



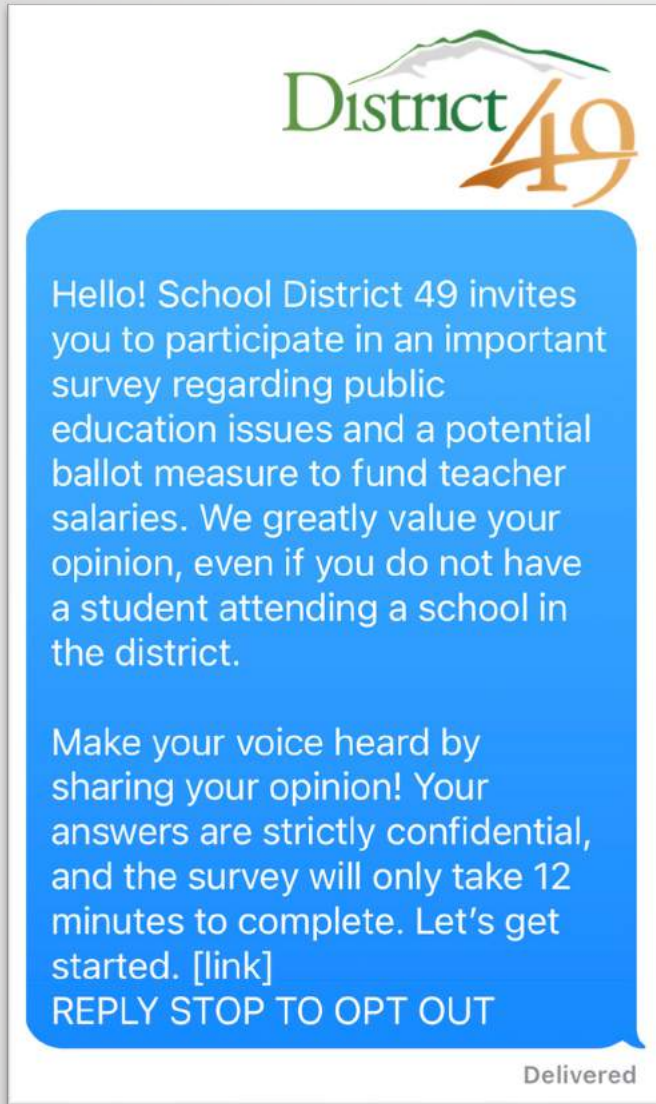
# District 49 Teacher Salaries Voter Opinion Ballot Measure Survey

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June 21<sup>st</sup> to July 5<sup>th</sup>, 2023



# Methodology



Magellan Strategies is pleased to present the results of an online survey of 1,416 registered voters in the District 49 school district boundary. The interviews were conducted from June 21<sup>st</sup> to July 5<sup>th</sup>, 2023.

The overall survey responses have a margin of error of +/- 2.58% at the 95% confidence interval. Population subgroups will have a higher margin of error than the overall sample.

The survey data was weighted to be representative of voter turnout demographics within District 49 for an odd-year November general election.

# District 49 Voter Registration & Past Turnout Demographics

## District 49

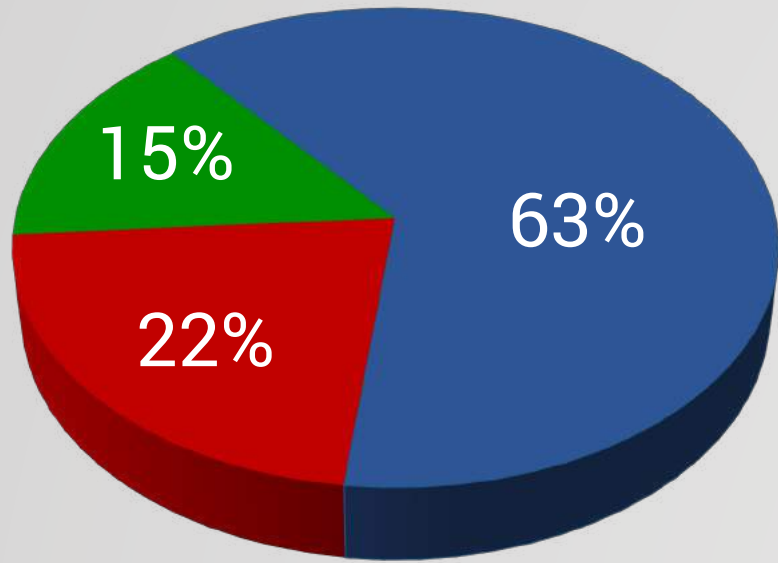
### Magellan Strategies Voter Registration and Past Election Turnout Report

Sex	Registration		2022		2021		2020		2019	
	Count	%	Count	%	Count	%	Count	%	Count	%
Female	42,370	51.0%	22,922	51.3%	12,251	51.0%	30,101	52.0%	12,290	51.0%
Male	40,637	49.0%	21,755	48.7%	11,751	49.0%	27,748	48.0%	11,799	49.0%
Total	83,007		44,677		24,002		57,849		24,089	

Age Group	Registration		2022		2021		2020		2019	
	Count	%	Count	%	Count	%	Count	%	Count	%
18-34	24,956	30.1%	9,083	20.3%	3,500	14.6%	15,793	27.3%	3,701	15.4%
35-44	18,020	21.7%	8,613	19.3%	3,672	15.3%	11,966	20.7%	3,498	14.5%
45-54	14,015	16.9%	8,350	18.7%	4,304	17.9%	10,708	18.5%	4,603	19.1%
55-64	12,289	14.8%	8,744	19.6%	5,531	23.0%	9,850	17.0%	5,762	23.9%
65+	13,727	16.5%	9,887	22.1%	6,995	29.1%	9,532	16.5%	6,525	27.1%
Total	83,007		44,677		24,002		57,849		24,089	

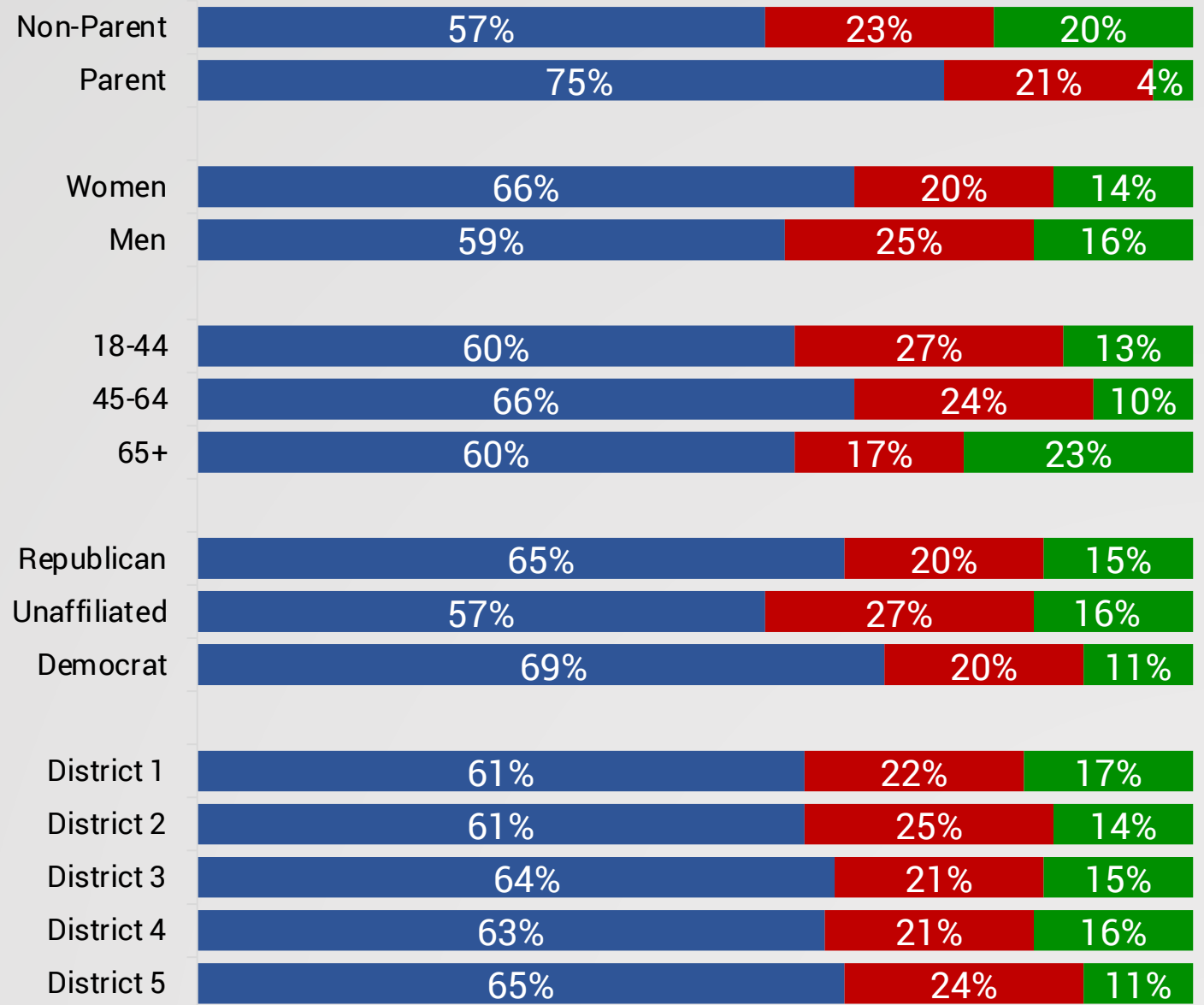
Party	Registration		2022		2021		2020		2019	
	Count	%	Count	%	Count	%	Count	%	Count	%
Unaffiliated	38,837	46.8%	17,546	39.3%	8,321	34.7%	21,906	37.9%	7,298	30.3%
Democrat	12,741	15.3%	7,344	16.4%	3,755	15.6%	10,022	17.3%	3,863	16.0%
Republican	29,570	35.6%	19,036	42.6%	11,572	48.2%	24,790	42.9%	12,550	52.1%
Libertarian	1,251	1.5%	532	1.2%	245	1.0%	824	1.4%	270	1.1%
Other	608	0.7%	219	0.5%	109	0.5%	307	0.5%	108	0.4%
Total	83,007		44,677		24,002		57,849		24,089	

# Do you have a favorable or unfavorable opinion of District 49?



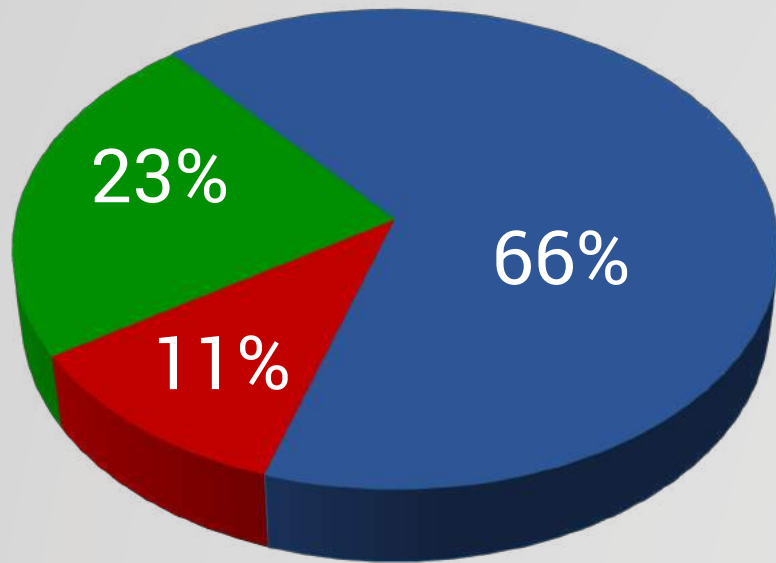
- Total Favorable
- Total Unfavorable
- No Opinion

Very Favorable	21%
Somewhat Favorable	42%
Very Unfavorable	7%
Somewhat Unfavorable	15%



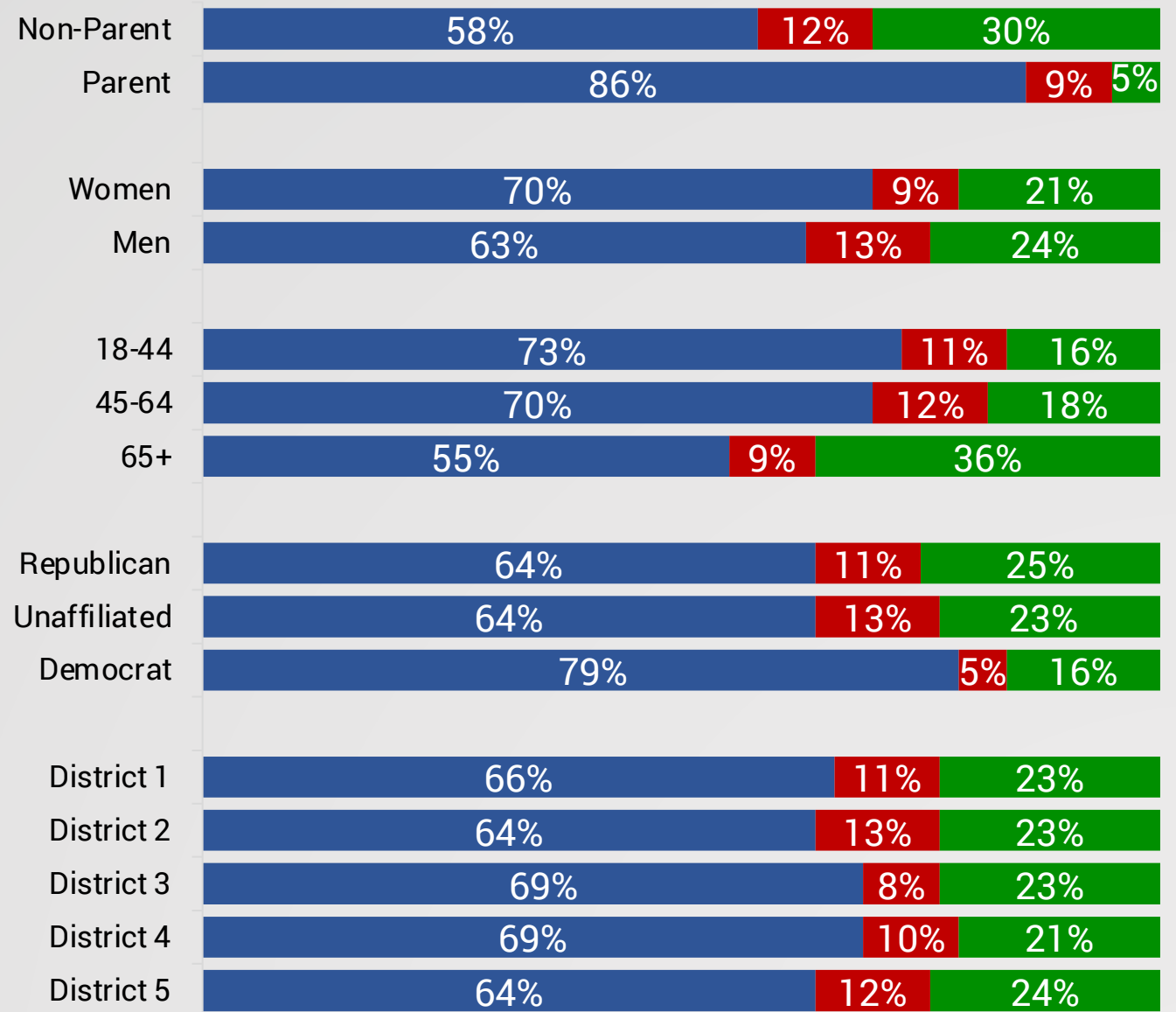
- Total Favorable
- Total Unfavorable
- No Opinion

# Do you have a favorable or unfavorable opinion of the teachers who work for District 49?



■ Total Favorable  
■ Total Unfavorable  
■ No Opinion

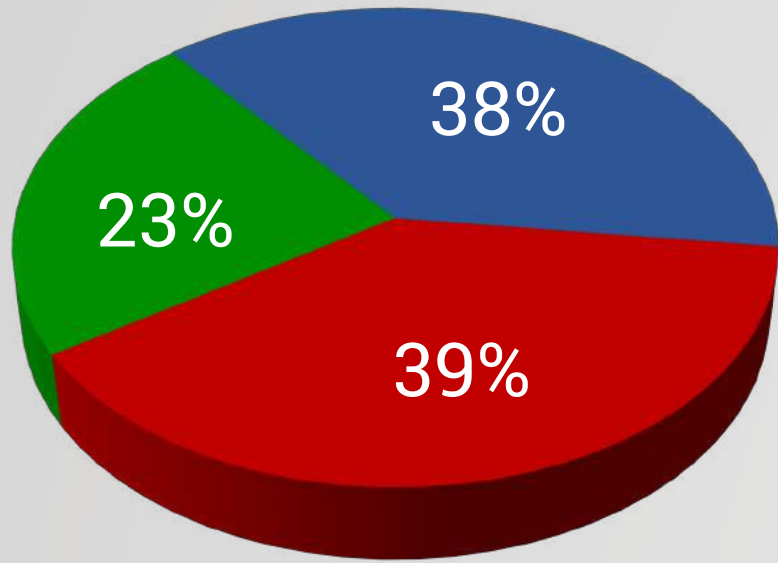
Very Favorable	34%
Somewhat Favorable	32%
Very Unfavorable	3%
Somewhat Unfavorable	8%



■ Total Favorable   
 ■ Total Unfavorable   
 ■ No Opinion

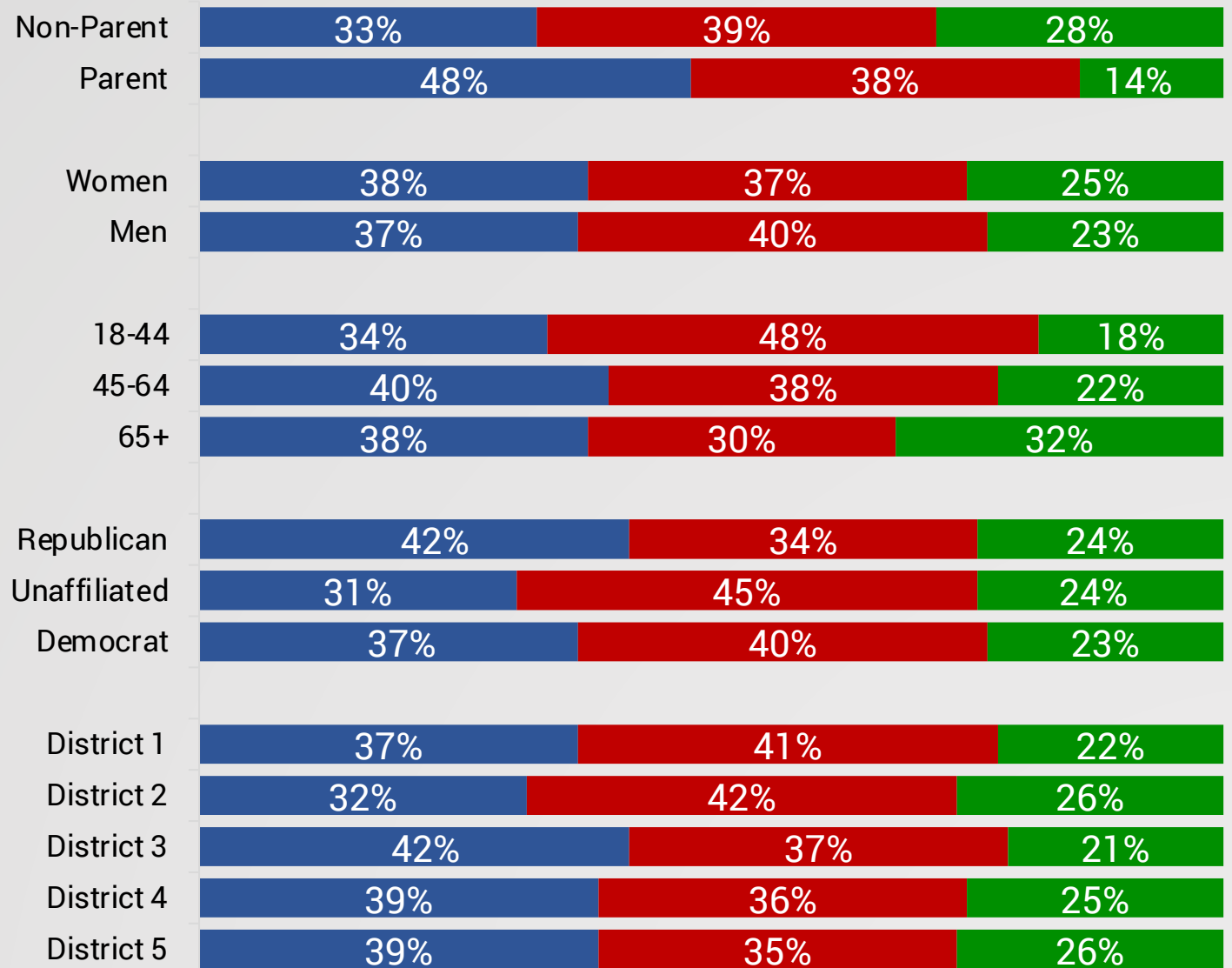


# Do you approve or disapprove of the job the School Board members, also known as the Board of Education, are doing managing District 49?



- Total Approve
- Total Disapprove
- No Opinion

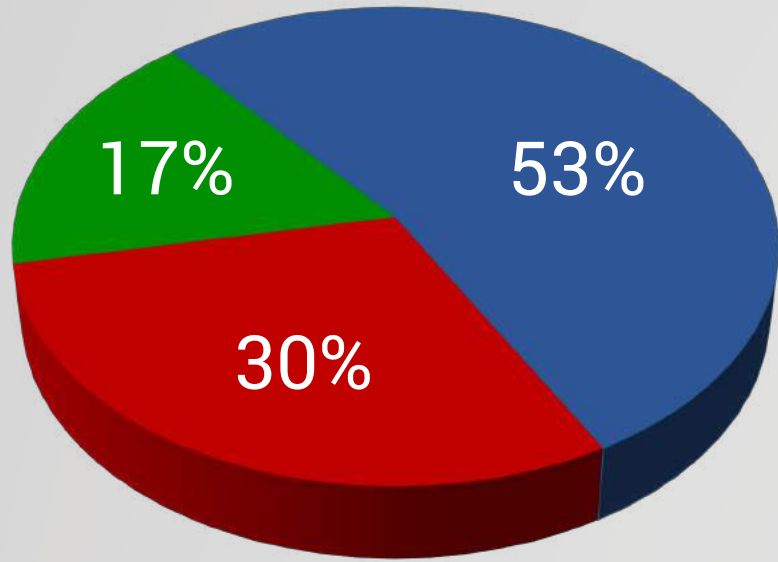
Strongly Approve	8%
Somewhat Approve	30%
Strongly Disapprove	17%
Somewhat Disapprove	22%



- Total Approve
- Total Disapprove
- No Opinion

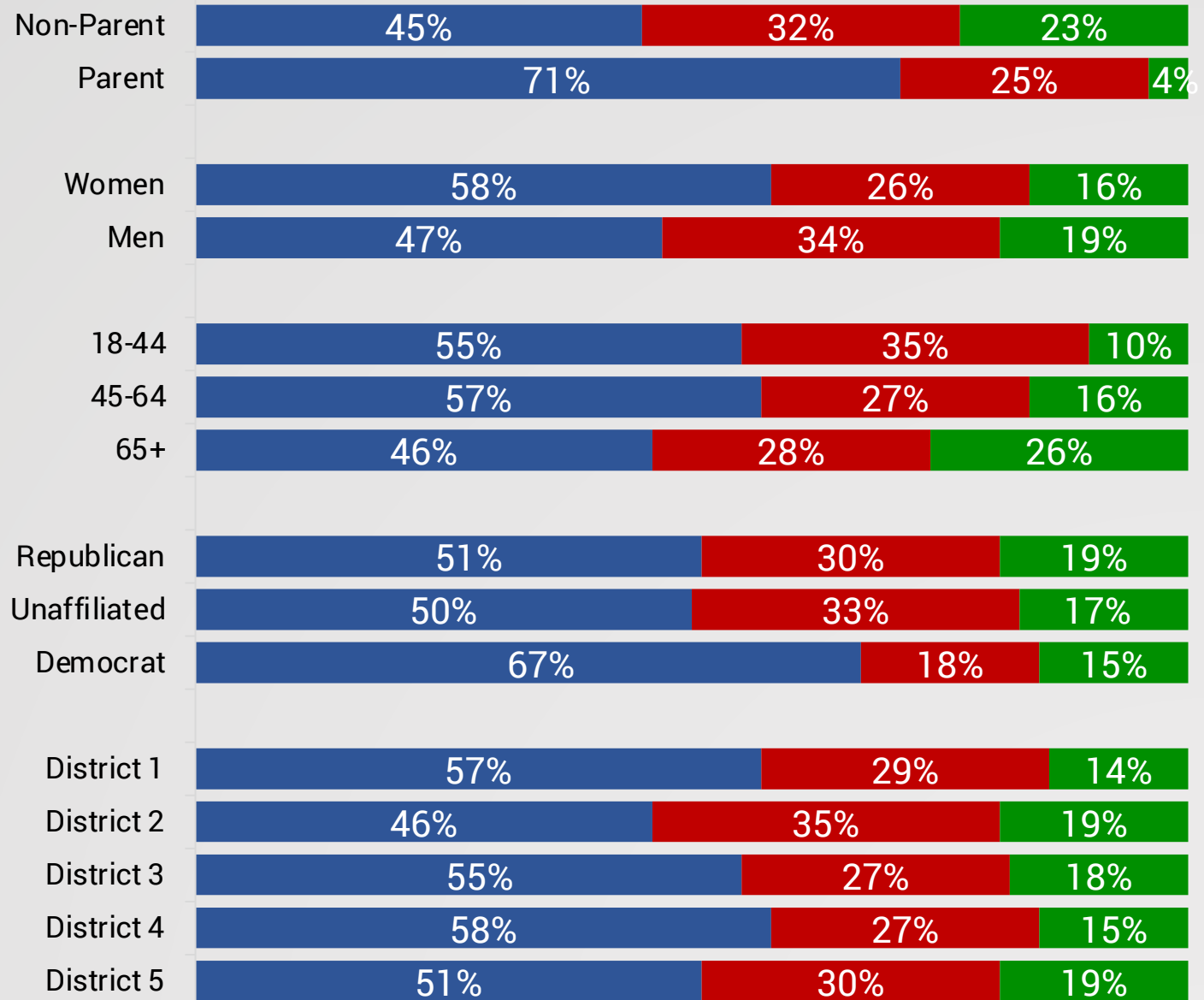


# Do you approve or disapprove of the job District 49 is doing educating students?



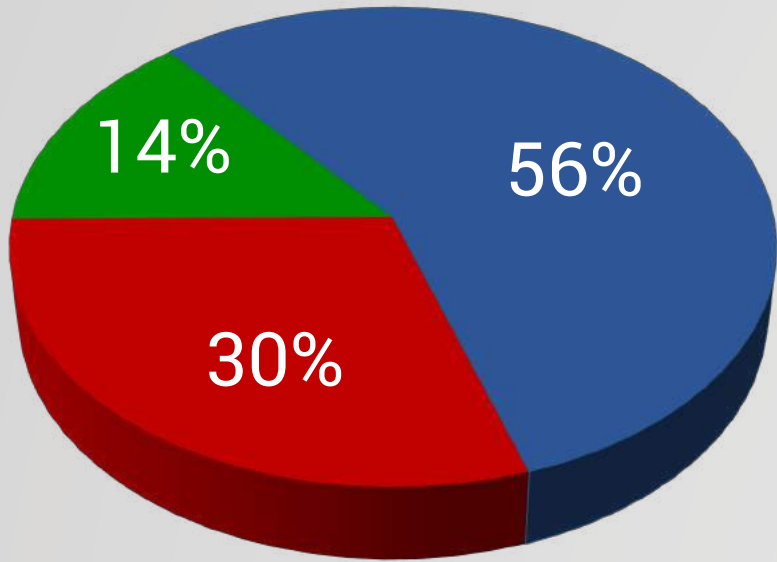
- Total Approve
- Total Disapprove
- No Opinion

Strongly Approve	17%
Somewhat Approve	36%
Strongly Disapprove	10%
Somewhat Disapprove	20%



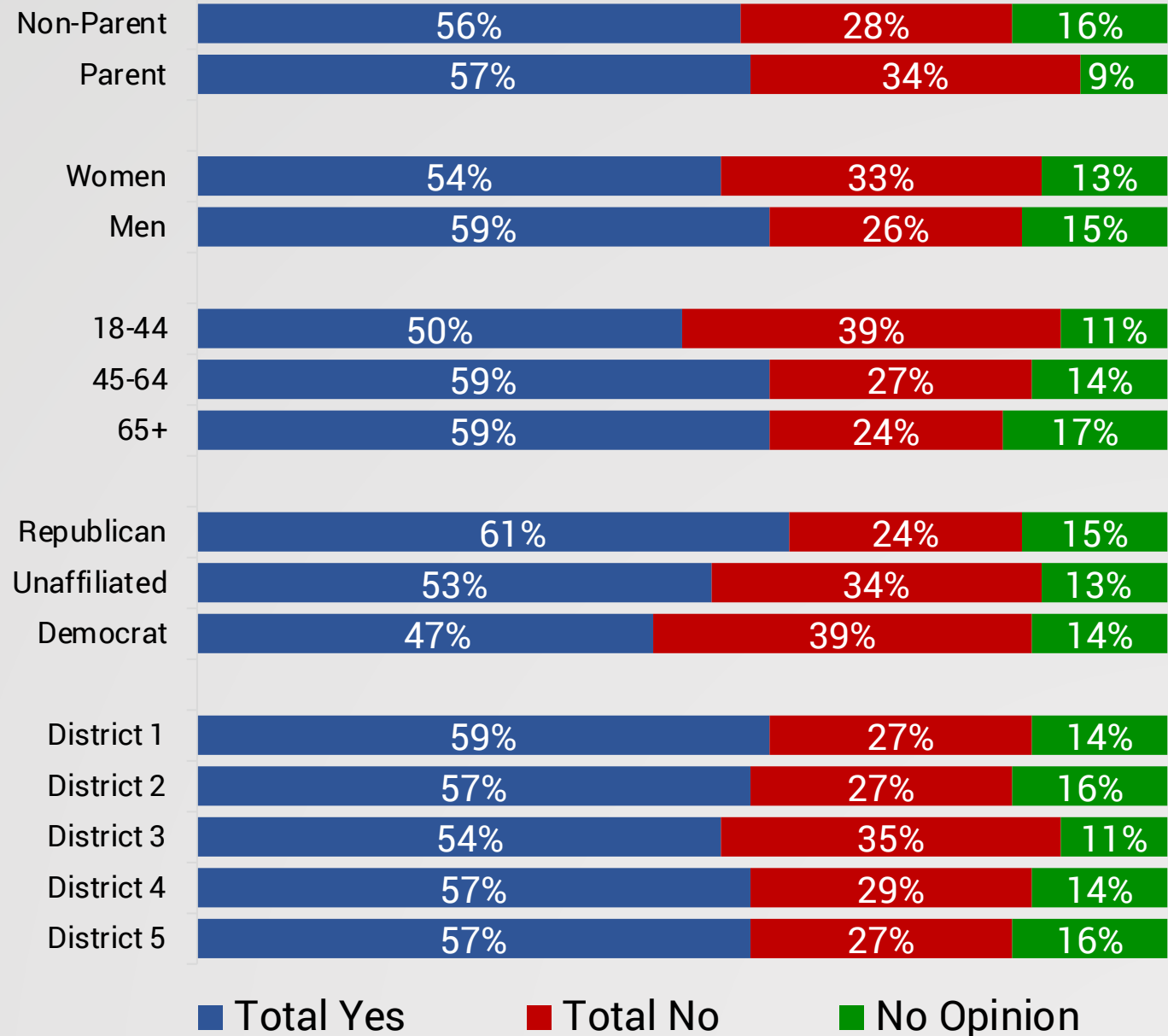
- Total Approve
- Total Disapprove
- No Opinion

# Do you think District 49 has the financial resources needed to provide students with a quality education?



■ Total Yes  
■ Total No  
■ No Opinion

Yes, Definitely	24%
Yes, Probably	32%
No, Definitely Not	8%
No, Probably Not	22%

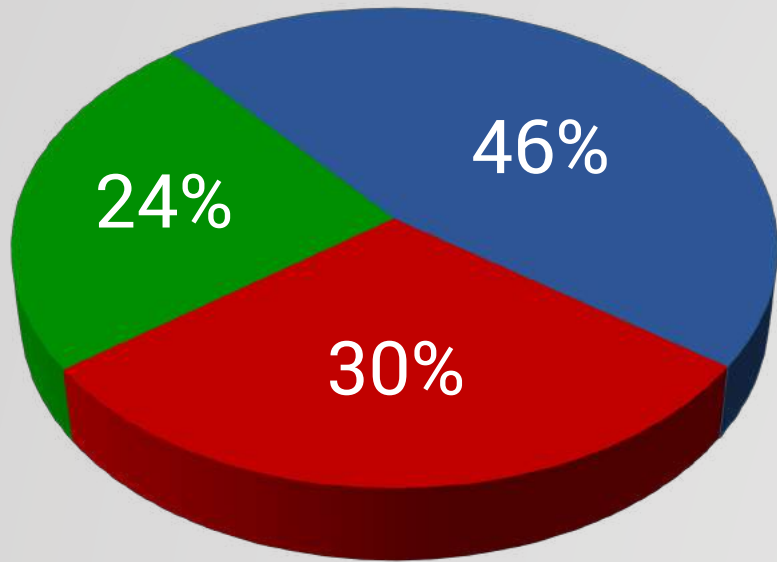


■ Total Yes     ■ Total No     ■ No Opinion



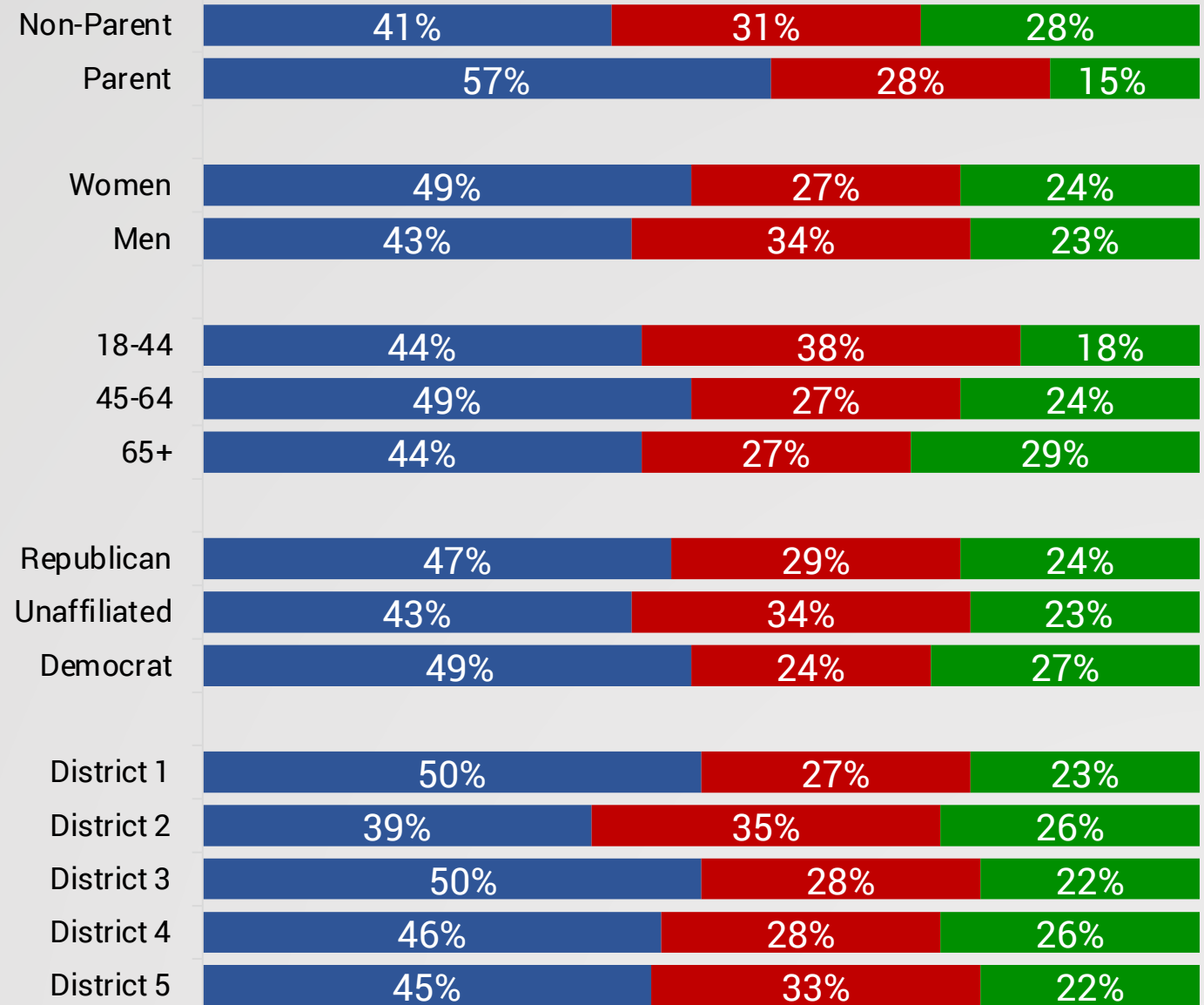


Do you agree or disagree with the following statement?  
*“District 49 is fiscally responsible and spends taxpayer money wisely.”*



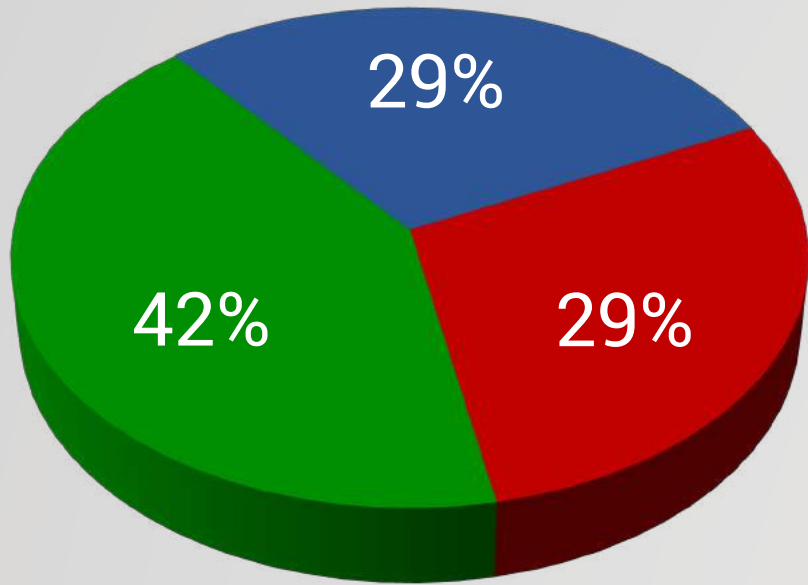
■ Total Agree  
 ■ Total Disagree  
 ■ No Opinion

Strongly Agree	14%
Somewhat Agree	32%
Strongly Disagree	13%
Somewhat Disagree	17%

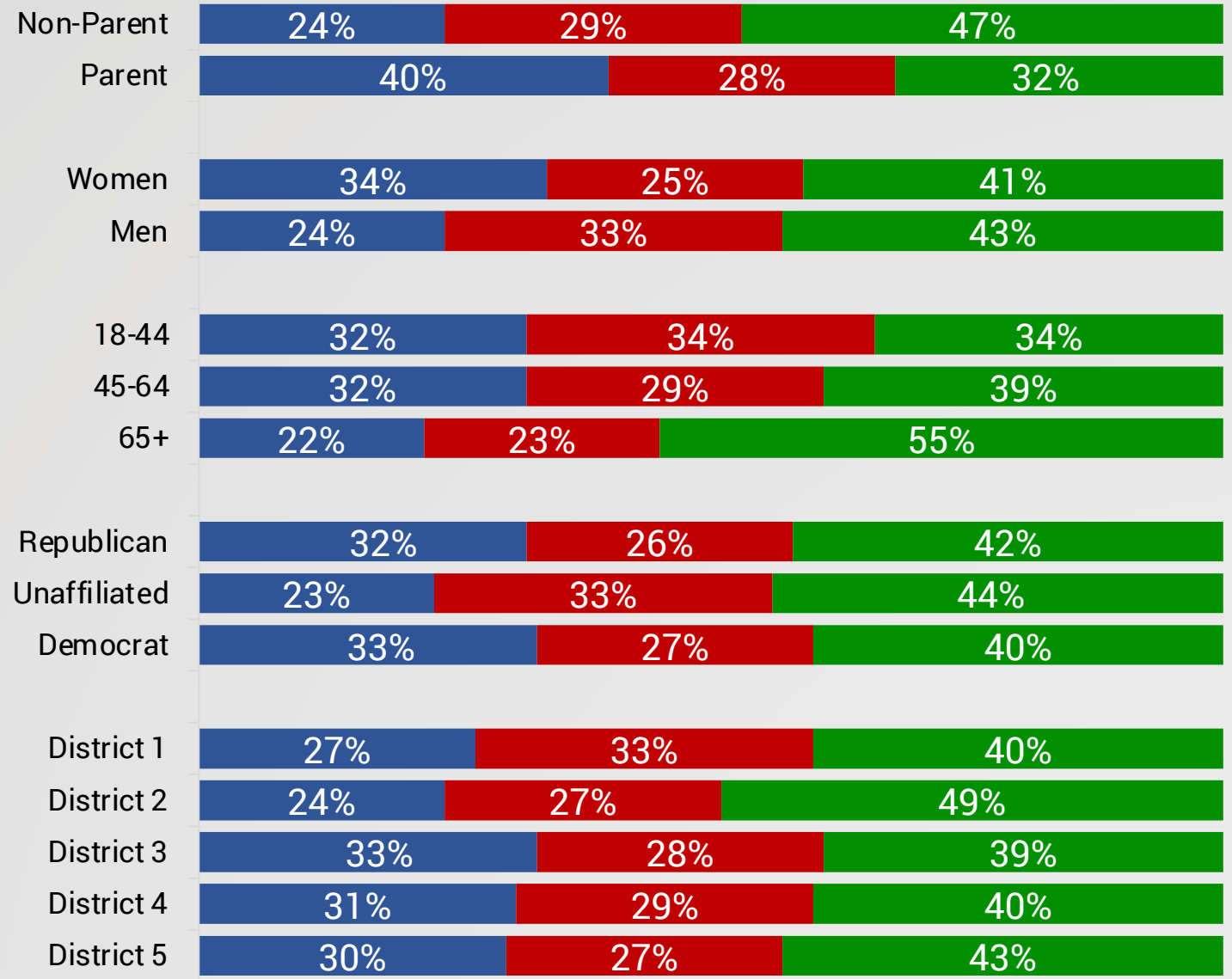


■ Total Agree ■ Total Disagree ■ No Opinion

Do you think District 49 is heading in the right direction, or do you feel it is off on the wrong track?



■ Right Direction  
■ Wrong Track  
■ No Opinion



■ Right Direction   
 ■ Wrong Track   
 ■ No Opinion

# Why 29% of Voters Think District 49 is Heading in the Right Direction

Please describe the reasons why you think District 49 is headed in the right direction.

## Themes

Positive personal experience

Agree with District priorities

Happy with the quality of education

“All the staff members are incredibly good and caring for the students from what I’ve seen.”

-Female, 18-34, District 4, Parent

“Improvements across the district. Hiring practices. Putting the right person in the right place. Not afraid to use funds where needed.”

-Male, 55-64, District 2, Non-Parent

“My son’s teacher spent extra time every single week for him to improve I am so thankful.”

-Male, 35-44, District 5, Parent

“All three of my kids attended D49; when they went to college in-state or a university system out of state, they were ahead of everyone else in the system! Did very well in the schools that they attended!”

-Female, 65+, District 4, Non-Parent

“I like the parent involvement opportunities at our local schools.”

-Male, 45-54, District 1, Non-Parent

“Good programs and good teachers/administrators.”

-Female, 65+, District 2, Non-Parent



# Why 29% of Voters Feel District 49 is Off on the Wrong Track

Please describe the reasons why you feel District 49 is off on the wrong track.

## Themes

Disagree with curriculum or programs, too political

Negative personal experience

Not happy with quality of education

“Public opinion, personal experience, and discussion with other parents. If given the option, many parents would choose their kids into different school districts.”

**-Male, 18-34, District 2, Parent**

“Please avoid the far right and far left statements and find a way to make dialog possible.”

**-Female, 65+, District 3, Non-Parent**

“The district is too worried about political stuff the kids are only being taught to test.”

**-Female, 35-44, District 1, Parent**

“Way too much in salaries and expenses and not nearly enough in basic fundamental student education.”

**-Male, 45-54, District 5, Non-Parent**

“Kids need to be held to a higher standard, required reading, required math, life skills, driver education skills, financial skills, common sense skills.”

**-Female, 55-64, District 4, Parent**



# Importance of Attributes and Characteristics in Developing Great Schools

Ranked by % Very Important

Teaching basic subjects like reading, math, and writing



Attracting and retaining high-quality teachers



Having excellent teacher-parent communication



Teaching collaboration, critical thinking, and problem-solving skills



■ Total Important ■ Very Important

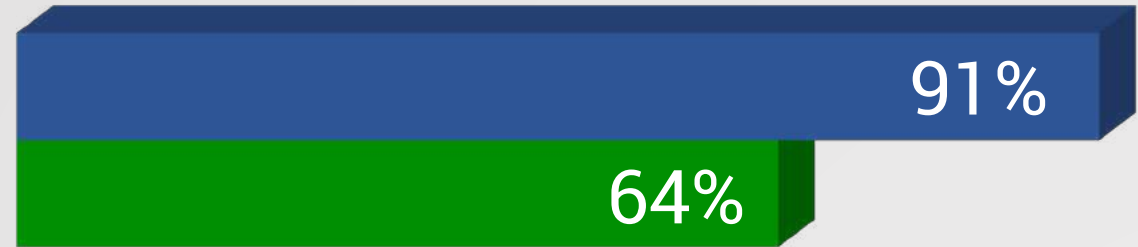
# Importance of Attributes and Characteristics in Developing Great Schools

## Ranked by % Very Important

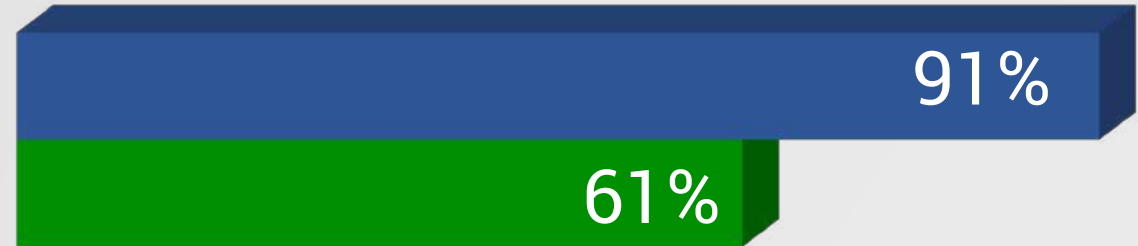
**Having small class sizes and student-to-teacher ratios**



**Providing music, visual arts, performing arts, and other creative offerings**

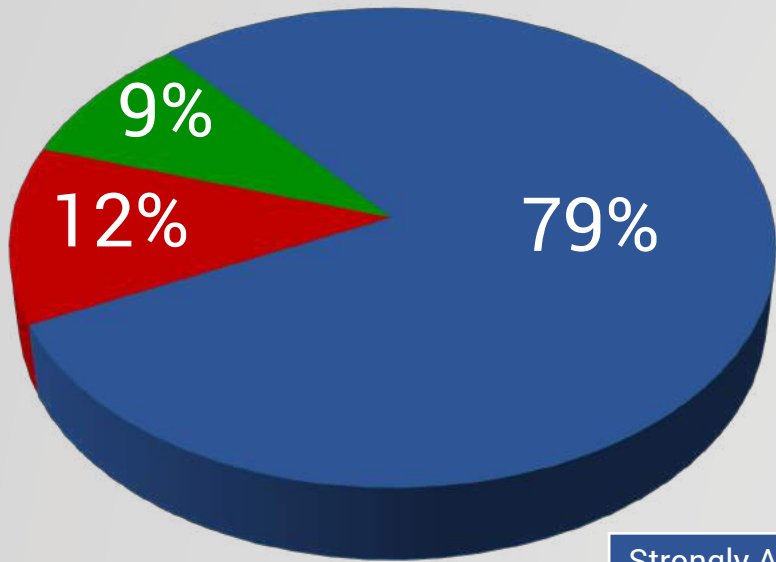


**Providing work-based learning opportunities for students, like internships and job shadowing**



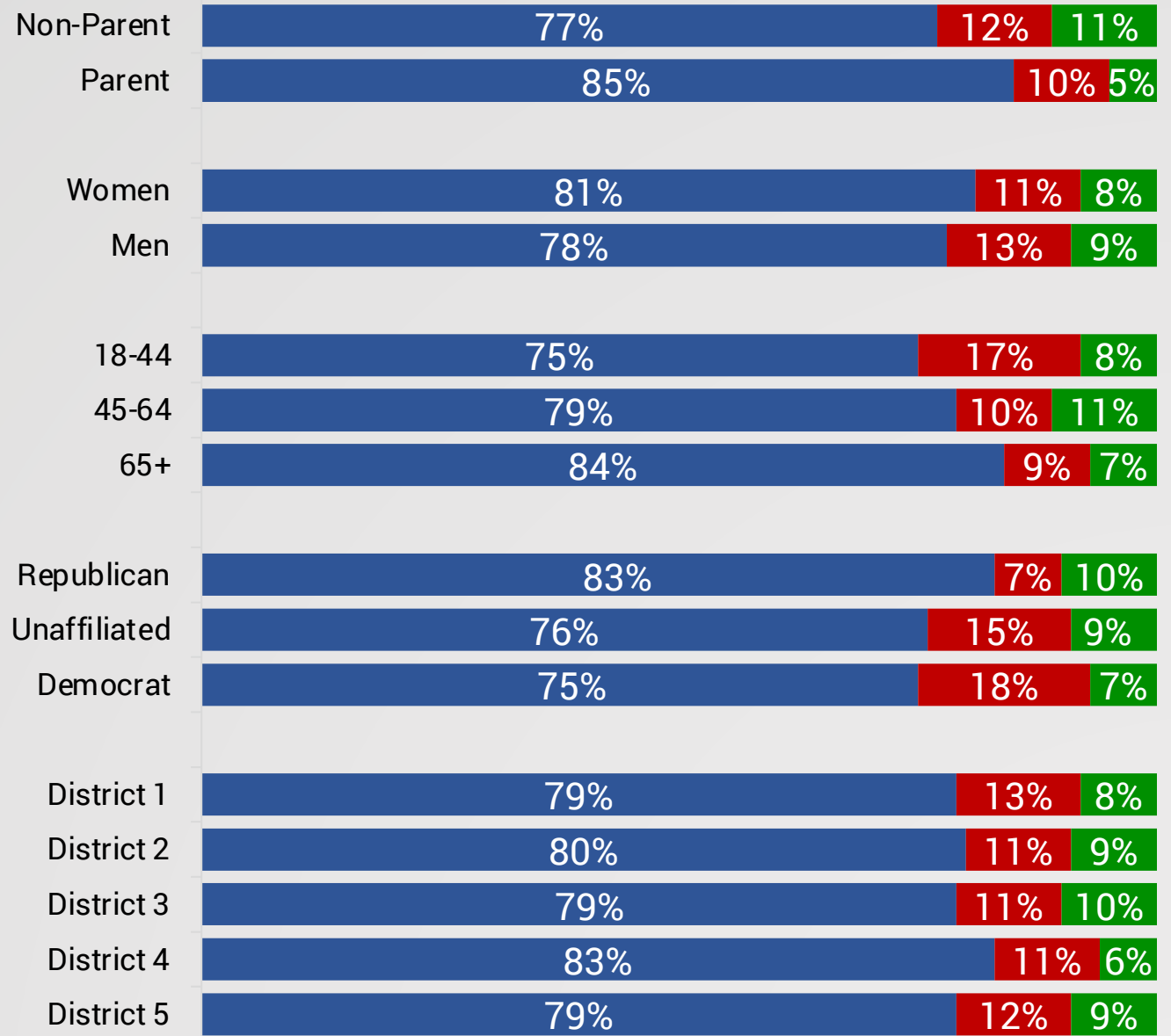
■ Total Important ■ Very Important

District 49 advocates for educational liberty by providing excellent educational choices for all students and families. Do you agree that District 49 should prioritize school choice?



■ Total Agree  
 ■ Total Disagree  
 ■ No Opinion

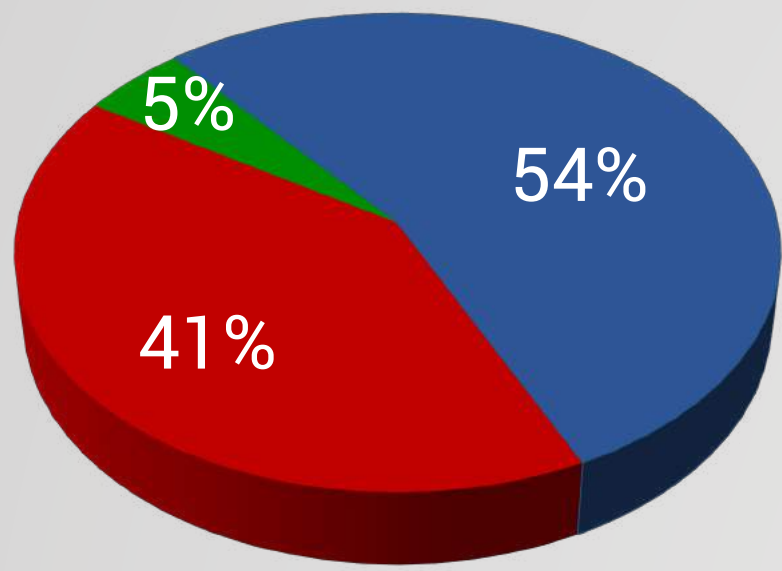
Strongly Agree	49%
Somewhat Agree	30%
Strongly Disagree	4%
Somewhat Disagree	8%



■ Total Agree ■ Total Disagree ■ No Opinion

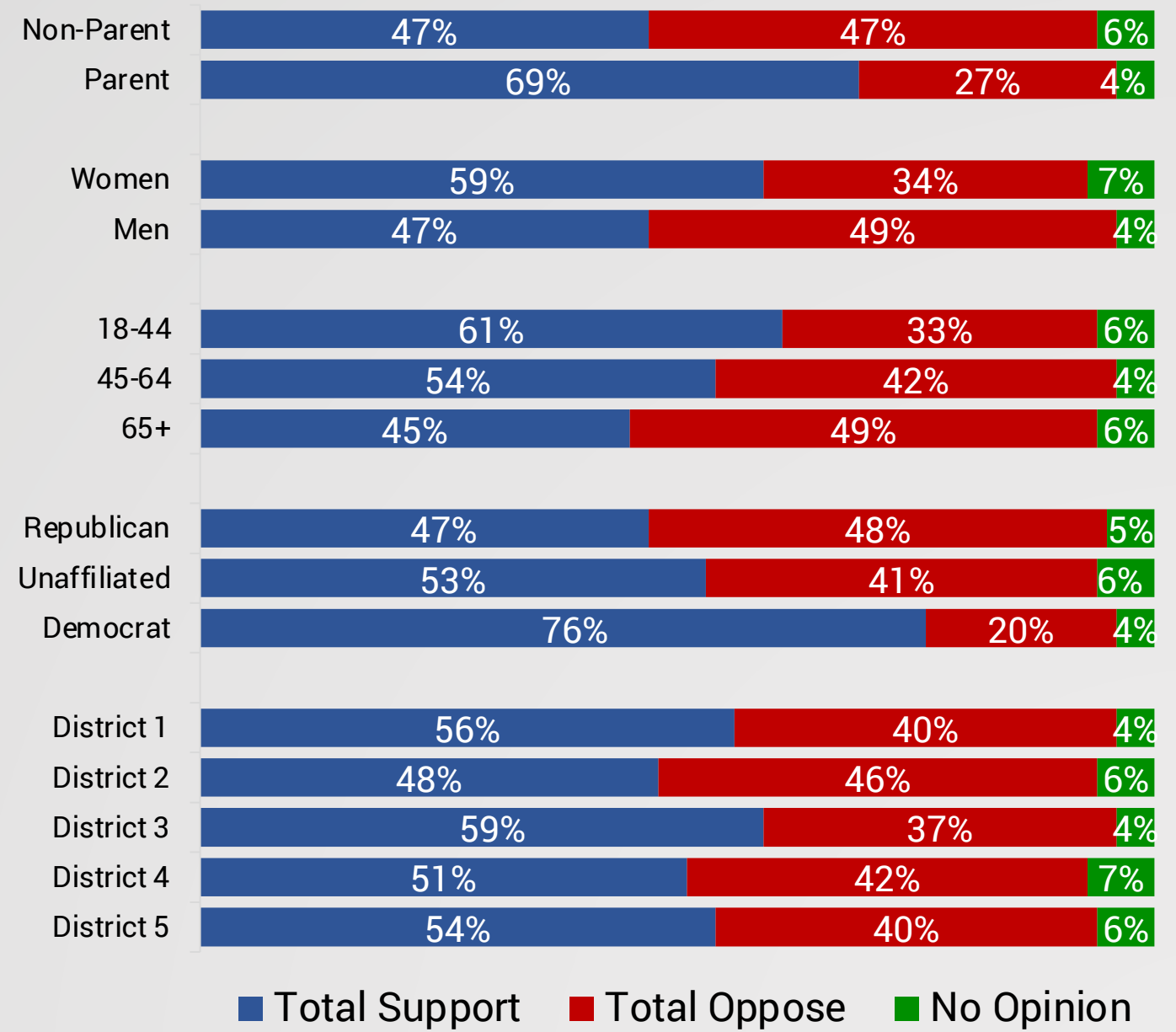


# Would you support or oppose a modest property tax increase to create a dedicated funding source for District 49 teacher salaries?



■ Total Support  
■ Total Oppose  
■ No Opinion

Strongly Support	31%
Somewhat Support	23%
Strongly Oppose	29%
Somewhat Oppose	12%





# District 49 Uninformed Ballot Measure Question



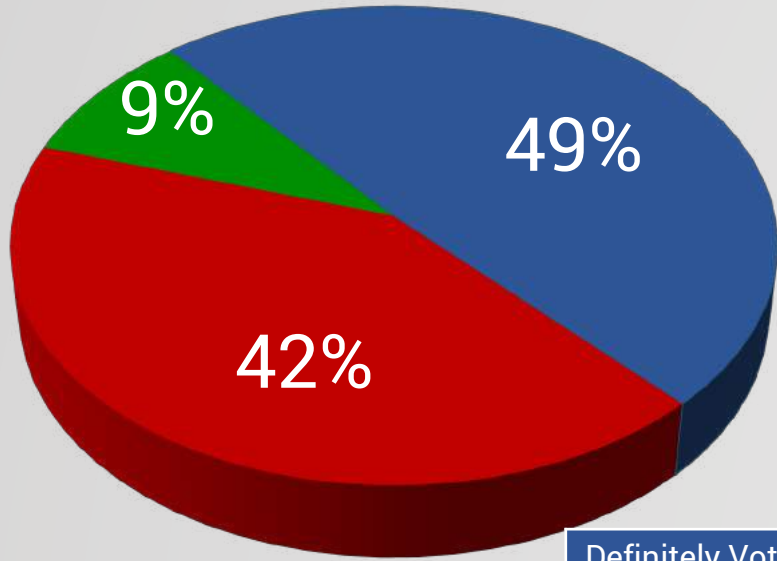
District 49 is considering a ballot measure asking voters to approve a 7.0-mill property tax increase for 7 years to create a dedicated funding source for teacher salaries. This ballot measure is unique in that all proceeds would exclusively support District 49's commitment to providing every teacher at least a 7% pay raise every year.

In addition, if District 49 earns and improves its score from 50 to 70 on the Colorado Department of Education's Final District Framework by or before 2030, the 7.0-mill property tax increase would become permanent. A 7.0-mill property tax increase would cost a homeowner about \$48 annually per \$100,000 of a home's value, or \$4.05 a month.

If this ballot measure was put before District 49 voters this November, would you vote yes and approve it or vote no and reject it?

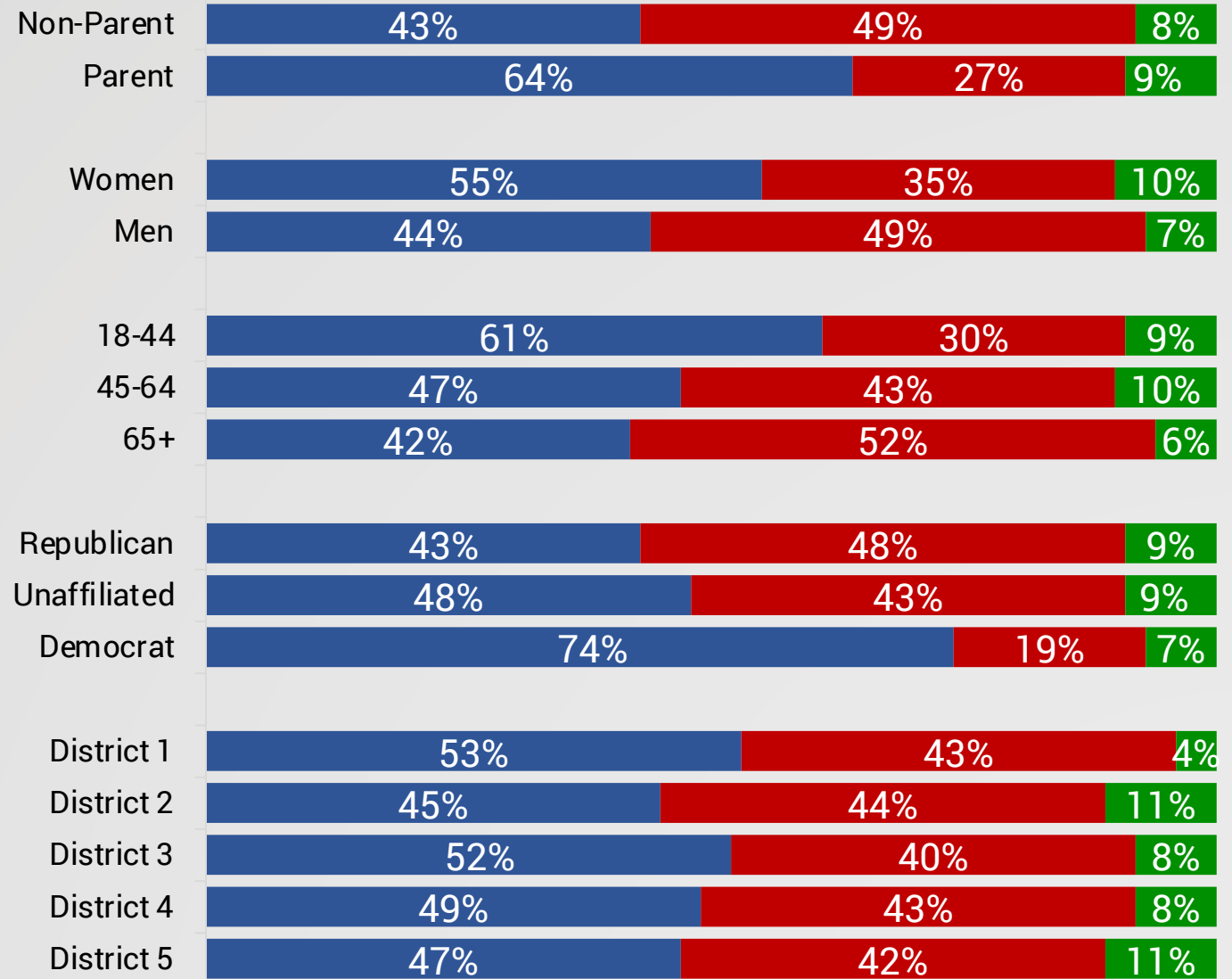
# District 49 Uninformed Ballot Measure Question

If this ballot measure was put before District 49 voters this November, would you vote yes and approve it or vote no and reject it?



■ Total Vote Yes  
■ Total Vote No  
■ No Opinion

Definitely Vote Yes	28%
Probably Vote Yes	21%
Definitely Vote No	28%
Probably Vote No	14%



■ Total Vote Yes ■ Total Vote No ■ No Opinion

# District 49 Ballot Measure Information Questions



We now will share some information about the reasons why District 49 is considering a ballot measure to create a 7-year dedicated funding source for teacher salaries that are tied to District 49's official score on the CDE Final District Framework.

After reading the information, please indicate if you are more likely to vote yes and approve the ballot measure or if you are more likely to vote no and reject it. Let's get started...

# District 49 Ballot Measure Information Questions



- **D49 Vision and Commitment** - The vision of District 49 is to be the best choice in public education. They envision a future where every time a student, parent, or educator chooses a school district, District 49 is their choice. That is why District 49 is fully committed to earning accreditation with distinction from the Colorado Department of Education.
- **Fast-Growing District** - District 49 is the fastest-growing school district in Colorado over the last 20 years, serving 133 square miles and 28,000 students. The school district has 32 school buildings and operates with an extremely lean staff of just 842 teachers.

# District 49 Ballot Measure Information Questions



- **Professional Achievement of Teachers** - District 49 teachers have an impressive record of professional achievement. Over the past ten years, seven teachers from District 49 have been honored as finalists of the prestigious Colorado Department of Education “Teacher of the Year” Award, along with national and state awards for Career and Technical Education, concurrent enrollment, student wellness, and online education.
- **Teachers’ Advanced Degrees and Training** - Fifty-five percent of District 49 teachers hold an advanced degree in education or a related discipline, and 100% of primary literacy instructors have completed a rigorous, 45-hour course in the science of reading.

# District 49 Ballot Measure Information Questions



- **Teachers Preparing Students** - The outstanding teachers of District 49 launch students into careers, college, service, and leadership. Whether graduates join the workforce, head to college, serve our country, commit to ministry, or start a family, D49 teachers prepare them to succeed as they serve and lead our communities.
- **Career and Technical Education** - Career and Technical Education (CTE) provides quality educational programs emphasizing technical skills, core academics, and postsecondary and hands-on learning opportunities. CTE career pathways include training in Agriculture and Animal Science, Business and Marketing Administration, Construction Trades, Culinary Arts, Education, Engineering, Graphic Design, Health Careers (Nursing, Biomedical Technician, Athletic Trainer), Manufacturing, and Technology. These programs depend on attracting qualified and experienced teachers.

# District 49 Ballot Measure Information Questions

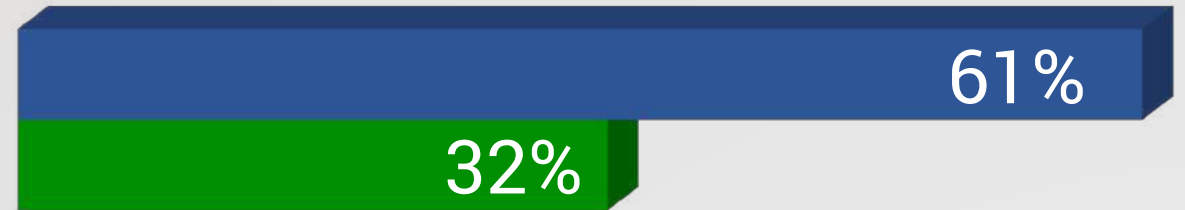


- **Concurrent Enrollment Program** - To help high school students avoid student loan debt and earn college credit, the teachers of District 49 lead the Concurrent Enrollment Program. Offered at all high schools, this program provides on and off-campus college courses for 2-year and 4-year degrees and hands-on career training through their Career Start Program.
- **Junior ROTC** - Every teacher working for District 49 respects the importance and honor of serving our country. That is why District 49 has vibrant Junior ROTC programs at all its major high schools.

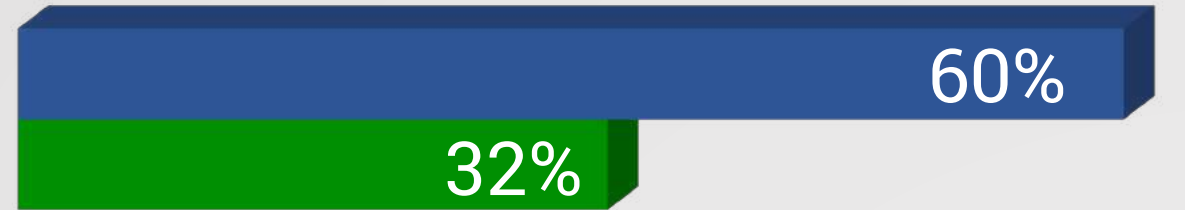
# District 49 Ballot Measure Information Questions

Ranked by Total More Likely to Approve the Ballot Measure

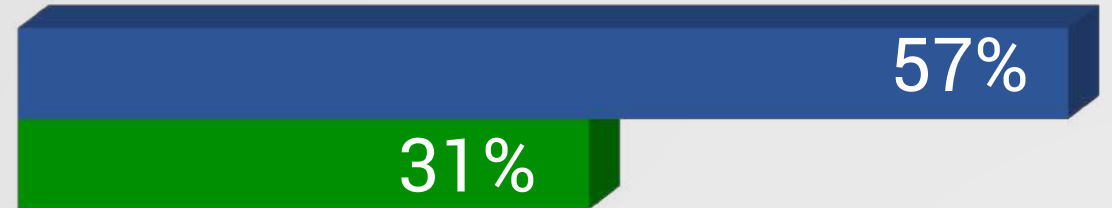
**The Career and Technical Education program depend on qualified, experienced teachers**



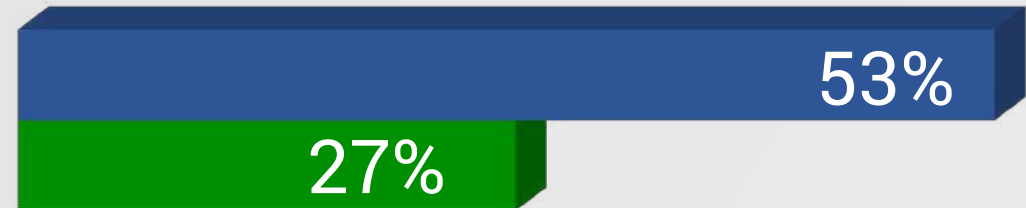
**Concurrent Enrollment Program helps students avoid student loan debt and earn college credit**



**District 49 is the fastest-growing district in Colorado over the past 20 years**



**Junior ROTC Programs at All Major High Schools**



■ Total More Likely to Approve  
■ Much More Likely to Approve





# District 49 Ballot Measure Information Questions

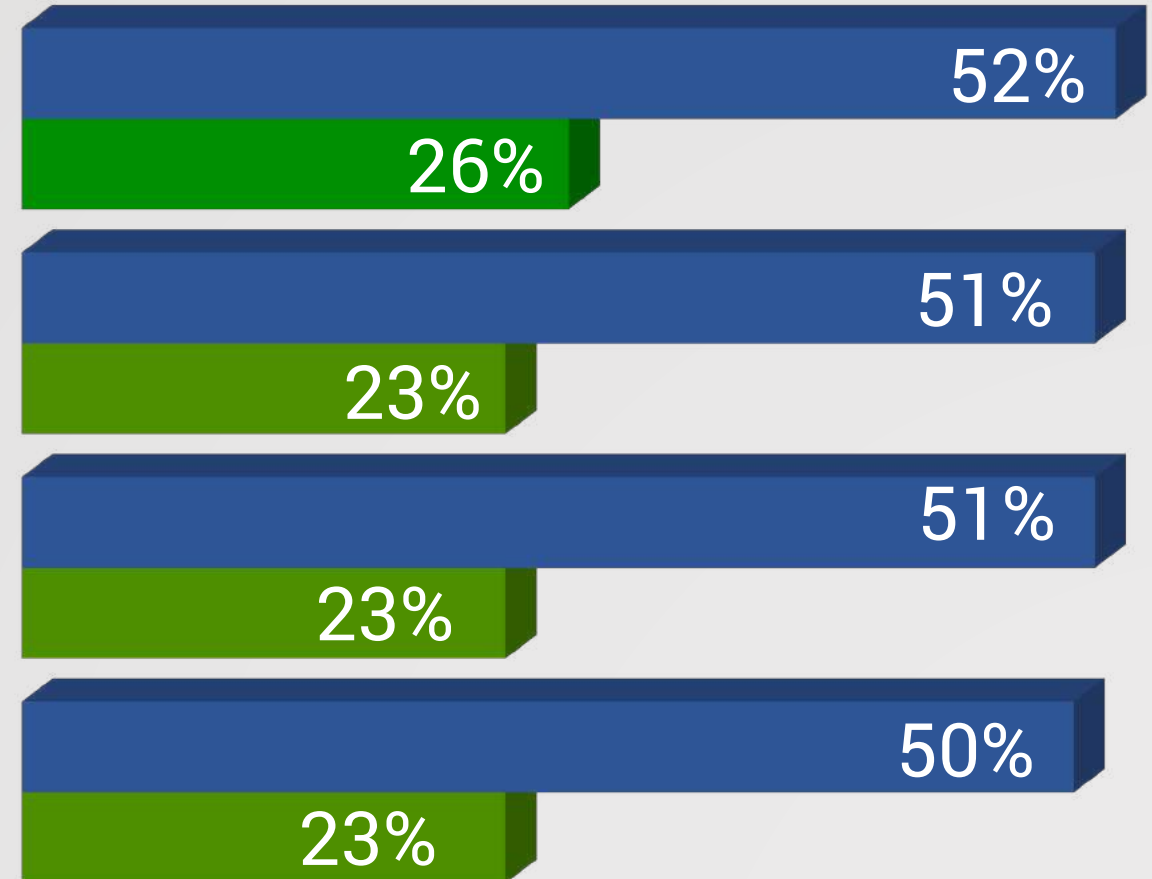
## Ranked by Total More Likely to Approve the Ballot Measure

**55% of teachers hold an advanced degree, and 100% of our primary literacy instructors completed a 45-hour course in the science of reading**

**Teachers prepare students for careers, college, service, and leadership**

**D49 teachers are honored as finalists for the CDE “Teacher of the Year” and other national and state awards**

**D49’s vision to be the best choice in public education**



■ Total More Likely to Approve  
■ Much More Likely to Approve

# District 49 Ballot Measure Informed Ballot Question



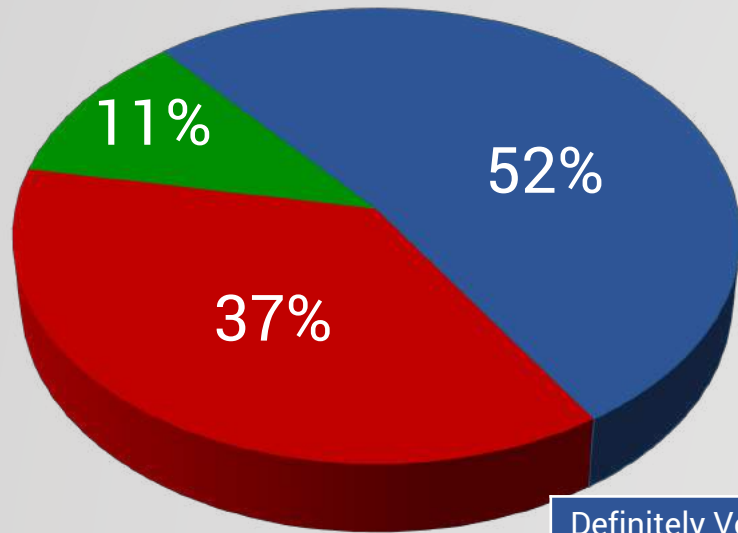
Thank you for learning more about District 49 and the ballot measure being considered. As a reminder, this ballot measure would ask voters to approve a 7.0-mill property tax increase for 7 years to create a dedicated funding source for teachers' salaries. The ballot measure is unique in that all proceeds would exclusively support District 49's commitment to providing every teacher with at least a 7% pay raise every year.

In addition, if District 49 earns and improves its score from 50 to 70 on the Colorado Department of Education's Final District Framework by or before 2030, the 7.0-mill property tax increase would become permanent. A 7.0-mill property tax increase would cost a homeowner about \$48 annually per \$100,000 of a home's value, or \$4.05 a month.

If this ballot measure was put before District 49 voters this November, would you vote yes and approve it or vote no and reject it?

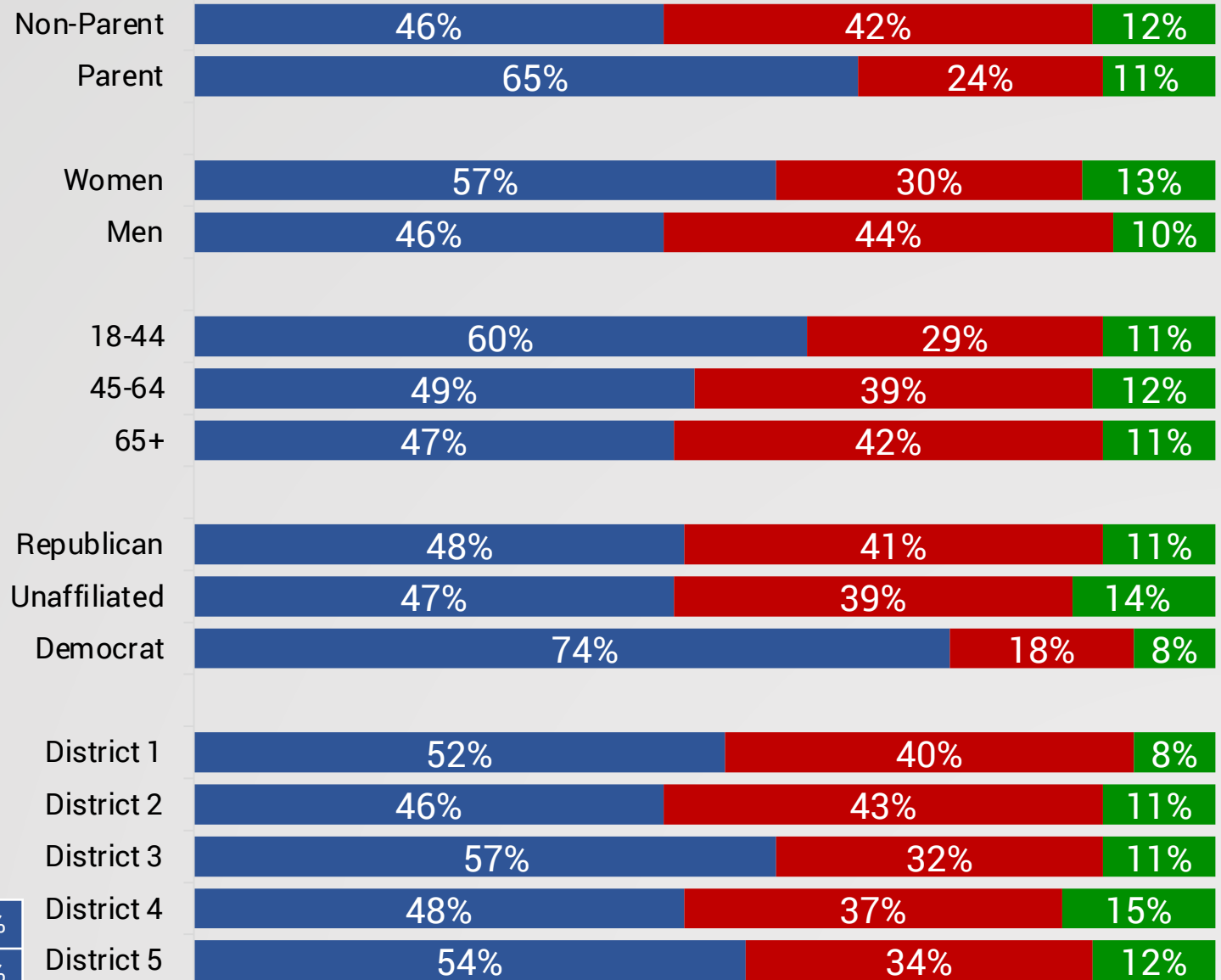
# District 49 Informed Ballot Measure Question

If this ballot measure was put before District 49 voters this November, would you vote yes and approve it or vote no and reject it?



- Total Vote Yes
- Total Vote No
- No Opinion

Definitely Vote Yes	29%
Probably Vote Yes	23%
Definitely Vote No	25%
Probably Vote No	12%



- Total Vote Yes
- Total Vote No
- No Opinion

# Why 52% of Voters Would Vote Yes and Approve the Ballot Measure

Please describe the reasons why you would vote yes and approve the ballot measure.

## Themes

Teachers need a raise

General support for schools

Positive personal experience with D49

“Better paid teachers equals better schools which leads to better communities.”

-Male, 35-44, District 3, Parent

“I believe teachers have a vital role in helping children become the best version of themselves.”

-Female, 45-54, District 5, Non-Parent

“I support D49 and all of the teachers. I realize D49 pays less than other competing districts, but also, as a homeowner am strapped for money as it is. I would probably vote yes to support our teachers, but in a hard economy when EVERYTHING is costing so much more, it might be hard to get passed.”

-Female, 35-44, District 4, Parent

“Teacher salaries need to be high enough to attract qualified candidates. Too much funding goes to non-teaching staff and bureaucracy. Direct the monies to the classroom.”

-Male, 65+, District 1, Non-Parent

“I think the people that are teaching the future generation should be paid for the important work they do.”

-Female, 18-34, District 2, Non-Parent



# Why 37% of Voters Would Vote No and Reject the Ballot Measure

Please describe the reasons why you would vote no and reject the ballot measure.

## Themes

Taxes are already too high

Don't trust the school district

Disagree with school district policies or programs

A negative personal experience

“Property taxes just doubled, causing a financial strain on most homeowners in this state.”

-Female, 35-44, District 2, Parent

“District 49 doesn't need more money. They need to spend it wisely.”

-Male, 35-44, District 5, Non-Parent

“Not interested in a tax increase when my salary is not increasing with the pace of cost of living and other taxes. Already strapped for cash.”

-Female, 45-54, District 3, Parent

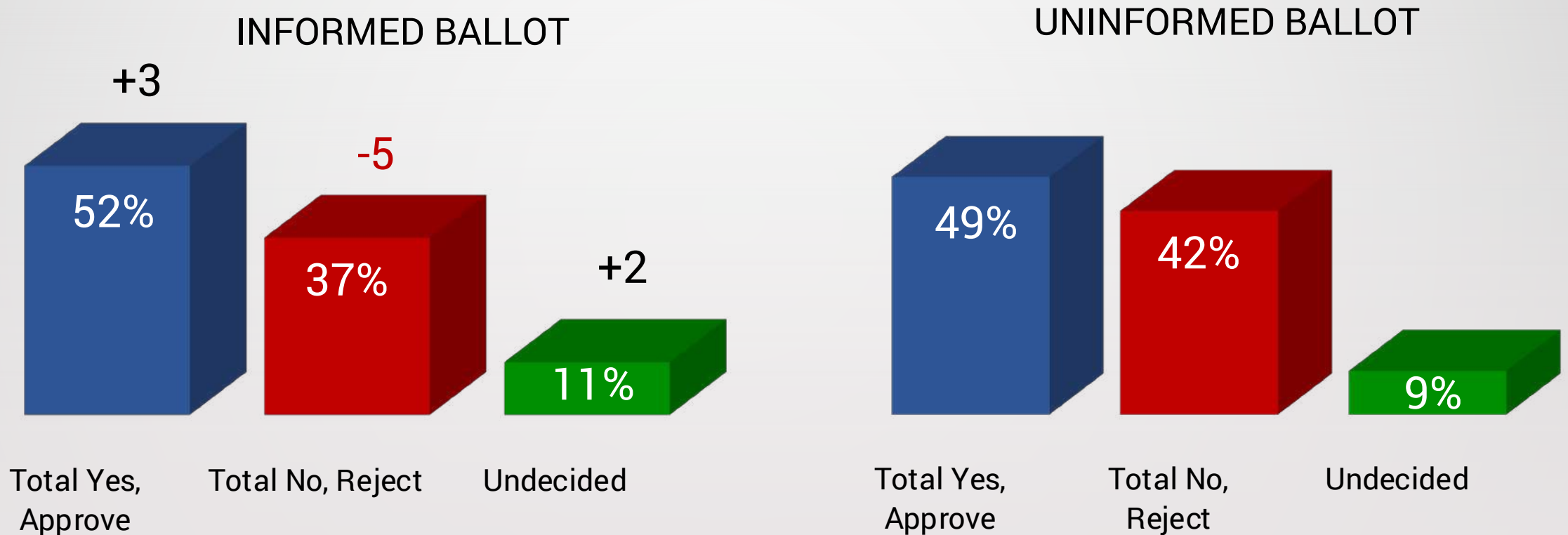
“This district has other ways to be more fiscally responsible than to permanently lock me in to higher taxes.”

-Female, 55-64, District 1, Non-Parent

““Property taxes are massively high already and very hard to afford to live in the area as is...Teachers and staff need a raise because most live in the district, and the district is not affordable on a school staff salary. ...The school district and leaders need to do the work and find funding elsewhere. Constituents cannot afford to pay more.”

-Male, 35-44, District 4, Parent

# District 49 Ballot Measure Change in Voter Opinion



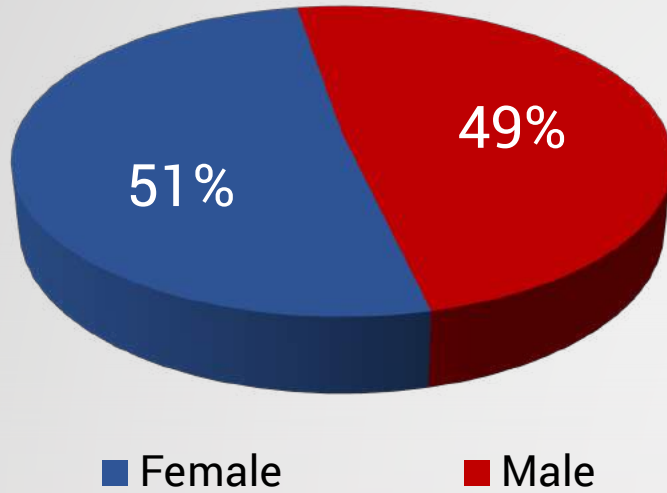
# District 49 Ballot Measure

## Change in Voter Support Change by Voter Subgroup

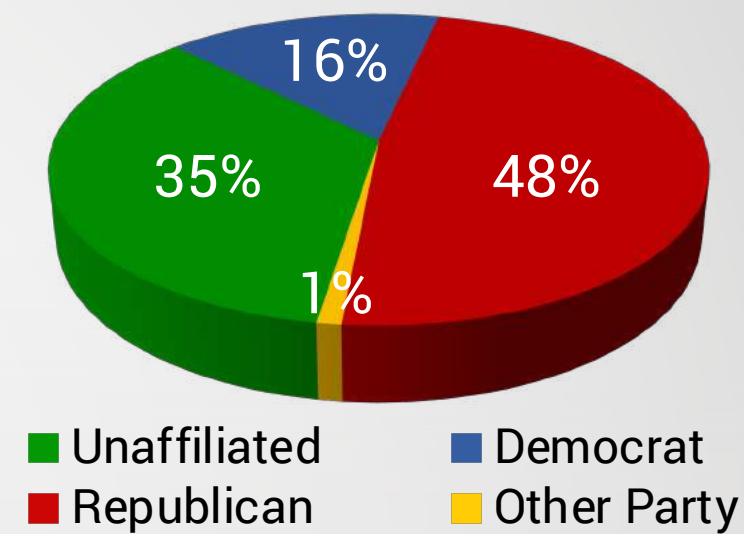
	All Voters	Men	Wom.	Rep	Unaf.	Dem	18-44	45-54	65+	Parent	Non-Parent
<b>Change</b>	<b>+3</b>	+2	+2	+5	-1	+0	-1	+2	+5	+1	+3
<b>Informed</b>	<b>52%</b>	46%	57%	48%	47%	74%	60%	49%	47%	65%	46%
<b>Uninformed</b>	<b>49%</b>	44%	55%	43%	48%	74%	61%	47%	42%	64%	43%

# Survey Demographics

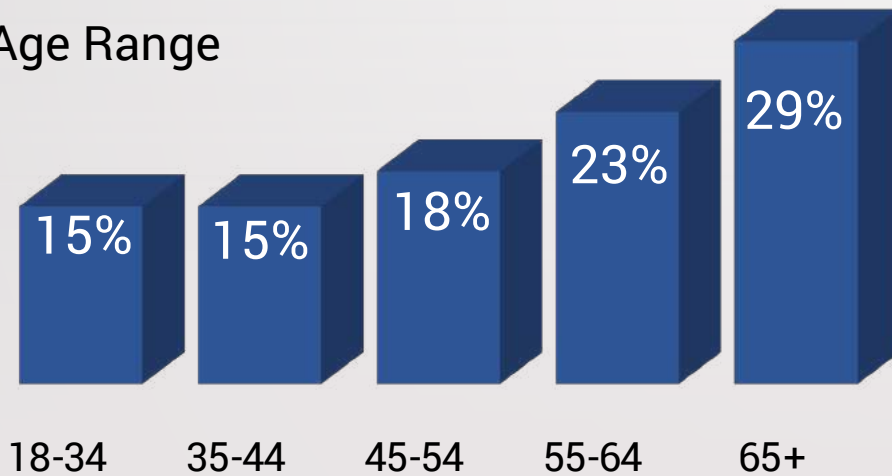
### Gender



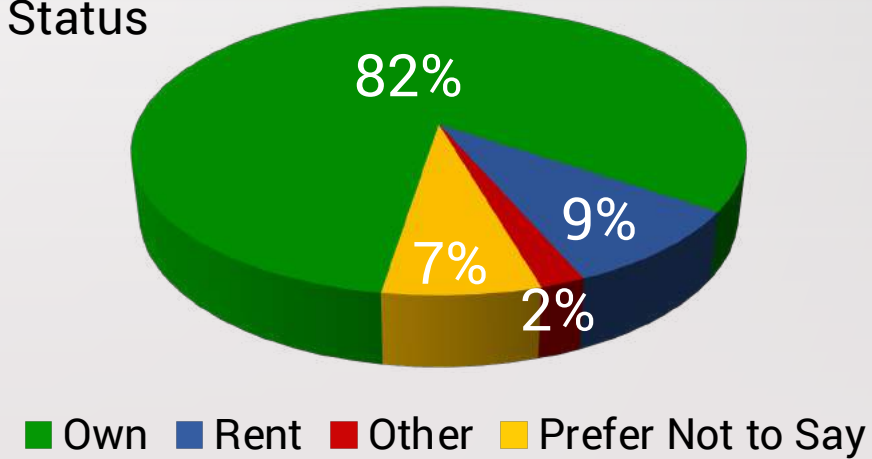
### Party Affiliation



### Age Range

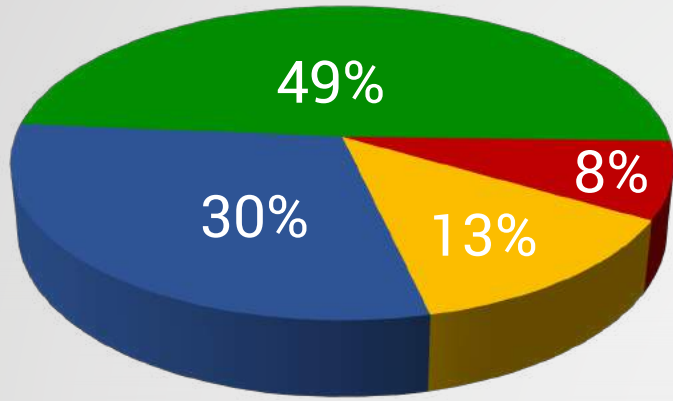


### Housing Status





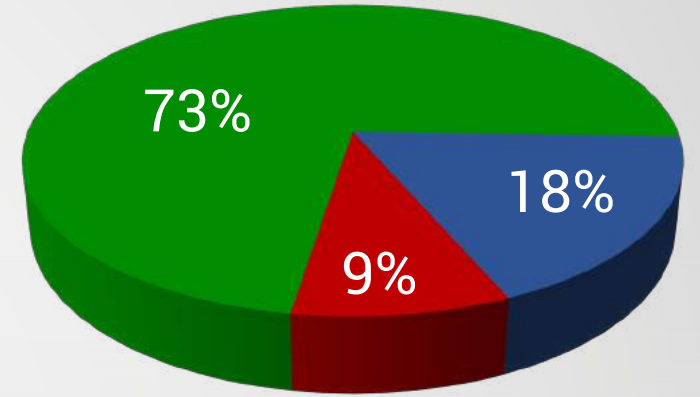
D49 Parent



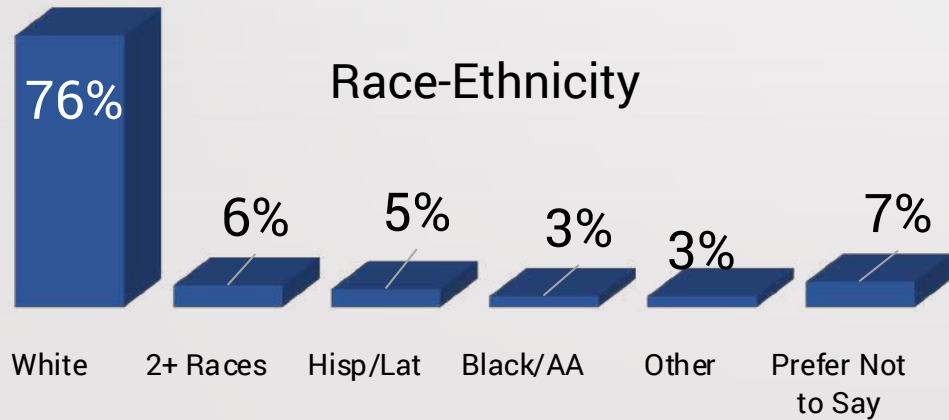
■ Yes      ■ No  
■ Student Not in D49    ■ Prefer Not to Say

# Survey Demographics

Marital Status

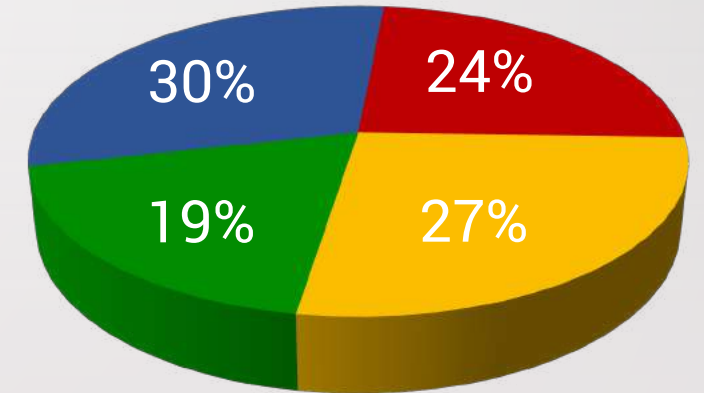


■ Married    ■ Single    ■ Prefer Not to Say



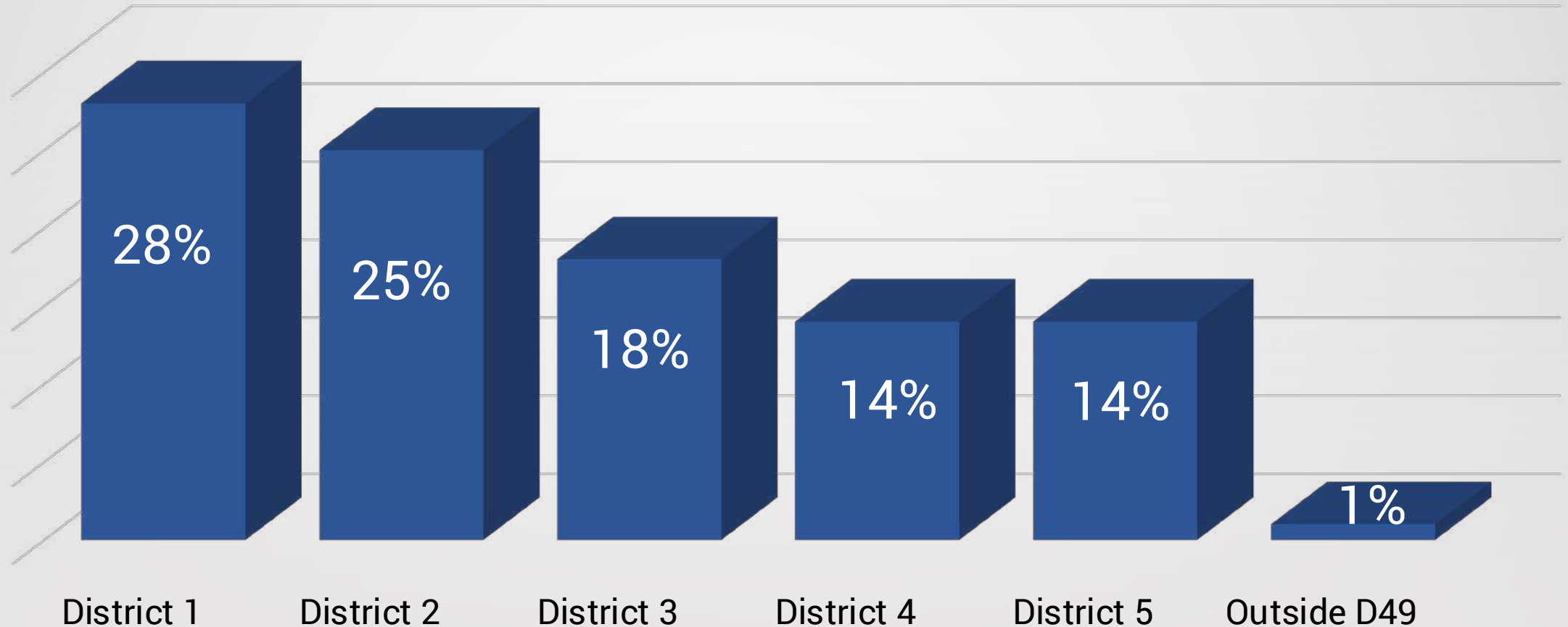
Race-Ethnicity

Income



■ Less \$75K      ■ \$75K-\$125K  
■ More \$125K    ■ Prefer Not to Say

# District 49 Director Districts



David Flaherty | Courtney Sievers

Ryan Winger | Katie Witt

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