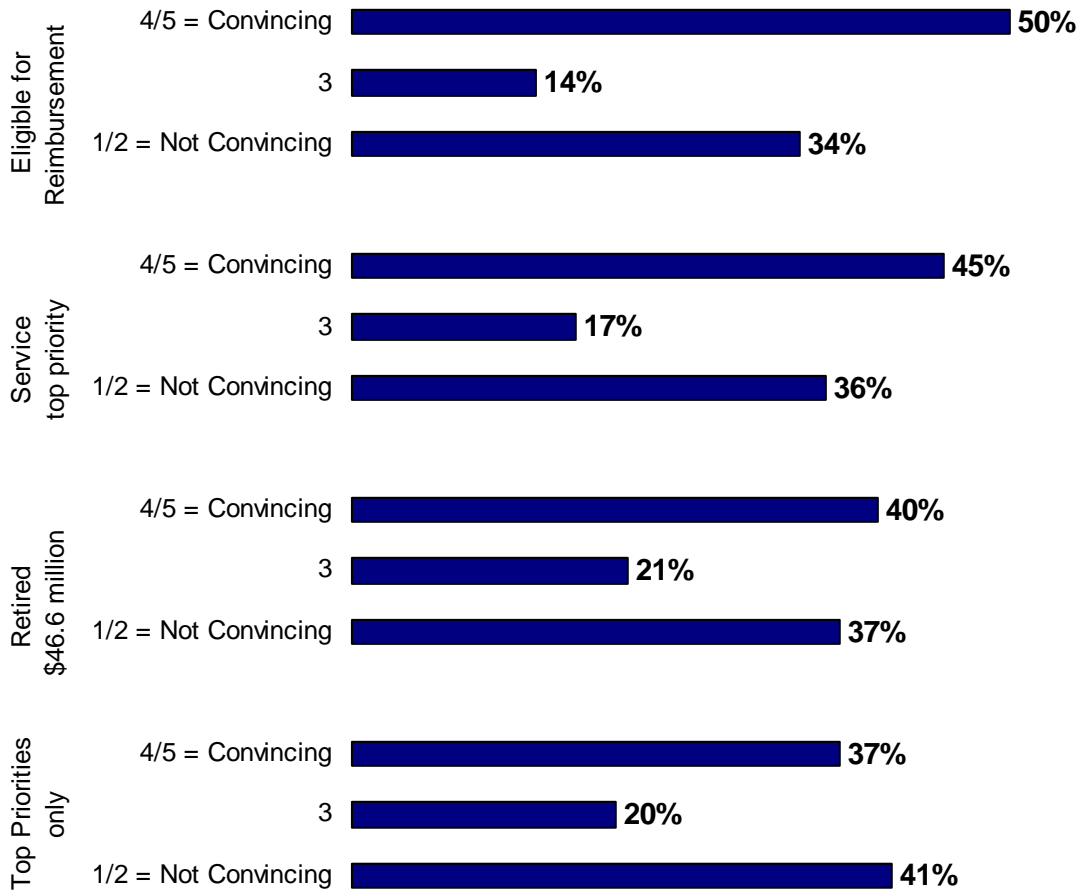
*Question: Now that you know the majority of this bond is eligible for debt reimbursement... If the election were held today, and this was the only school bond on the ballot, do you think you would vote for or against the \$98 million dollar bond?*





Considering four arguments in favor of the bonds, the "eligible for reimbursement" argument appears to be most persuasive -- 50% "4" or "5" on scale where a "5" is "very convincing"; however, fewer than a majority (37-45%) rated the other arguments at the "4-5 convincing" end of the scale.

*Question: I'm now going to read you a few arguments in favor of these school bonds. For each one, please tell me on a scale of 1 to 5 how convincing each argument is in favor of a "yes" vote on the school bonds, where a 5 is a "very convincing argument" and a 1 is "not convincing at all".*



FULL QUESTIONS:

"Nearly 60% of the cost of these bonds is eligible to be reimbursed by the state, leaving only about 40% to be paid for by Anchorage taxpayers. This makes this bond a good deal."

"The construction project at Service High School is a top priority project. The incomplete renewal of Service has left more than half the building needing renewal to extend the facility life and provide for current instructional requirements."

"This year the school district has retired \$46.6 million in bond debt, which is more than the amount of un-reimbursed debt that the school district is asking voters to approve."

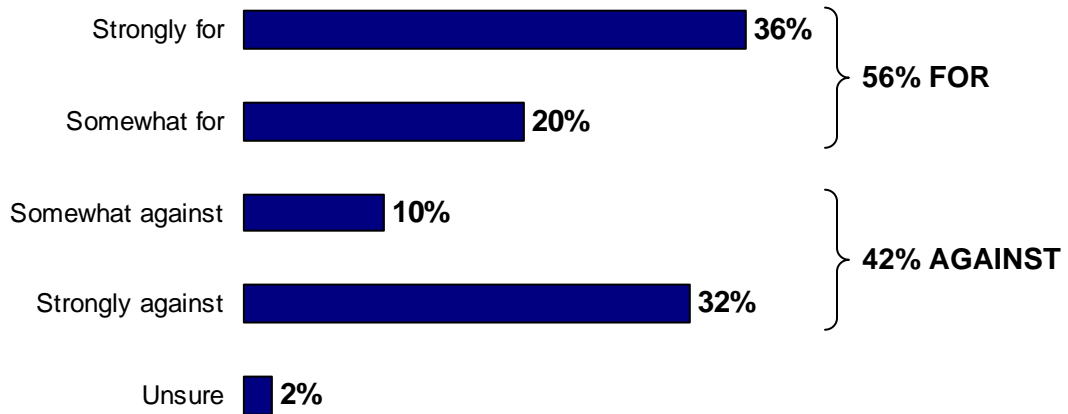
"The School District has listened to voters in recent years and responded this year by not asking for too much. These bonds are targeted at top priorities only."





After all of the arguments are considered, a majority of respondents (56%) reported they would vote in favor of the \$98 million dollar bond, with 36% “strongly” in support and 32% “strongly” opposed.

*Question: And if I can ask you one more time, if the election were held today, and the \$98 million dollar bond were the only school improvement bond on the ballot, do you think you would vote for or against the \$98 million dollar bond?*





**COMPARISON OF COMBINED BOND BEFORE AND AFTER SUPPORTING ARGUMENTS**

	<u>Before Arguments</u>		<u>After Arguments</u>	
Strongly for	(29%)	} 47%	(36%)	} 56%
Somewhat for	18%		20%	
Somewhat against	14%	} 51%	10%	} 42%
Strongly against	(37%)		(32%)	

**ANALYSIS OF CHANGE (% “for”)**

	<u>Before Arguments</u>	<u>After Arguments</u>
Age: 18-34	66%	79%
35-44	51%	59%
45-54	47%	53%
55+	45%	55%
Male	43%	53%
Female	51%	59%
Married	48%	55%
Single	45%	60%
Children in ASD	61%	69%
Children in household	57%	65%



# III

# Summary





## SUMMARY OF FINDINGS

- ◆ The Anchorage School District “Bond Survey” should be considered a reliable “snapshot” of current public perceptions regarding potential bonds which could be on the April, 2009 Municipal Election ballot. The survey included n=609 Anchorage residents who had voted in either the 2007 or 2008 Municipal elections, or had registered since April, 2008. In total, 74% of these respondents reported they were “*absolutely certain*” they would vote in the 2009 Municipal Election, and 26% said they were “*very sure*” they would vote.
- ◆ At the present time, in the absence of debt reimbursement by the State of Alaska, it appears that the \$71 million dollar bond may not pass. Although 32% reported they “strongly support” the bond, an equal 32% reported they were “strongly opposed”. Historically, the “strongly opposed” view has prevailed in local bond elections.
- ◆ On the other hand, the \$27 million dollar bond would likely pass – 43% “strongly support”, 26% “strongly oppose”.
- ◆ If the two bonds are combined into a single \$98 million dollar bond, the negative weight of the \$71 million dollar bond drags the combination down, with 37% “strongly opposed”, compared with 29% “strongly support”.
- ◆ However, if debt reimbursement is approved by the state legislature, the combined bond of \$98 million dollars is much more likely to pass – 40% “strongly support”, 29% “strongly oppose”.
- ◆ The importance of debt reimbursement is reinforced when reviewing the results of four specific “arguments” or reasons to support the potential bond issues. Half (50%) of all respondents rated the debt reimbursement factor either a “4” or “5” on a five-point scale ranging from “1” meaning “*not convincing at all*” to “5” meaning “*very convincing*”.
- ◆ At the conclusion of the survey, when the potential \$98 million dollar bond question was repeated in the *absence* of a specific reference to debt reimbursement, the “*strongly support*” percentage (36%) still prevailed; however, it was nearly equaled by the “*strongly opposed*” percentage (32%), which is within the 4% margin of error.
- ◆ Conclusions: At this point it appears...
  - The \$27 million dollar bond is likely to pass with or without debt reimbursement.
  - The \$71 million dollar bond may fail without debt reimbursement.
  - The \$98 million dollar bond is likely to fail without debt reimbursement.
  - The \$98 million dollar bond is likely to pass with debt reimbursement – if the debt reimbursement factor is widely known among voters.

# IV Crosstabulations



**...If the election were held today, and both bonds were on the ballot, do you think you would vote for or against the \$71 million dollar bond, that's the high school bond we described first?**

		Unsure	Strongly for	Somewhat for	Somewhat against	Strongly against	BASE
<b>TOTAL</b>		2%	32%	21%	13%	32%	100.0%
<b>Second Bond (\$27m)</b>	<b>Unsure</b>	59%	0%	41%	0%	0%	1.3%
	<b>For</b>	1%	50%	27%	11%	10%	62.7%
	<b>Against</b>	1%	1%	9%	16%	72%	35.9%
<b>Combined Bond (\$98m)</b>	<b>Unsure</b>	72%	0%	7%	7%	14%	1.5%
	<b>For</b>	1%	63%	31%	4%	1%	47.3%
	<b>Against</b>	1%	4%	12%	21%	62%	51.2%
<b>Assembly District</b>	<b>District 1</b>	8%	27%	32%	8%	25%	6.4%
	<b>District 2</b>	1%	29%	18%	13%	39%	14.7%
	<b>District 3</b>	2%	31%	16%	12%	39%	18.2%
	<b>District 4</b>	4%	41%	24%	8%	24%	15.5%
	<b>District 5</b>	2%	34%	19%	13%	33%	16.1%
	<b>District 6</b>	1%	29%	23%	17%	30%	29.1%
<b>Municipal Voting (2007-08)</b>	<b>Newly registered</b>	0%	70%	0%	0%	30%	.5%
	<b>2007 only</b>	1%	26%	24%	16%	33%	22.0%
	<b>2008 only</b>	0%	37%	14%	13%	37%	9.7%
	<b>Both</b>	3%	33%	21%	12%	31%	67.8%
<b>Likelihood to Vote</b>	<b>Absolutely certain</b>	2%	34%	19%	12%	33%	74.0%
	<b>Very likely</b>	2%	26%	27%	16%	29%	26.0%
<b>Children in Household</b>	<b>None</b>	3%	29%	20%	14%	34%	65.1%
	<b>One or more</b>	1%	37%	22%	11%	28%	34.9%
<b>ASD Children in Household</b>	<b>None</b>	0%	24%	18%	13%	45%	19.9%
	<b>One or more</b>	1%	41%	24%	11%	24%	80.1%
<b>Marital Status</b>	<b>Married</b>	2%	33%	19%	13%	33%	77.8%
	<b>Single</b>	4%	27%	26%	12%	31%	22.2%
<b>Age</b>	<b>Refused</b>	37%	14%	14%	23%	11%	1.1%
	<b>18-34</b>	0%	53%	23%	7%	17%	4.9%
	<b>35-44</b>	1%	33%	22%	11%	33%	16.0%
	<b>45-54</b>	0%	31%	20%	14%	35%	26.8%
	<b>55+</b>	3%	30%	21%	14%	33%	51.2%
<b>Gender</b>	<b>Male</b>	2%	32%	19%	13%	34%	50.0%
	<b>Female</b>	2%	32%	23%	13%	30%	50.0%

...And do you think you would vote for or against the \$27 million dollar bond, that's the maintenance bond we described second?

		Unsure	Strongly for	Somewhat for	Somewhat against	Strongly against	BASE
<b>TOTAL</b>		1%	43%	20%	10%	26%	100.0%
<b>First Bond (\$71m)</b>	<b>Unsure</b>	37%	29%	15%	0%	19%	2.1%
	<b>For</b>	1%	68%	23%	4%	3%	52.6%
	<b>Against</b>	0%	14%	16%	16%	54%	45.3%
<b>Combined Bond (\$98m)</b>	<b>Unsure</b>	53%	11%	14%	0%	23%	1.5%
	<b>For</b>	1%	75%	21%	2%	0%	47.3%
	<b>Against</b>	0%	14%	19%	17%	50%	51.2%
<b>Assembly District</b>	<b>District 1</b>	8%	52%	13%	9%	18%	6.4%
	<b>District 2</b>	0%	40%	21%	8%	31%	14.7%
	<b>District 3</b>	1%	44%	19%	6%	31%	18.2%
	<b>District 4</b>	1%	49%	20%	9%	22%	15.5%
	<b>District 5</b>	2%	43%	16%	15%	24%	16.1%
	<b>District 6</b>	1%	39%	23%	11%	26%	29.1%
<b>Municipal Voting (2007-08)</b>	<b>Newly registered</b>	0%	70%	30%	0%	0%	.5%
	<b>2007 only</b>	1%	38%	22%	13%	26%	22.0%
	<b>2008 only</b>	0%	39%	19%	9%	33%	9.7%
	<b>Both</b>	2%	45%	19%	9%	26%	67.8%
<b>Likelihood to Vote</b>	<b>Absolutely certain</b>	1%	46%	17%	9%	27%	74.0%
	<b>Very likely</b>	2%	35%	29%	10%	25%	26.0%
<b>Children in Household</b>	<b>None</b>	2%	40%	19%	10%	29%	65.1%
	<b>One or more</b>	0%	49%	21%	8%	22%	34.9%
<b>ASD Children in Household</b>	<b>None</b>	0%	32%	27%	5%	36%	19.9%
	<b>One or more</b>	0%	53%	20%	9%	18%	80.1%
<b>Marital Status</b>	<b>Married</b>	1%	43%	19%	10%	27%	77.8%
	<b>Single</b>	3%	43%	23%	9%	22%	22.2%
<b>Age</b>	<b>Refused</b>	0%	28%	37%	0%	35%	1.1%
	<b>18-34</b>	0%	53%	30%	9%	7%	4.9%
	<b>35-44</b>	1%	48%	17%	10%	24%	16.0%
	<b>45-54</b>	0%	38%	22%	12%	27%	26.8%
	<b>55+</b>	2%	43%	18%	8%	28%	51.2%
<b>Gender</b>	<b>Male</b>	1%	40%	19%	10%	30%	50.0%
	<b>Female</b>	1%	46%	21%	10%	22%	50.0%

Now, assume instead that these bonds are put together, and appear on the ballot as just one bond proposition...

...If the election were held today, and this was the only school improvement bond on the ballot, do you think you would vote for or against the \$98 million dollar bond?

		Unsure	Strongly for	Somewhat for	Somewhat against	Strongly against	BASE
<b>TOTAL</b>		2%	29%	18%	14%	37%	100.0%
<b>First Bond (\$71m)</b>	<b>Unsure</b>	51%	0%	22%	8%	20%	2.1%
	<b>For</b>	0%	55%	30%	10%	5%	52.6%
	<b>Against</b>	1%	1%	5%	18%	76%	45.3%
<b>Second Bond (\$27m)</b>	<b>Unsure</b>	59%	0%	41%	0%	0%	1.3%
	<b>For</b>	1%	46%	27%	12%	14%	62.7%
	<b>Against</b>	1%	0%	2%	17%	79%	35.9%
<b>Assembly District</b>	<b>District 1</b>	4%	33%	18%	17%	29%	6.4%
	<b>District 2</b>	2%	26%	12%	15%	44%	14.7%
	<b>District 3</b>	2%	30%	10%	15%	43%	18.2%
	<b>District 4</b>	0%	35%	24%	10%	31%	15.5%
	<b>District 5</b>	2%	31%	19%	13%	35%	16.1%
	<b>District 6</b>	1%	25%	22%	14%	37%	29.1%
<b>Municipal Voting (2007-08)</b>	<b>Newly registered</b>	0%	70%	0%	0%	30%	.5%
	<b>2007 only</b>	1%	25%	19%	15%	41%	22.0%
	<b>2008 only</b>	1%	36%	14%	12%	38%	9.7%
	<b>Both</b>	2%	30%	19%	14%	36%	67.8%
<b>Likelihood to Vote</b>	<b>Absolutely certain</b>	2%	32%	14%	14%	40%	74.0%
	<b>Very likely</b>	1%	23%	31%	14%	31%	26.0%
<b>Children in Household</b>	<b>None</b>	2%	27%	15%	14%	41%	65.1%
	<b>One or more</b>	0%	34%	23%	13%	30%	34.9%
<b>ASD Children in Household</b>	<b>None</b>	0%	24%	18%	11%	47%	19.9%
	<b>One or more</b>	0%	37%	24%	13%	26%	80.1%
<b>Marital Status</b>	<b>Married</b>	1%	30%	18%	13%	37%	77.8%
	<b>Single</b>	2%	26%	19%	15%	38%	22.2%
<b>Age</b>	<b>Refused</b>	0%	14%	37%	0%	49%	1.1%
	<b>18-34</b>	0%	43%	23%	25%	10%	4.9%
	<b>35-44</b>	0%	31%	20%	14%	35%	16.0%
	<b>45-54</b>	0%	27%	20%	13%	40%	26.8%
	<b>55+</b>	3%	29%	16%	14%	39%	51.2%
<b>Gender</b>	<b>Male</b>	1%	28%	15%	14%	42%	50.0%
	<b>Female</b>	2%	30%	21%	14%	33%	50.0%

**With the exception of the future school site acquisition, all of these projects are eligible for debt reimbursement by the State of Alaska...**

**...If the election were held today, and this was the only school bond on the ballot, do you think you would vote for or against the \$98 million dollar bond?**

		Unsure	Strongly for	Somewhat for	Somewhat against	Strongly against	BASE
<b>TOTAL</b>		2%	40%	20%	9%	29%	100.0%
<b>First Bond (\$71m)</b>	<b>Unsure</b>	19%	15%	53%	0%	13%	2.1%
	<b>For</b>	1%	74%	19%	3%	3%	52.6%
	<b>Against</b>	2%	2%	20%	17%	59%	45.3%
<b>Second Bond (\$27m)</b>	<b>Unsure</b>	9%	12%	79%	0%	0%	1.3%
	<b>For</b>	1%	63%	21%	8%	7%	62.7%
	<b>Against</b>	3%	2%	16%	11%	68%	35.9%
<b>Combined Bond (\$98m)</b>	<b>Unsure</b>	17%	17%	59%	0%	7%	1.5%
	<b>For</b>	0%	81%	17%	1%	1%	47.3%
	<b>Against</b>	3%	3%	22%	17%	55%	51.2%
<b>Assembly District</b>	<b>District 1</b>	0%	35%	30%	11%	25%	6.4%
	<b>District 2</b>	2%	36%	18%	13%	31%	14.7%
	<b>District 3</b>	1%	38%	23%	6%	33%	18.2%
	<b>District 4</b>	2%	51%	18%	5%	24%	15.5%
	<b>District 5</b>	3%	44%	14%	9%	29%	16.1%
	<b>District 6</b>	2%	38%	22%	10%	28%	29.1%
<b>Municipal Voting (2007-08)</b>	<b>Newly registered</b>	0%	70%	0%	0%	30%	.5%
	<b>2007 only</b>	3%	34%	20%	14%	30%	22.0%
	<b>2008 only</b>	0%	49%	9%	7%	34%	9.7%
	<b>Both</b>	2%	41%	22%	8%	28%	67.8%
<b>Likelihood to Vote</b>	<b>Absolutely certain</b>	2%	42%	17%	9%	30%	74.0%
	<b>Very likely</b>	2%	36%	28%	10%	25%	26.0%
<b>Children in Household</b>	<b>None</b>	2%	35%	21%	9%	32%	65.1%
	<b>One or more</b>	1%	50%	18%	9%	23%	34.9%
<b>ASD Children in Household</b>	<b>None</b>	2%	36%	12%	14%	37%	19.9%
	<b>One or more</b>	0%	53%	19%	8%	19%	80.1%
<b>Marital Status</b>	<b>Married</b>	1%	41%	19%	10%	30%	77.8%
	<b>Single</b>	4%	38%	26%	8%	24%	22.2%
<b>Age</b>	<b>Refused</b>	14%	0%	37%	14%	35%	1.1%
	<b>18-34</b>	2%	54%	28%	8%	7%	4.9%
	<b>35-44</b>	1%	42%	24%	9%	25%	16.0%
	<b>45-54</b>	1%	43%	16%	7%	32%	26.8%
	<b>55+</b>	2%	38%	20%	10%	30%	51.2%
<b>Gender</b>	<b>Male</b>	2%	37%	20%	9%	33%	50.0%
	<b>Female</b>	2%	44%	21%	9%	24%	50.0%

I'm now going to read you a few arguments in favor of these school bonds. For each one, please tell me on a scale of 1 to 5 how convincing each argument is in favor of a 'yes' vote...  
 'Nearly 60% of the cost of these bonds is eligible to be reimbursed by the state, leaving only about 40% to be paid for by Anchorage taxpayers. This makes this bond a good deal.'

		Unsure	1=Not convincing at all	2	3	4	5=Very convincing	BASE
<b>TOTAL</b>		2%	25%	9%	14%	19%	31%	100.0%
<b>First Bond (\$71m)</b>	<b>Unsure</b>	39%	8%	0%	13%	13%	27%	2.1%
	<b>For</b>	1%	3%	3%	13%	26%	53%	52.6%
	<b>Against</b>	1%	51%	16%	15%	11%	5%	45.3%
<b>Second Bond (\$27m)</b>	<b>Unsure</b>	19%	0%	0%	9%	20%	52%	1.3%
	<b>For</b>	2%	7%	5%	14%	27%	46%	62.7%
	<b>Against</b>	1%	58%	15%	15%	7%	3%	35.9%
<b>Combined Bond (\$98m)</b>	<b>Unsure</b>	17%	7%	0%	16%	15%	45%	1.5%
	<b>For</b>	1%	2%	1%	10%	29%	56%	47.3%
	<b>Against</b>	2%	47%	16%	18%	10%	7%	51.2%
<b>Assembly District</b>	<b>District 1</b>	8%	11%	12%	11%	23%	36%	6.4%
	<b>District 2</b>	3%	34%	5%	19%	9%	30%	14.7%
	<b>District 3</b>	1%	23%	13%	15%	21%	26%	18.2%
	<b>District 4</b>	2%	22%	4%	12%	26%	35%	15.5%
	<b>District 5</b>	3%	28%	7%	13%	14%	35%	16.1%
	<b>District 6</b>	1%	25%	11%	14%	22%	27%	29.1%
<b>Municipal Voting (2007-08)</b>	<b>Newly registered</b>	0%	30%	0%	0%	20%	50%	.5%
	<b>2007 only</b>	3%	28%	6%	20%	15%	28%	22.0%
	<b>2008 only</b>	3%	29%	8%	9%	19%	32%	9.7%
	<b>Both</b>	2%	24%	10%	13%	21%	31%	67.8%
<b>Likelihood to Vote</b>	<b>Absolutely certain</b>	1%	27%	8%	12%	19%	32%	74.0%
	<b>Very likely</b>	4%	19%	11%	20%	20%	25%	26.0%
<b>Children in Household</b>	<b>None</b>	2%	29%	9%	14%	17%	29%	65.1%
	<b>One or more</b>	3%	18%	8%	15%	23%	34%	34.9%
<b>ASD Children in Household</b>	<b>None</b>	2%	25%	14%	15%	17%	26%	19.9%
	<b>One or more</b>	3%	16%	6%	14%	25%	36%	80.1%
<b>Marital Status</b>	<b>Married</b>	2%	26%	9%	14%	19%	30%	77.8%
	<b>Single</b>	4%	20%	7%	15%	22%	32%	22.2%
<b>Age</b>	<b>Refused</b>	23%	25%	0%	14%	37%	0%	1.1%
	<b>18-34</b>	9%	5%	2%	6%	40%	38%	4.9%
	<b>35-44</b>	1%	20%	10%	12%	24%	33%	16.0%
	<b>45-54</b>	2%	26%	11%	15%	17%	29%	26.8%
	<b>55+</b>	2%	28%	8%	15%	17%	31%	51.2%
<b>Gender</b>	<b>Male</b>	3%	30%	7%	13%	19%	27%	50.0%
	<b>Female</b>	1%	20%	10%	15%	20%	34%	50.0%

I'm now going to read you a few arguments in favor of these school bonds. For each one, please tell me on a scale of 1 to 5 how convincing each argument is in favor of a 'yes' vote...  
**The construction project at Service High School is a top priority project. The incomplete renewal of Service has left more than half the building needing renewal to extend the facility life and provide for current instructional requirements.'**

		Unsure	1=Not convincing at all	2	3	4	5=Very convincing	BASE
<b>TOTAL</b>		2%	25%	11%	17%	22%	23%	100.0%
<b>First Bond (\$71m)</b>	<b>Unsure</b>	24%	8%	8%	28%	13%	19%	2.1%
	<b>For</b>	2%	3%	5%	17%	34%	39%	52.6%
	<b>Against</b>	0%	52%	18%	16%	10%	4%	45.3%
<b>Second Bond (\$27m)</b>	<b>Unsure</b>	19%	0%	21%	21%	21%	17%	1.3%
	<b>For</b>	2%	6%	10%	18%	30%	34%	62.7%
	<b>Against</b>	1%	60%	13%	14%	9%	4%	35.9%
<b>Combined Bond (\$98m)</b>	<b>Unsure</b>	17%	7%	7%	16%	26%	27%	1.5%
	<b>For</b>	1%	2%	6%	15%	36%	40%	47.3%
	<b>Against</b>	1%	47%	17%	18%	10%	7%	51.2%
<b>Assembly District</b>	<b>District 1</b>	8%	21%	16%	10%	26%	18%	6.4%
	<b>District 2</b>	3%	33%	15%	14%	17%	17%	14.7%
	<b>District 3</b>	2%	25%	9%	22%	21%	22%	18.2%
	<b>District 4</b>	2%	17%	12%	15%	29%	25%	15.5%
	<b>District 5</b>	1%	27%	8%	14%	28%	22%	16.1%
	<b>District 6</b>	0%	26%	11%	19%	19%	26%	29.1%
<b>Municipal Voting (2007-08)</b>	<b>Newly registered</b>	0%	30%	0%	20%	0%	50%	.5%
	<b>2007 only</b>	1%	30%	8%	19%	19%	24%	22.0%
	<b>2008 only</b>	3%	29%	8%	14%	21%	25%	9.7%
	<b>Both</b>	2%	23%	13%	16%	24%	22%	67.8%
<b>Likelihood to Vote</b>	<b>Absolutely certain</b>	1%	28%	9%	16%	21%	24%	74.0%
	<b>Very likely</b>	3%	18%	18%	17%	26%	18%	26.0%
<b>Children in Household</b>	<b>None</b>	1%	27%	11%	16%	22%	22%	65.1%
	<b>One or more</b>	3%	21%	11%	17%	22%	25%	34.9%
<b>ASD Children in Household</b>	<b>None</b>	0%	36%	11%	8%	23%	22%	19.9%
	<b>One or more</b>	3%	18%	12%	20%	22%	25%	80.1%
<b>Marital Status</b>	<b>Married</b>	2%	27%	11%	16%	21%	23%	77.8%
	<b>Single</b>	2%	19%	11%	19%	26%	22%	22.2%
<b>Age</b>	<b>Refused</b>	23%	25%	0%	28%	23%	0%	1.1%
	<b>18-34</b>	6%	18%	4%	14%	33%	24%	4.9%
	<b>35-44</b>	1%	24%	12%	14%	22%	27%	16.0%
	<b>45-54</b>	2%	25%	13%	18%	20%	22%	26.8%
	<b>55+</b>	1%	26%	11%	17%	23%	22%	51.2%
<b>Gender</b>	<b>Male</b>	1%	32%	9%	16%	21%	21%	50.0%
	<b>Female</b>	2%	18%	14%	18%	24%	25%	50.0%

I'm now going to read you a few arguments in favor of these school bonds. For each one, please tell me on a scale of 1 to 5 how convincing each argument is in favor of a 'yes' vote...  
 This year the school district has retired \$46.6 million in bond debt, which is more than the amount of un-reimbursed debt that the school district is asking voters to approve.'

		Unsure	1=Not convincing at all	2	3	4	5=Very convincing	BASE
<b>TOTAL</b>		2%	26%	11%	21%	19%	21%	100.0%
<b>First Bond (\$71m)</b>	<b>Unsure</b>	32%	0%	22%	21%	6%	19%	2.1%
	<b>For</b>	2%	6%	5%	21%	31%	35%	52.6%
	<b>Against</b>	1%	52%	17%	20%	6%	5%	45.3%
<b>Second Bond (\$27m)</b>	<b>Unsure</b>	40%	0%	12%	0%	29%	19%	1.3%
	<b>For</b>	2%	9%	9%	23%	27%	30%	62.7%
	<b>Against</b>	1%	58%	13%	17%	5%	5%	35.9%
<b>Combined Bond (\$98m)</b>	<b>Unsure</b>	17%	7%	11%	16%	15%	35%	1.5%
	<b>For</b>	1%	4%	6%	19%	31%	38%	47.3%
	<b>Against</b>	2%	48%	16%	22%	8%	5%	51.2%
<b>Assembly District</b>	<b>District 1</b>	13%	20%	9%	30%	10%	19%	6.4%
	<b>District 2</b>	3%	35%	16%	17%	13%	17%	14.7%
	<b>District 3</b>	2%	26%	10%	17%	22%	23%	18.2%
	<b>District 4</b>	2%	21%	11%	23%	21%	22%	15.5%
	<b>District 5</b>	2%	30%	8%	20%	15%	25%	16.1%
	<b>District 6</b>	0%	25%	11%	22%	23%	19%	29.1%
<b>Municipal Voting (2007-08)</b>	<b>Newly registered</b>	0%	30%	0%	0%	20%	50%	.5%
	<b>2007 only</b>	2%	32%	10%	16%	25%	15%	22.0%
	<b>2008 only</b>	3%	22%	15%	22%	11%	26%	9.7%
	<b>Both</b>	2%	25%	11%	22%	18%	22%	67.8%
<b>Likelihood to Vote</b>	<b>Absolutely certain</b>	2%	29%	10%	21%	17%	22%	74.0%
	<b>Very likely</b>	4%	20%	14%	19%	25%	18%	26.0%
<b>Children in Household</b>	<b>None</b>	2%	30%	11%	22%	14%	22%	65.1%
	<b>One or more</b>	2%	20%	11%	18%	29%	19%	34.9%
<b>ASD Children in Household</b>	<b>None</b>	2%	25%	15%	17%	27%	14%	19.9%
	<b>One or more</b>	2%	19%	10%	18%	30%	21%	80.1%
<b>Marital Status</b>	<b>Married</b>	2%	27%	11%	18%	20%	21%	77.8%
	<b>Single</b>	3%	23%	10%	30%	15%	19%	22.2%
<b>Age</b>	<b>Refused</b>	49%	0%	0%	14%	37%	0%	1.1%
	<b>18-34</b>	9%	13%	8%	19%	22%	29%	4.9%
	<b>35-44</b>	1%	21%	10%	27%	28%	13%	16.0%
	<b>45-54</b>	1%	28%	13%	15%	21%	21%	26.8%
	<b>55+</b>	1%	29%	11%	22%	14%	23%	51.2%
<b>Gender</b>	<b>Male</b>	2%	31%	12%	19%	17%	19%	50.0%
	<b>Female</b>	2%	22%	10%	22%	21%	23%	50.0%

I'm now going to read you a few arguments in favor of these school bonds. For each one, please tell me on a scale of 1 to 5 how convincing each argument is in favor of a 'yes' vote...

The School District has listened to voters in recent years and responded this year by not asking for too much. These bonds are targeted at top priorities only.'

		Unsure	1=Not convincing at all	2	3	4	5=Very convincing	BASE
<b>TOTAL</b>		2%	29%	12%	20%	19%	18%	100.0%
<b>First Bond (\$71m)</b>	<b>Unsure</b>	39%	13%	6%	21%	15%	6%	2.1%
	<b>For</b>	1%	6%	7%	25%	29%	32%	52.6%
	<b>Against</b>	1%	57%	18%	14%	8%	2%	45.3%
<b>Second Bond (\$27m)</b>	<b>Unsure</b>	19%	0%	9%	21%	20%	31%	1.3%
	<b>For</b>	2%	9%	10%	25%	27%	26%	62.7%
	<b>Against</b>	1%	65%	15%	11%	5%	3%	35.9%
<b>Combined Bond (\$98m)</b>	<b>Unsure</b>	17%	16%	8%	16%	35%	8%	1.5%
	<b>For</b>	2%	5%	6%	24%	30%	34%	47.3%
	<b>Against</b>	2%	52%	18%	16%	9%	4%	51.2%
<b>Assembly District</b>	<b>District 1</b>	11%	19%	9%	19%	11%	32%	6.4%
	<b>District 2</b>	4%	40%	12%	13%	17%	13%	14.7%
	<b>District 3</b>	1%	32%	10%	21%	20%	17%	18.2%
	<b>District 4</b>	2%	19%	11%	24%	23%	21%	15.5%
	<b>District 5</b>	2%	36%	3%	22%	20%	19%	16.1%
	<b>District 6</b>	0%	26%	19%	20%	19%	17%	29.1%
<b>Municipal Voting (2007-08)</b>	<b>Newly registered</b>	0%	30%	0%	20%	0%	50%	.5%
	<b>2007 only</b>	1%	37%	12%	21%	15%	14%	22.0%
	<b>2008 only</b>	3%	34%	7%	16%	8%	32%	9.7%
	<b>Both</b>	2%	26%	13%	20%	22%	17%	67.8%
<b>Likeliness to Vote</b>	<b>Absolutely certain</b>	2%	30%	11%	19%	20%	18%	74.0%
	<b>Very likely</b>	3%	25%	14%	23%	16%	18%	26.0%
<b>Children in Household</b>	<b>None</b>	2%	32%	11%	17%	20%	18%	65.1%
	<b>One or more</b>	2%	23%	13%	25%	18%	19%	34.9%
<b>ASD Children in Household</b>	<b>None</b>	2%	25%	22%	24%	11%	16%	19.9%
	<b>One or more</b>	2%	22%	11%	25%	20%	20%	80.1%
<b>Marital Status</b>	<b>Married</b>	2%	30%	12%	19%	21%	17%	77.8%
	<b>Single</b>	3%	24%	12%	25%	12%	23%	22.2%
<b>Age</b>	<b>Refused</b>	23%	25%	0%	0%	37%	14%	1.1%
	<b>18-34</b>	9%	16%	2%	25%	21%	27%	4.9%
	<b>35-44</b>	1%	23%	13%	29%	16%	19%	16.0%
	<b>45-54</b>	1%	30%	13%	22%	17%	16%	26.8%
	<b>55+</b>	2%	32%	12%	16%	20%	18%	51.2%
<b>Gender</b>	<b>Male</b>	2%	34%	12%	16%	18%	17%	50.0%
	<b>Female</b>	2%	24%	11%	24%	20%	19%	50.0%

And if I can ask you one more time, if the election were held today, and the \$98 million dollar bond were the only school improvement bond on the ballot, do you think you would vote for or against the \$98 million dollar bond?

		Unsure	Strongly for	Somewhat for	Somewhat against	Strongly against	BASE
<b>TOTAL</b>		2%	36%	20%	10%	32%	100.0%
<b>First Bond (\$71m)</b>	<b>Unsure</b>	38%	0%	49%	8%	6%	2.1%
	<b>For</b>	1%	67%	24%	4%	4%	52.6%
	<b>Against</b>	1%	2%	14%	18%	65%	45.3%
<b>Second Bond (\$27m)</b>	<b>Unsure</b>	40%	0%	60%	0%	0%	1.3%
	<b>For</b>	1%	57%	25%	8%	8%	62.7%
	<b>Against</b>	1%	2%	9%	14%	73%	35.9%
<b>Combined Bond (\$98m)</b>	<b>Unsure</b>	43%	0%	34%	0%	23%	1.5%
	<b>For</b>	0%	75%	24%	0%	1%	47.3%
	<b>Against</b>	2%	2%	15%	20%	60%	51.2%
<b>Assembly District</b>	<b>District 1</b>	8%	37%	28%	8%	19%	6.4%
	<b>District 2</b>	4%	32%	11%	11%	42%	14.7%
	<b>District 3</b>	2%	36%	20%	8%	33%	18.2%
	<b>District 4</b>	2%	41%	25%	7%	25%	15.5%
	<b>District 5</b>	1%	41%	13%	14%	31%	16.1%
	<b>District 6</b>	0%	34%	23%	12%	32%	29.1%
<b>Municipal Voting (2007-08)</b>	<b>Newly registered</b>	0%	70%	0%	0%	30%	.5%
	<b>2007 only</b>	2%	30%	21%	13%	35%	22.0%
	<b>2008 only</b>	0%	39%	15%	13%	33%	9.7%
	<b>Both</b>	2%	38%	20%	9%	30%	67.8%
<b>Likelihood to Vote</b>	<b>Absolutely certain</b>	2%	39%	17%	11%	33%	74.0%
	<b>Very likely</b>	2%	31%	29%	10%	29%	26.0%
<b>Children in Household</b>	<b>None</b>	2%	31%	20%	12%	35%	65.1%
	<b>One or more</b>	2%	46%	19%	8%	25%	34.9%
<b>ASD Children in Household</b>	<b>None</b>	0%	33%	16%	11%	40%	19.9%
	<b>One or more</b>	2%	50%	19%	7%	22%	80.1%
<b>Marital Status</b>	<b>Married</b>	2%	37%	18%	10%	33%	77.8%
	<b>Single</b>	2%	34%	26%	10%	28%	22.2%
<b>Age</b>	<b>Refused</b>	23%	14%	37%	14%	11%	1.1%
	<b>18-34</b>	0%	45%	34%	11%	10%	4.9%
	<b>35-44</b>	2%	37%	22%	10%	30%	16.0%
	<b>45-54</b>	1%	38%	15%	10%	36%	26.8%
	<b>55+</b>	2%	35%	20%	11%	32%	51.2%
<b>Gender</b>	<b>Male</b>	1%	35%	18%	11%	34%	50.0%
	<b>Female</b>	2%	38%	21%	10%	29%	50.0%

# V Appendix



**PRELIMINARY RESULTS**  
**n = 609**

Q.1	How likely do you think you are to vote in the Anchorage Municipal Election on April 7th next year -- absolutely certain, very likely, somewhat likely, or not at all likely?	Absolutely certain 74% Very likely 26% Somewhat likely --% Not at all likely --% Unsure --%
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◆◆ Our questions today concern various options for school bonds that may be on the ballot in the April 2009 Municipal Election. I'd like to describe two bonds to you now and then ask you how you think you'd vote.

**The first bond** is for **\$71** million dollars. This bond would provide **\$68** million for an addition and renewal at Service High School to complete the final phases of construction there, **\$680** thousand for design work at Girdwood School, and **\$2.5** million for a sewer extension at Eagle River High School. Passage of this bond would result in an increase in your annual property taxes of approximately **\$19** for every \$100,000 of assessed property value.

**The second bond** on the ballot is for **\$27** million dollars. This bond would provide for district-wide maintenance and building systems -- including roof repairs, security system upgrades, electrical, mechanical, and traffic safety upgrades -- and **\$6.5** million for future school site acquisition. Passage of this **\$27** million bond would result in an increase in your annual property taxes of approximately **\$7** for every \$100,000 of assessed property value.

Q.2	If the election were held today, and <u>both</u> bonds were on the ballot, do you think you would vote for or against the \$71 million dollar bond, that's the high school bond we described first? ...and is that <u>strongly</u> (for/against) or <u>just somewhat</u> (for/against)?	Strongly for 32% } Somewhat for 21% } 53% Somewhat against 13% } Strongly against 32% } 45% UNSURE 2%
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Q.3	And do you think you would vote for or against the \$27 million dollar bond, that's the maintenance bond we described second? ...and is that <u>strongly</u> (for/against) or <u>just somewhat</u> (for/against)?	Strongly for 43% } Somewhat for 20% } 63% Somewhat against 10% } Strongly against 26% } 36% UNSURE 1%
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Q.4 Now, assume instead that these bonds are put together, and appear on the ballot as just one bond proposition. This bond would be for **\$98 million**, and would provide the **\$71 million** dollars in high school funds from the first bond and **\$27 million** in funds for maintenance and building systems from the second bond. Passage of this **\$98 million** bond would result in an increase in your annual property taxes of approximately **\$27** for every \$100,000 of assessed property value.

If the election were held today, and this was the only school improvement bond on the ballot, do you think you would vote for or against the \$98 million dollar bond?

...and is that strongly (for/against) or just somewhat (for/against)?

Strongly for	29%	} 47%
Somewhat for	18%	
Somewhat against	14%	} 51%
Strongly against	37%	
UNSURE	2%	

Q.5 With the exception of the future school site acquisition, all of these projects are eligible for debt reimbursement by the State of Alaska. This means that if debt reimbursement is approved by the state legislature, 60 to 70 percent of the cost of this combined bond will be paid for by the state. Passage of this **\$98 million** dollar bond would then result in an increase in your annual taxes of approximately **\$11** for every \$100,000 of assessed property value.

Now that you know the majority of this bond is eligible for debt reimbursement... If the election were held today, and this was the only school bond on the ballot, do you think you would vote for or against the \$98 million dollar bond?

...and is that strongly (for/against) or just somewhat (for/against)?

Strongly for	40%	} 60%
Somewhat for	20%	
Somewhat against	9%	} 38%
Strongly against	29%	
UNSURE	2%	

**[MORE QUESTIONS NEXT PAGE]**

◆◆ I'm now going to read you a few arguments in favor of these school bonds. For each one, please tell me on a scale of 1 to 5 how convincing each argument is in favor of a "yes" vote on the school bonds, where a 5 is a "very convincing argument" and a 1 is "not convincing at all".

		Not Convincing			Very Convincing		UNSURE
		(1)	(2)	(3)	(4)	(5)	
Q.6	"Nearly 60% of the cost of these bonds is eligible to be reimbursed by the state, leaving only about 40% to be paid for by Anchorage taxpayers. This makes this bond a good deal."	25%	9%	14%	19%	31%	2%
		34%			50%		
Q.7	"The construction project at Service High School is a top priority project. The incomplete renewal of Service has left more than half the building needing renewal to extend the facility life and provide for current instructional requirements."	25%	11%	17%	22%	23%	2%
		36%			45%		
Q.8	"This year the school district has retired \$46.6 million in bond debt, which is more than the amount of un-reimbursed debt that the school district is asking voters to approve."	26%	11%	21%	19%	21%	2%
		37%			40%		
Q.9	"The School District has listened to voters in recent years and responded this year by not asking for too much. These bonds are targeted at top priorities only."	29%	12%	20%	19%	18%	2%
		41%			37%		

Q.10	And if I can ask you one more time, if the election were held today, and the \$98 million dollar bond were the only school improvement bond on the ballot, do you think you would vote for or against the \$98 million dollar bond? ...and is that strongly (for/against) or just somewhat (for/against)?	Strongly for	37%	} 57%
		Somewhat for	20%	
		Somewhat against	10%	} 42%
		Strongly against	32%	
		UNSURE	1%	

◆◆ Now I have just a few more quick questions to make sure we have a representative sample...

Q.11	In what year were you born?	19 __ __	
Q.12	When you registered to vote, did you register as a Democrat, Republican, Non-Partisan, Undeclared, or something else?		Democrat 16% Republican 26% Non-Partisan/Undeclared 51% Other 7%
	<b>IF "INDEPENDENT", ASK IF THAT'S THE ALASKA INDEPENDENCE PARTY; IF YES, CODE "OTHER"; IF NO, CODE "NON-PARTISAN."</b>		
.12	Of the people currently living in your household, how many are children or adolescents aged 18 or under?		(SKIP TO Q.14) None 65% One or more 35%
Q.13	How many of your children attend public school in the Anchorage School District?		None 20% One or more 80%
Q.14	Are you married or single?		Married 78% Single 22%
Q.15	Gender		Male 50% Female 50%
Q.16	Assembly District		One 6% Two 15% Three 18% Four 16% Five 16% Six 29%
Q.17	Municipal Voting 2007-2008		Registered since last election <1% 2007 only 22% 2008 only 10% Both 68%