

Anchorage School District Post-Election School Bond Survey

SURVEY CONDUCTED April 9-13, 2022

RESEARCH CONDUCTED BY:



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Background & Research Methods

Background

The Anchorage School District (ASD) contracted with Hays Research Group LLC (HRG) to conduct this important survey regarding attitudes and opinions related to the Anchorage School District and the results of the 2022 Municipal Election.

Survey Instrument

The survey instrument was finalized after several drafts, which included reviews and suggested changes by the ASD Communications Director and final approval by Adam Hays, HRG Research Director. The interviews were conducted during the period of April 9th-13th, 2022. The mixed method (telephone and web surveys) survey averaged five minutes in length. The survey instrument was carefully designed to obtain thoughtful answers from respondents while avoiding instrument bias. The survey included both multiple choice and open-ended questions that were coded into groups for analysis in this report.

Sample

The total sample size of this survey was n=384 residents of Anchorage who were registered to vote and indicated that they voted in the 2022 Municipal Election in Anchorage. The ratio of men to women and of age group levels was kept in proportion to Anchorage population figures within the margin of error.

There was a quota of at least 65% of completed telephone interviews with respondents on cell phones to reflect the actual breakdown of the percentages of cell phones and landlines in Anchorage.

The probability is 19 out of 20 (95%) for the overall sample size that if researchers had sought to interview every eligible household from the sample frame above by using the same questionnaire, the findings would differ from these overall survey results by no more than 5.0 percentage points in either direction. Thus, the margin of error is +/-5.0% for the overall sample. For the remaining subgroups, the sampling error may be larger due to a smaller overall sample size.

The sampling error is not the only way in which survey findings may vary from the findings that would result from talking to every resident in the population studied. Survey research is susceptible to human and mechanical errors such as interviewer recording and data handling errors.

However, the standardized procedures used by HRG including the use of Computer Assisted Telephone Interview software (CATI) eliminate such errors associated with paper and pencil

methods thus keeping the human error potential to a minimum. Interviews were monitored by the HRG Research Director to ensure validity of the data collected throughout the survey process.

Data Analysis & Reporting

Members of the HRG team, employing SPSS software, analyzed the data. The primary procedures reported are frequencies and cross tabulations.

Notes to Readers

Included in the presentation of each response is a summary or example of any significant findings, followed by relevant tables. All percentages in the narrative are rounded to the nearest whole percentage point.

Oftentimes a few respondents fail to answer a question. Unless the percentage that failed to answer is significant, these people are not included in the totals upon which the percentages are based. Percentages in the tables occasionally do not add to exactly 100% because of rounding.

Executive Summary

Hays Research Group conducted this survey of 384 Municipal Election voters in the Municipality of Anchorage to measure public attitudes and perceptions relating to the Anchorage School District School Bonds in the 2022 Municipal Election. The survey was fielded after the Municipal Election in April of 2022, and the margin of error is +/- 5.0%. All respondents in this survey were screened to confirm that they lived in the Municipality of Anchorage and voted in the 2022 Municipal Election. Half of the survey was conducted via telephone, and half was conducted online using a web-based survey platform. At least 65% of the respondents who completed the survey by phone were reached on a cell phone.

The voters were initially asked if they voted for or against the Capital Improvements School Bond in the 2022 election. Forty nine percent (49%) of voters indicated that they voted for the bond package, compared to 48% that voted against (3% of respondents refused to answer or did not know how they voted). This is well within the margin of error of the actual results.

When the respondents were asked if they voted yes or no on the school bond two years ago in the 2020 municipal election, 46% indicated that they voted for the bond, and 38% voted against it. The percentage of voters who indicated that they did not remember was higher than past years at 17%.

Respondents who voted yes for the 2022 School Bond were asked what the primary reason was that they chose to vote yes. Forty three percent (43%) indicated it was because the bonds were necessary and the facilities needed the funding, while 29% said it was because they generally supported education. In the 2020 Post-Bond Survey, the general support for education came in higher than facility needs.

Respondents who voted no for the 2022 School Bond were asked what the primary reason was that they chose to vote no. Forty seven percent (47%) indicated that they thought the funds were unnecessary or used poorly, 20% said that they couldn't afford it or thought there should be less taxes. These results are similar to the results from the 2020 survey, however there was a slight increase in specific projects being named among those who opposed the bond.

Respondents who voted no for the 2022 School Bond were asking if any specific project influenced their vote. The majority (68%) said it did not, while 32% said it did. Inlet View School was notably common among those who opposed the bond, however there were several different specific projects cited among those who supported the bond. In 2020 specific projects frequently mentioned included earthquake repair, and the rebuilding of specific schools.

The majority of respondents received information about the 2020 School Bond from the voter information packet (58%) and direct mail information postcard (39%). In previous years, more voters recalled seeing information from voter information postcards (60% in 2020). Other sources of information included the ASD website (35%) and radio ads (23%). Forty seven

percent (47%) of voters thought that direct mail was the most useful source of information, followed by forty two percent (42%) of respondents thought that the voter information pamphlet was the most useful source of information.

Most respondents (81%) said the fact that this was a two-year School Bond did not influence their vote, while 19% said that it did. This is an increase from 74% who said it did not influence their vote in 2020. Nearly all of those who said that it did influence their vote supported the 2022 school bond.

When asked if the School District paying off the bond debt was helpful or influenced their vote, responses were mixed. Thirty four percent (34%) did not think it was helpful or influential, while 31% said it was both helpful and influential. Thirteen percent (13%) said it was helpful but did not influence their vote. Some voters only responded to one part of the question or the other, with 3% saying it was helpful, and 4% saying it was not influential.

Respondents were asked if they have children in their household between the ages of 4 to 18. The majority (63%) do not have children in the household, while 37% said that they do.

Survey Results

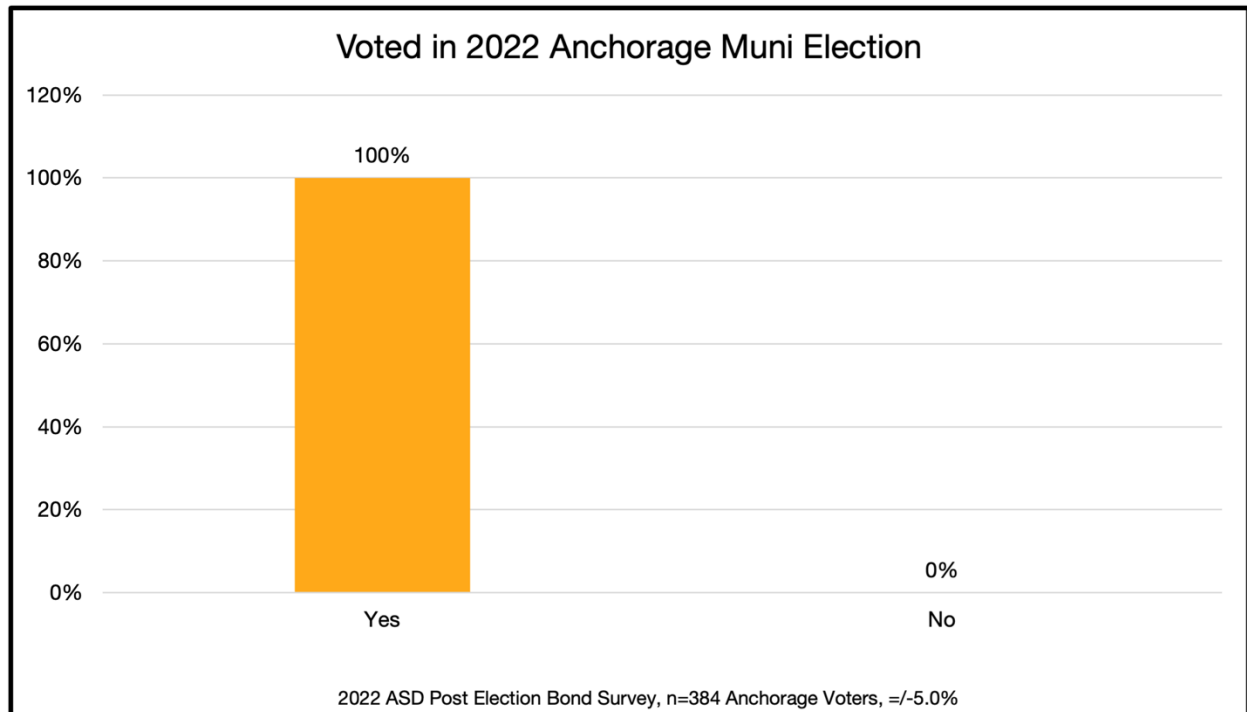
INTRO

Hello, my name is _____. I am calling from Hays Research Group, and we are conducting a very brief survey this evening on behalf of the Anchorage School District. Your responses in this survey are confidential and will be combined with data from hundreds of other residents in Anchorage. May I please speak with _____ (voter on record)?

Question 1 – Voted in the 2022 Muni Election

On April 5th of this year, the Municipality of Anchorage held a Municipal Election. Did you vote in this election?

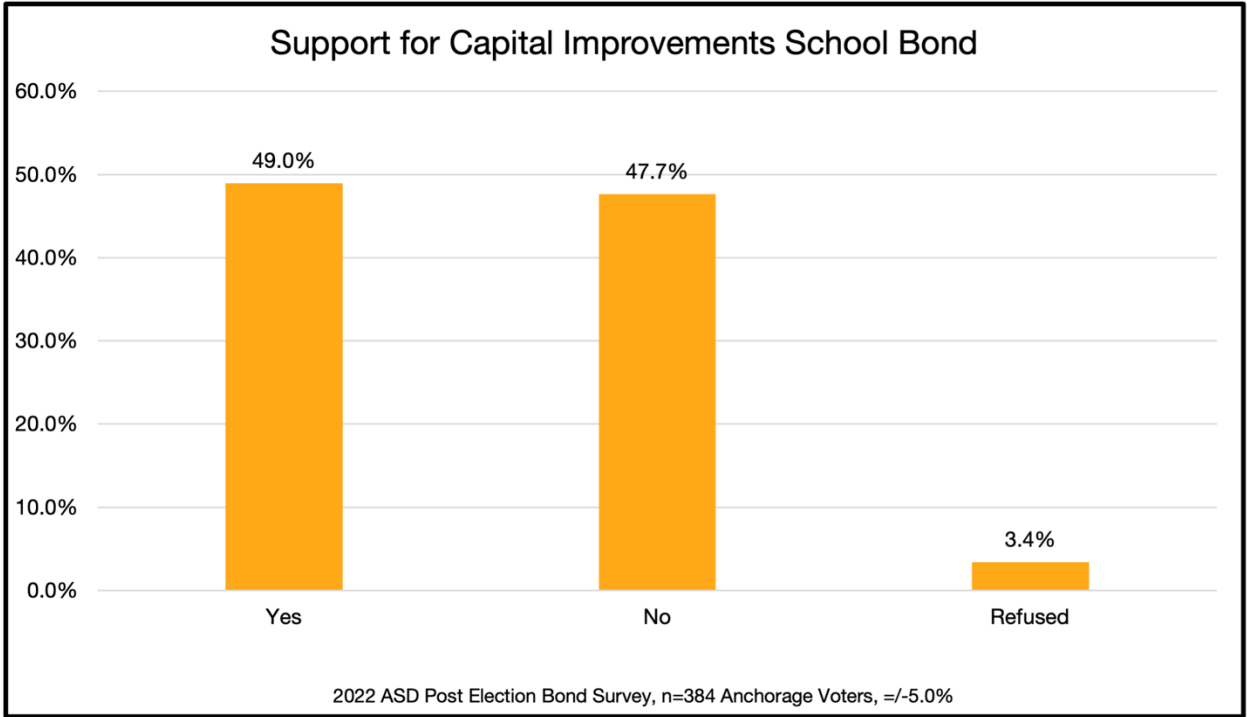
Yes	384/384	100%
No (TERMINATE)	0/0	0%



Question 2 – Support for Capital Improvements School Bond

One of the bonds on the ballot this year was the School District Capital Improvements Bond. Did you vote yes or no for the school bonds in the 2022 election?

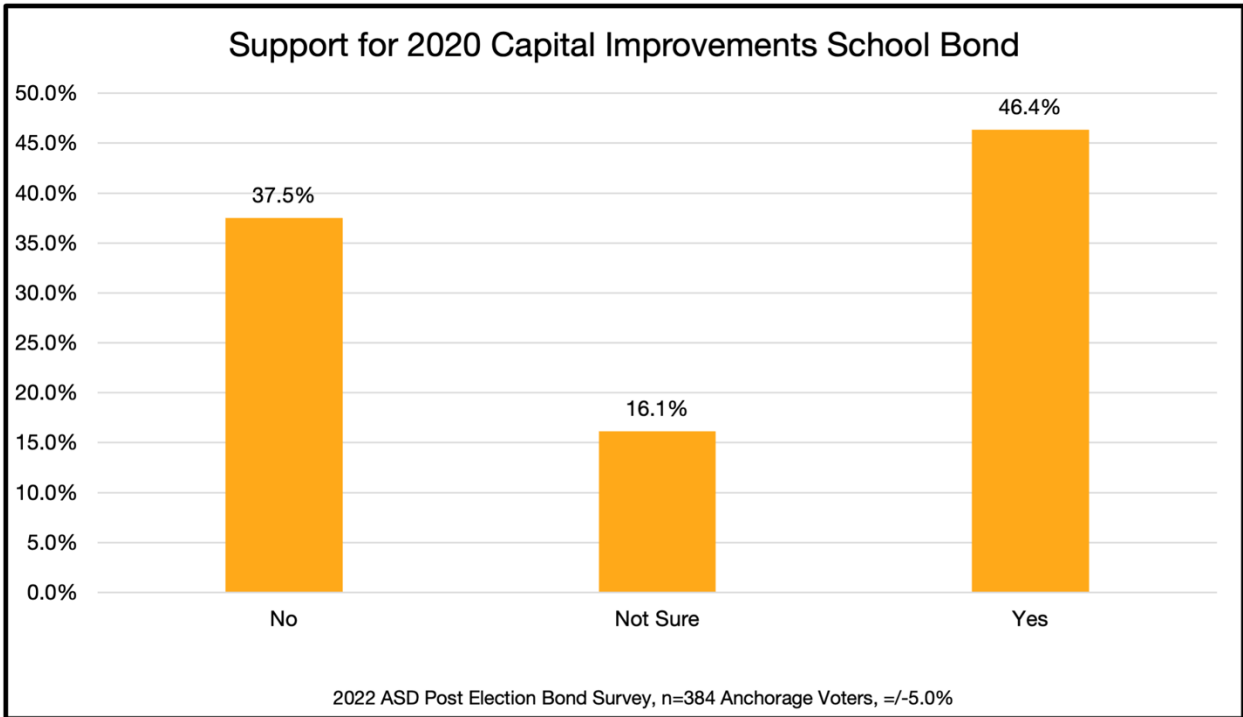
Yes	188/384	49.0%
No	183/384	47.7%
Refused (do not read)	13/384	3.4%



Question 3 – Support for the School Bond in the 2020 Muni Election

Now thinking back to the last time the school bond was on the ballot, did you vote yes or no on the school bond in the 2020 muni election?

No	144/384	37.5%
Not Sure	62/384	16.1%
Yes	178/384	46.4%



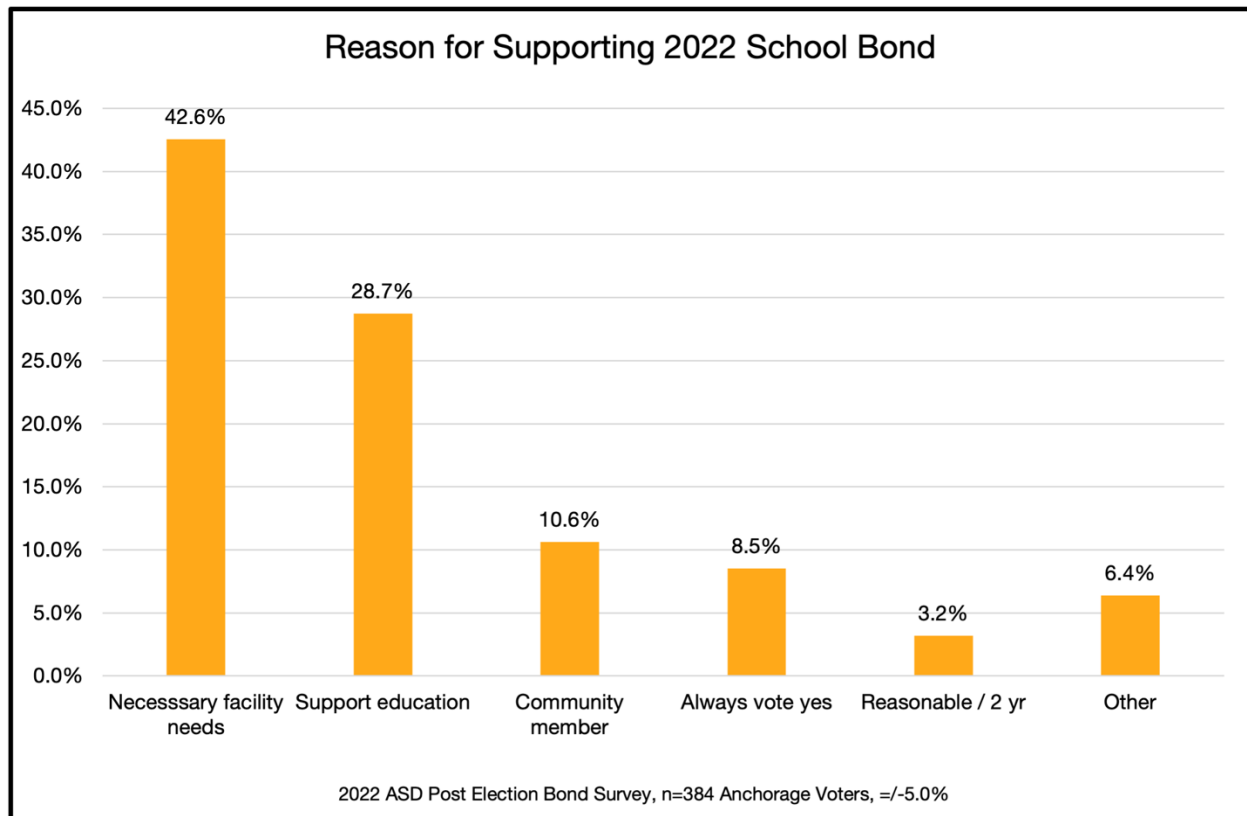
Question 4 – Reason for Voting YES for the 2022 School Bond

(Asked only to respondents who answered YES to Question 2)

Can you tell me what the primary reason was that you chose to vote YES on the school bond this year?

Open ended responses were recorded and sorted to identify themes.

Necessary / facility needs	80/188	42.6%
Supports education	54/188	28.7%
Good for community	20/188	10.6%
Always vote yes	16/188	8.5%
Reasonable / 2 yr bond	6/188	3.2%
Don't know/refused	12/188	6.4%



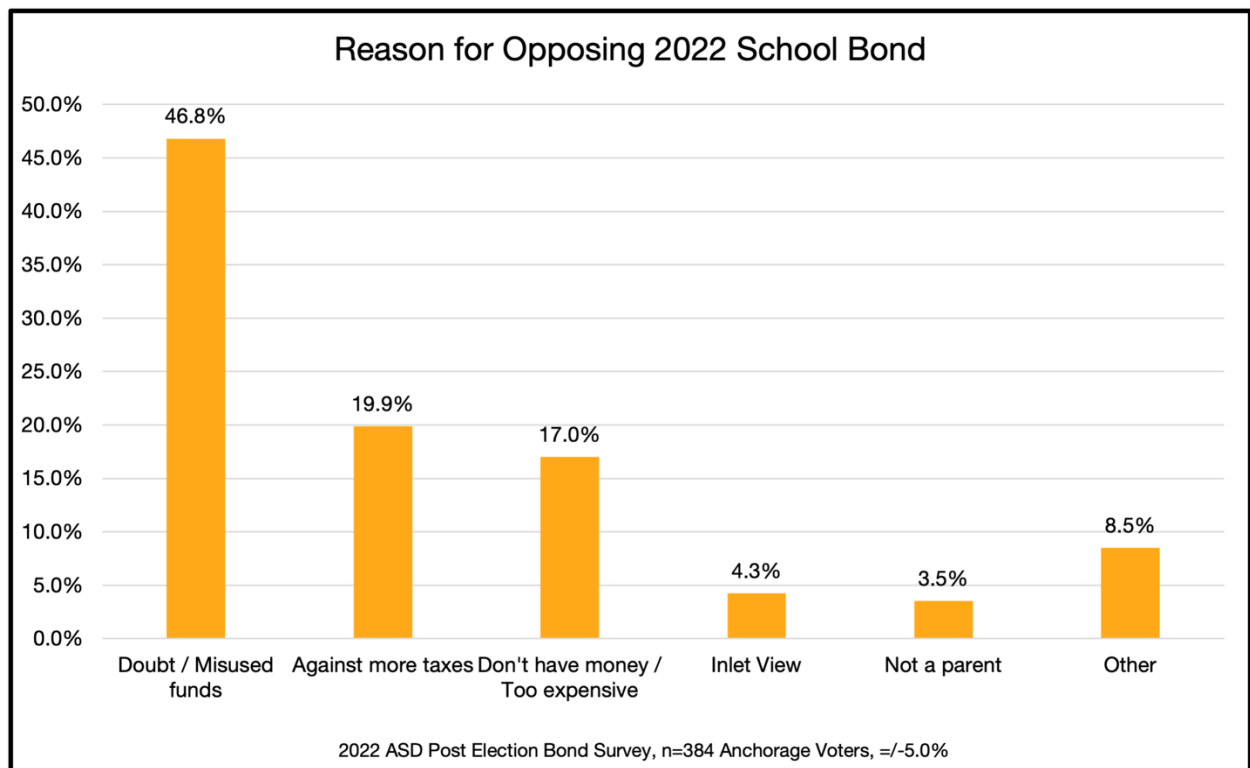
Question 5 – Reason for Voting NO for the 2022 School Bond

(Asked only to respondents who answered NO to Question 2)

Can you tell me what the primary reason was that you chose to vote NO on the school bond this year?

Open ended responses were recorded and sorted to identify themes.

Doubt / Misused funds	86/183	46.8%
Against more taxes	36/183	19.9%
Don't have money / Too expensive	31/183	17.0%
Inlet View	8/183	3.5%
Not a parent	6/183	3.5%
Other	16/183	8.5%



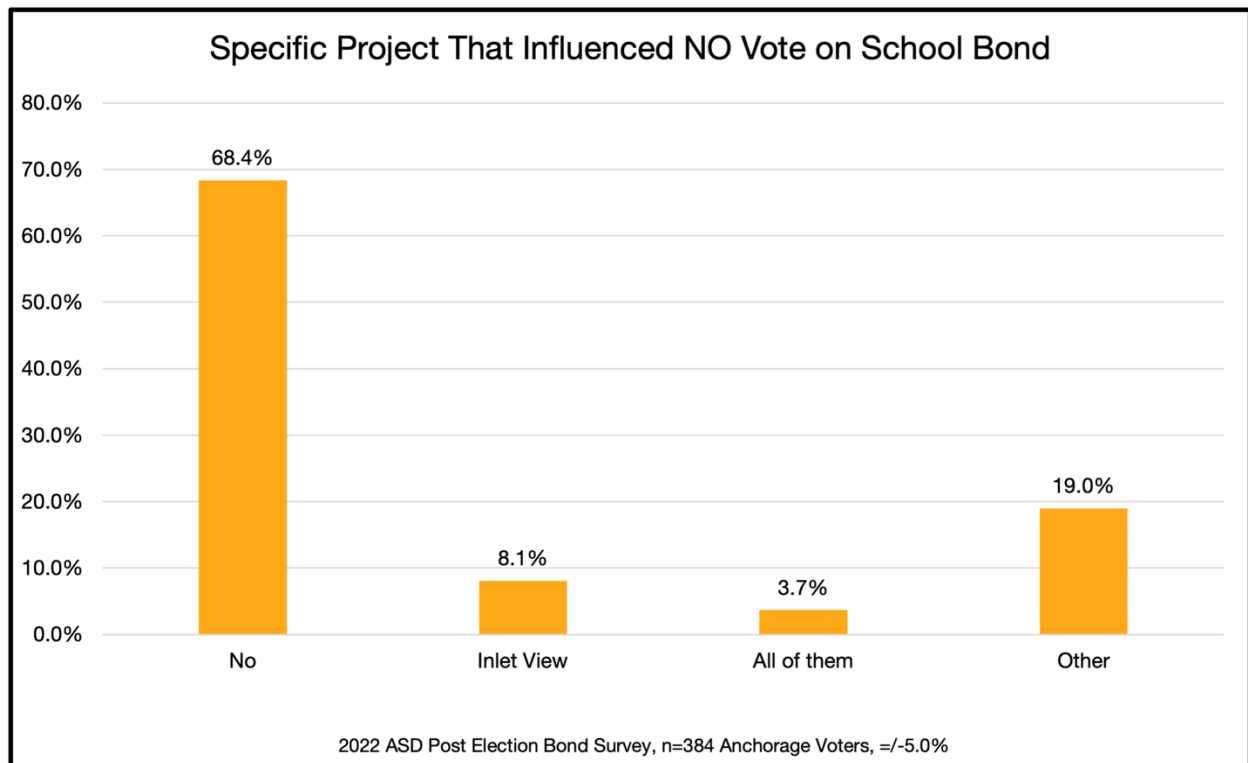
Question 6 – Influence of Specific Projects on a NO Vote

(Asked only to respondents who answered NO to Question 2)

Did any specific project on this year's School Bond Proposal influence you to vote NO?

Open ended responses were recorded and sorted to identify themes.

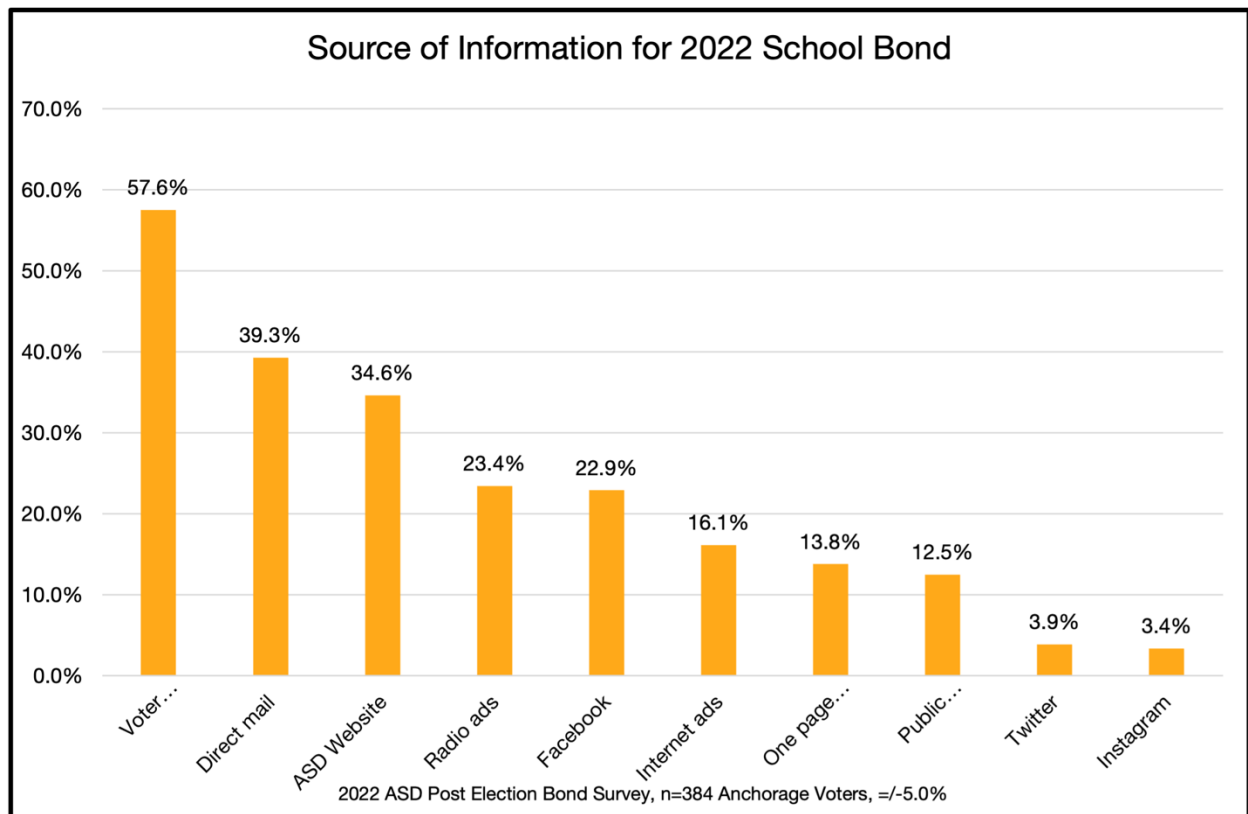
No	125/183	68.4%
Inlet View	15/183	8.1%
All of them	7/183	3.7%
Other	36/183	19.9%



Question 7 – Where Did you Get Information About the 2022 Anchorage School Bond?

Did you get information about the 2022 Anchorage School Bond from any of the following?

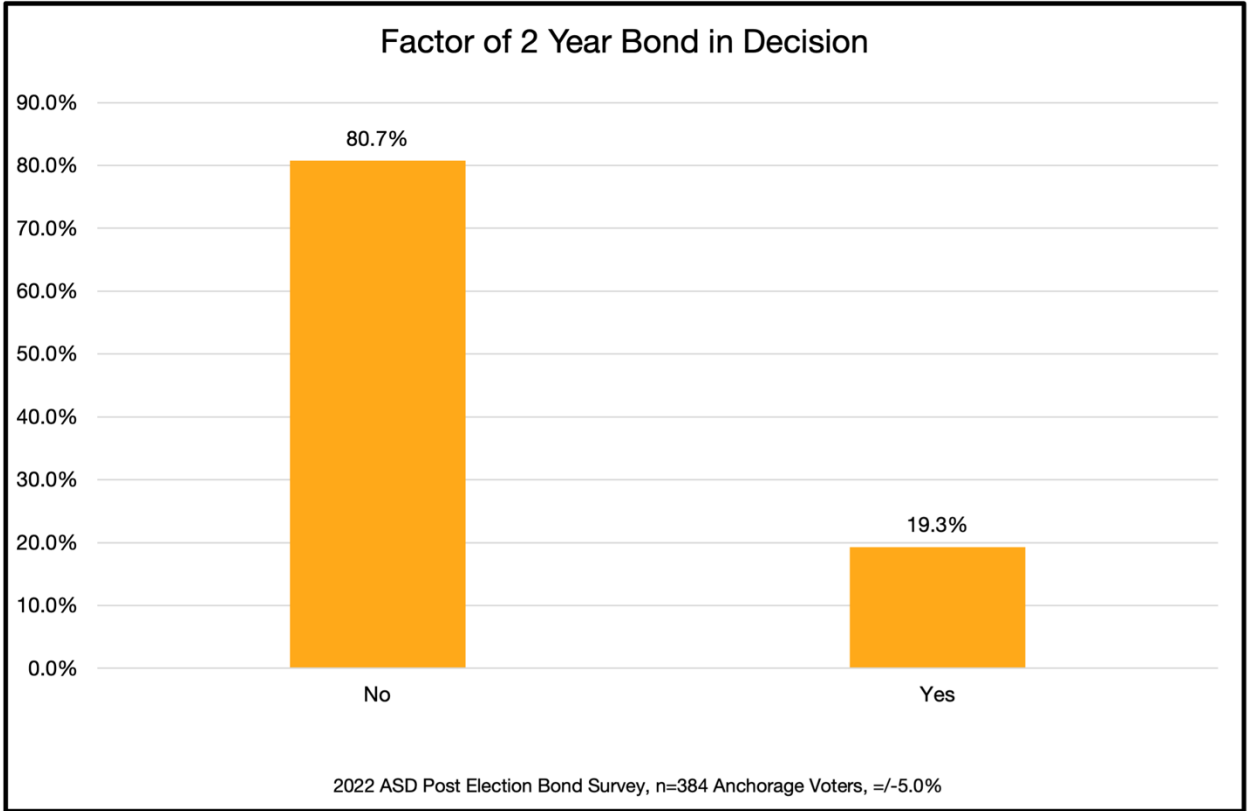
Voter information pamphlet	221/384	57.6%
Direct Mail	151/384	39.3%
ASD Website	133/384	34.6%
Radio Ads	90/384	23.4%
Facebook	88/384	22.9%
Internet ads	62/384	16.1%
One page flyer or fact sheet	53/384	13.8%
Public meeting or presentation	48/384	12.5%
Twitter	15/384	3.9%
Instagram	13/384	3.4%



Question 8 – Impact of a Two-Year School Bond

Did the fact that this was a TWO-YEAR School Bond influence your vote?

No	310/384	80.7%
Yes	74/384	19.3%

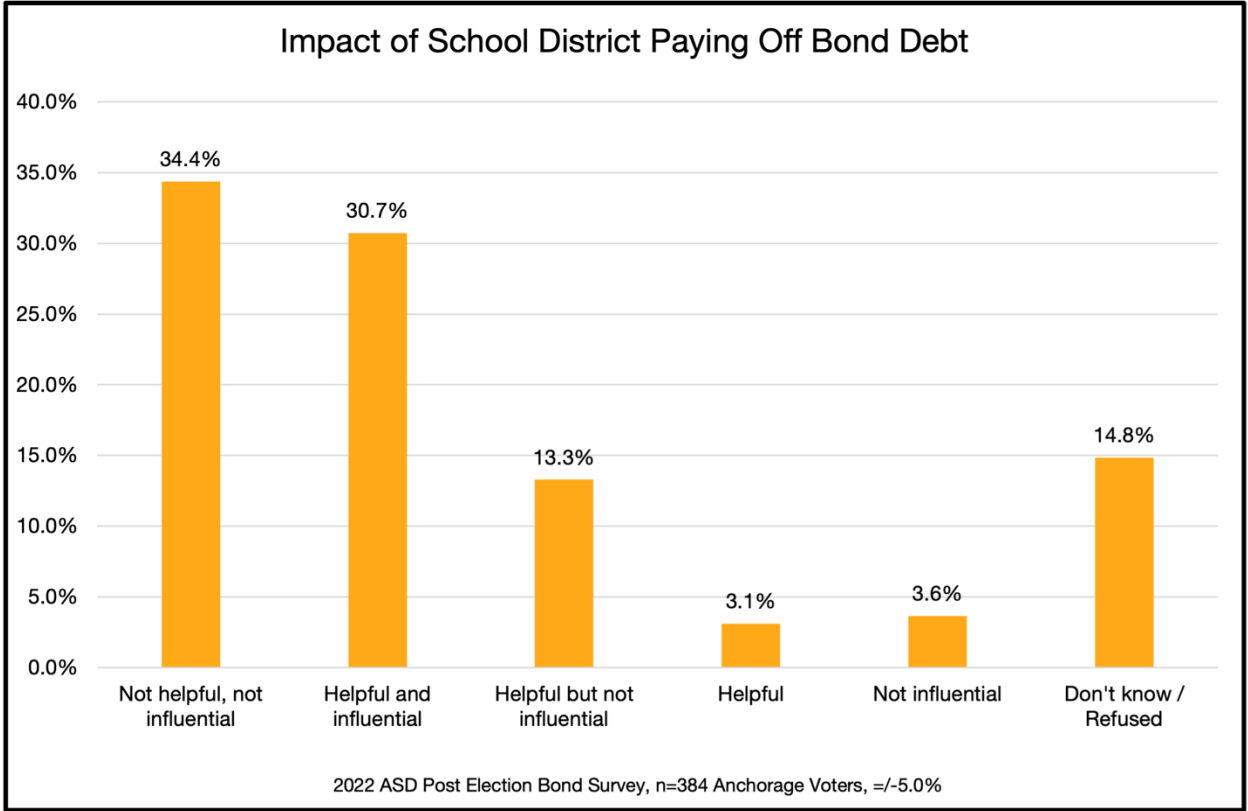


Question 9 – Impact of the School District Paying Off Bond Debt

Was the information about the School District paying off bond debt helpful? Did that information influence your vote?

Open ended responses were recorded and sorted to identify themes.

Not Helpful, not influential	135/384	34.4%
Helpful and influential	118/384	30.7%
Helpful but not influential	51/384	13.3%
Helpful	12/384	3.1%
Not influential	14/384	3.6%
Don't know/refused	54/384	14.0%



Question 10 – Presence of Children in Household

Do you have children in your household between the ages of 4 to18?

Yes	243/384	63.3%
No	141/384	36.7%

