



Los Angeles Unified School District Parcel Tax Tracking Survey

**Survey Conducted:
February 14-19, 2019**

CONSULTANT WORKING DRAFT. NOT FOR PUBLICATION. CA GOVT CODE 6254.



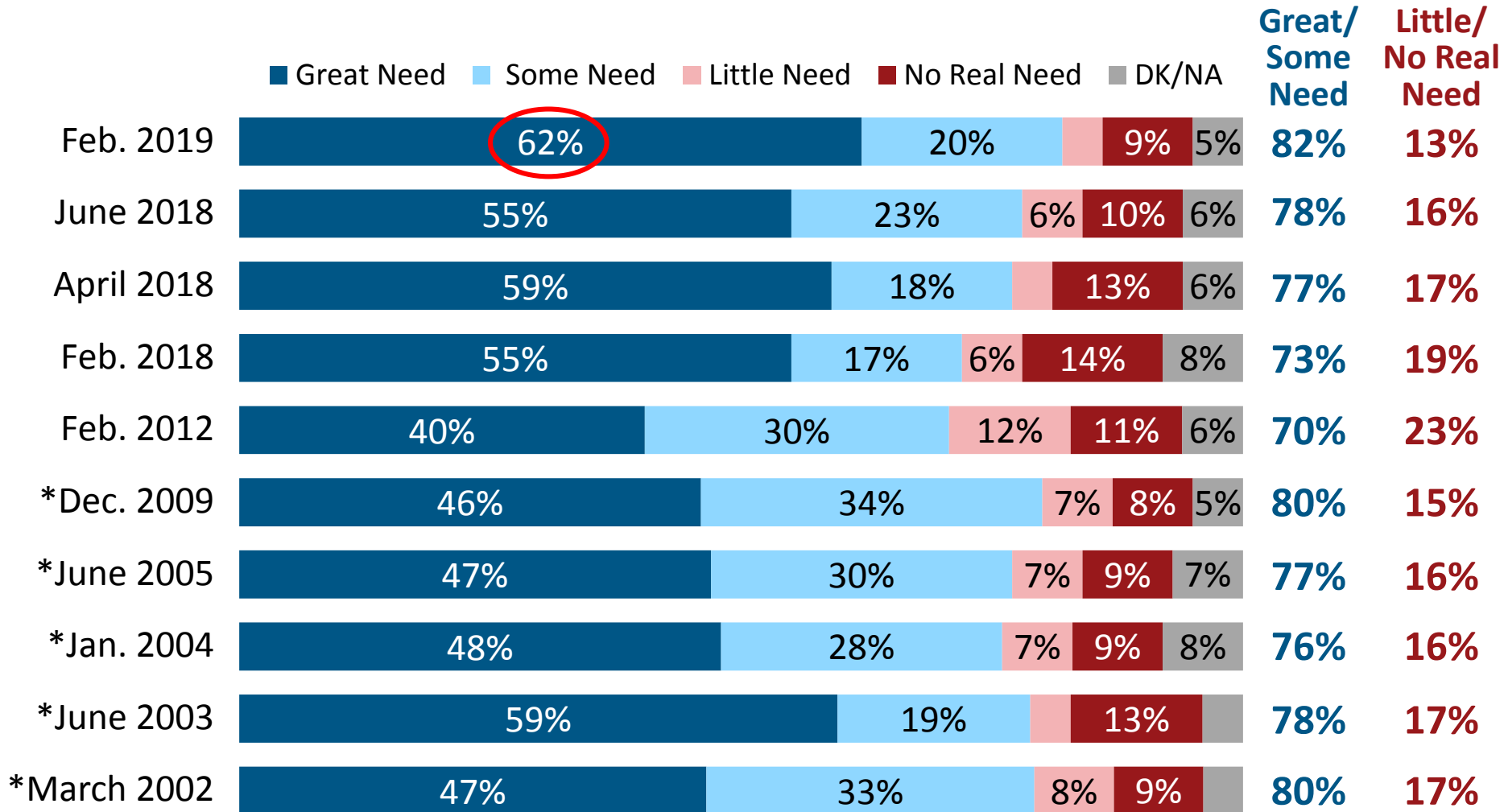
FAIRBANK, MASLIN,
MAULLIN, METZ
& ASSOCIATES

Methodology

- ✓ 700 interviews with registered voters in the Los Angeles Unified School District (LAUSD) likely to vote in a 2019 special election
- ✓ Survey results modeled to two voter turnout scenarios:
 - Higher Turnout: 16.8%; 414,000 voters
 - Lower Turnout: 8.5%; 209,000 voters
- ✓ Survey conducted February 14-19, 2019 by cell phone and landline telephone interview with live interviewers
- ✓ Survey available in English and Spanish
- ✓ Overall Margin of Error: $\pm 3.7\%$
- ✓ Some percentages may not sum to 100% due to rounding
- ✓ Some questions tracked to prior surveys conducted for LAUSD

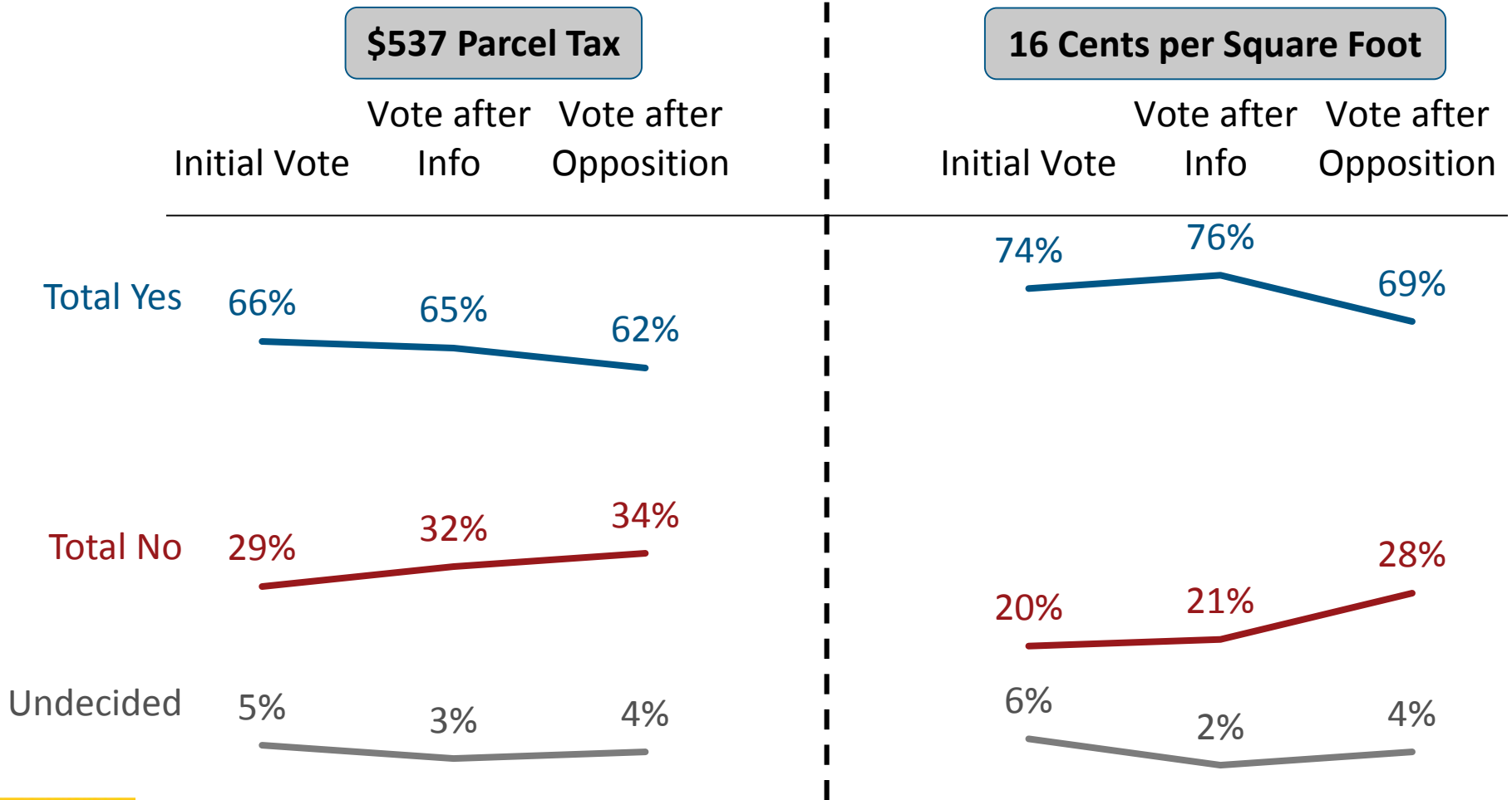
Voters' perception of LAUSD's need for funding has not been higher in any previous FM3 survey.

LAUSD schools



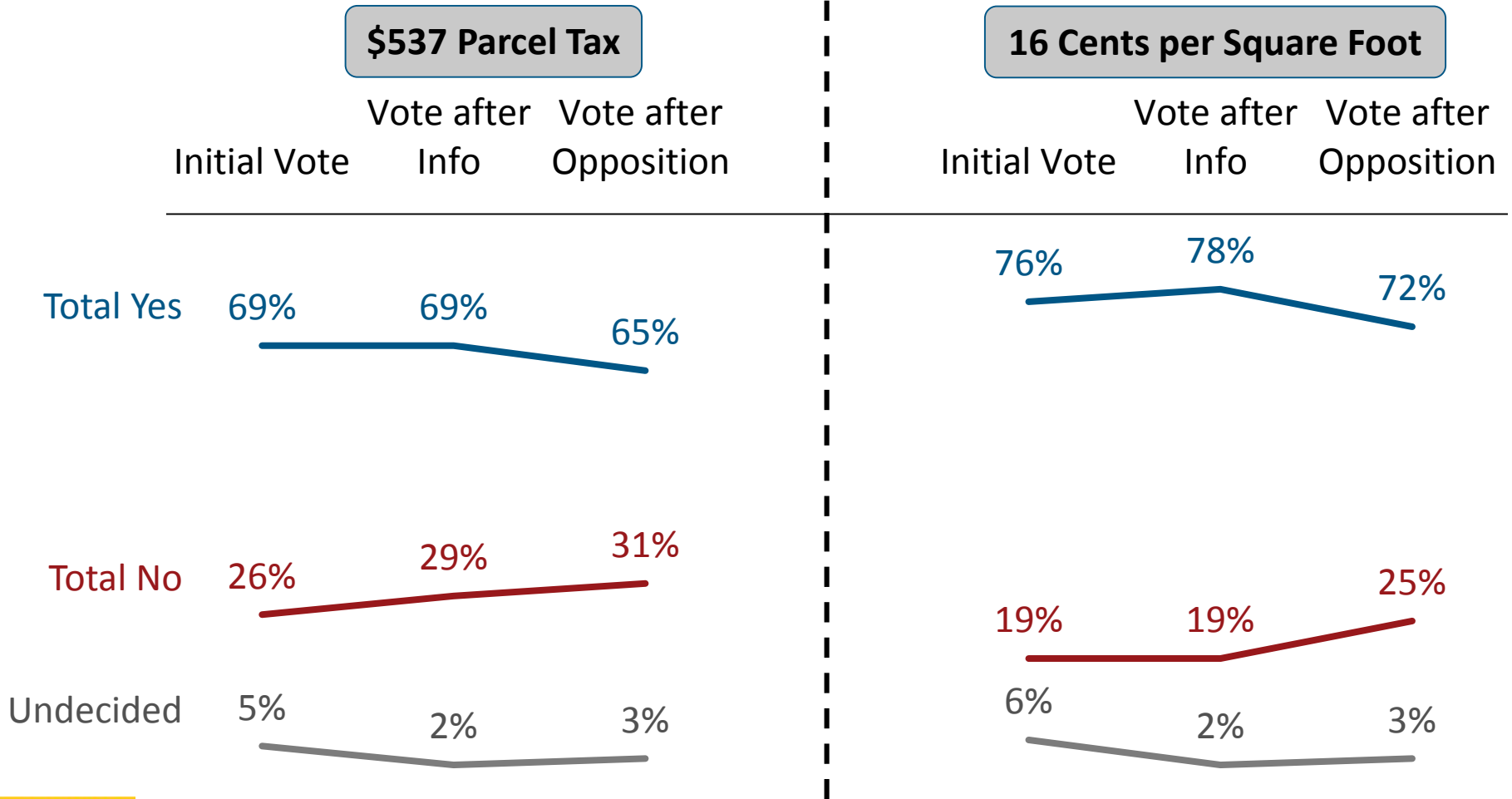
In the Lower Turnout scenario, the cents per square foot funding mechanism remains above the 2/3rds threshold after all messaging.

(Lower Turnout)



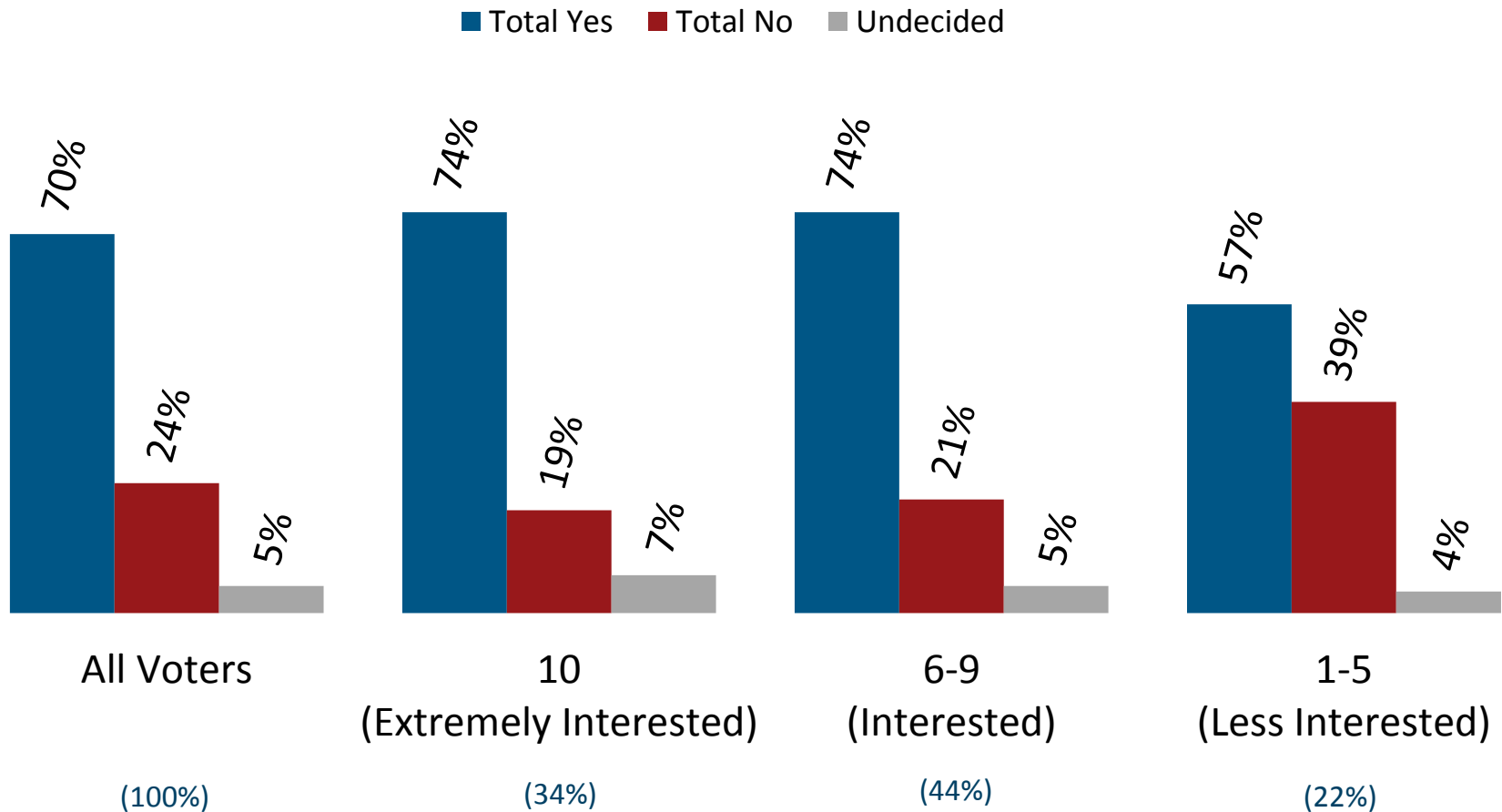
Results are even more positive for the cents per square foot mechanism in the Higher Turnout scenario.

(Higher Turnout)



There is higher support for the measure among voters who would be more interested in a special election.

Initial Vote by Election Interest (Lower Turnout Universe)



(% of Sample)