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Maslin,
Maullin,
Metz &
Associates*

FM3

*Public Opinion Research
& Strategy*

TO: Interested Parties

FROM: Fairbank, Maslin, Maullin, Metz & Associates (FM3)

RE: Summary of Chino Valley USD Survey Results

DATE: March 31, 2015

Fairbank, Maslin, Maullin, Metz & Associates (FM3) recently completed a survey of 400 telephone interviews with respondents in the Chino Valley Unified School District (CVUSD).¹ Issues addressed in the survey included respondents' perceptions of the District, their awareness of and reactions to the District's financial needs, and the potential for a future school bond measure. Key findings from the survey included:

- ✓ More than two-in-three respondents agree that Chino Valley schools provide a high-quality education to local students
- ✓ The vast majority - nearly nine-in-ten - respondents believe that improving local public schools will help maintain strong property values
- ✓ More than two-in-three respondents believe that CVUSD has "great" or "some" need for additional funding
- ✓ More than six-in-ten respondents would support a local CVUSD school bond measure

¹ **Methodology:** From February 19-22, 2015, FM3 completed 400 telephone interviews (on landlines and cell phones) with voters in the Chino Valley Unified School District. The margin of sampling error is +/-4.9% at the 95% confidence level; margins of error for population subgroups will be higher. Due to rounding, not all totals will sum to 100%.

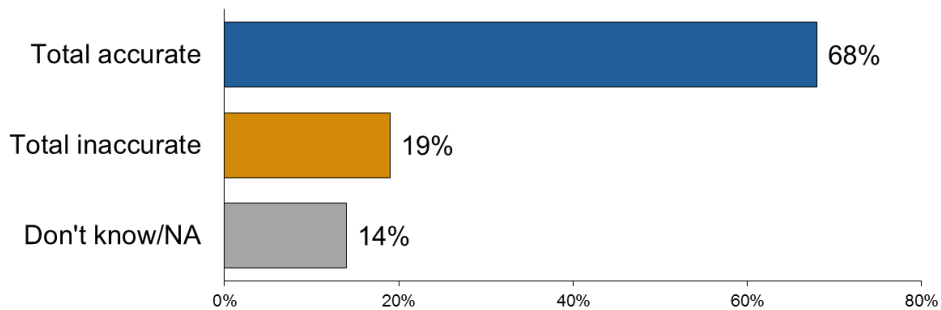
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Taken together, these survey findings indicate that District residents are generally satisfied with the education provided by their local public schools and aware of the need to invest in their local schools; in addition, voters are open to supporting a local school bond measure in a future election. The following **Figures 1-4** illustrate some of the key findings from the survey:

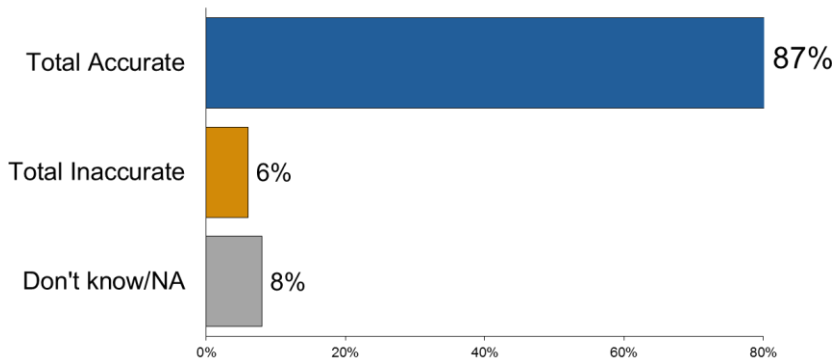
- More than two-in-three respondents (68 percent) described the statement “Chino Valley schools provide a high-quality education to local students” as being accurate, while fewer than one-in-five (19 percent) believed the statement to be inaccurate, as shown in **Figure 1** below.

Figure 1:
Chino Valley Schools Provide a High-Quality Education to Local Students



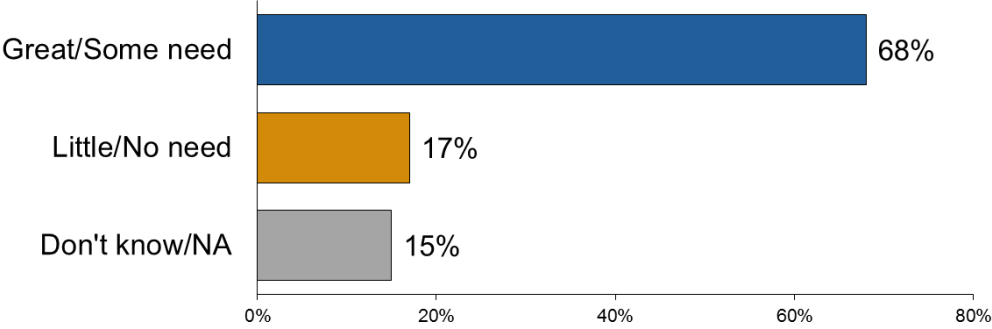
- An overwhelming majority of respondents (87 percent, or seven-in-eight) believe that improving local public schools will help maintain strong property values, as illustrated in **Figure 2** below.

Figure 2:
“Improving Local Public Schools will help Maintain Strong Property Values”



- More than two-in-three respondents (68 percent) believe that Chino Valley USD has either a great need or some need for additional funding, while fewer than one-in-five respondents believe the District has either little or no need for additional funding, as illustrated in **Figure 3** below.

**Figure 3:
Perception of Chino Valley USD Financial Needs**



- When read the ballot language of a potential CVUSD local school bond measure, more than six-in-ten respondents (62 percent) indicated that they would support such a measure if it appeared on the ballot in a future election, as shown in **Figure 4** below. The potential school bond measure would address the needs to improve schools, retain and attract quality teachers, ensure safe drinking water at all school campuses, continue removal of asbestos and lead paint from school sites, update school security and fire safety and provide classroom and instructional technology, and would include annual independent financial audits.

**Figure 4:
Support for a Potential Chino Valley USD School Bond Measure**

