



GODBE RESEARCH
Gain Insight



Fremont Unified School District: Highlights of a 2025 Revenue Measure Feasibility Survey

September 2025

The Fremont Unified School District commissioned Godbe Research to conduct a feasibility survey of local voters with the following research objectives:

- Gauge the public's perceptions of whether the District is providing a quality education to students, effectively managing taxpayer funds, and needs additional funding;
- Assess potential voter support for a parcel tax measure to ensure quality education and maintain stable local funding that cannot be taken by the State;
- Identify respondent priorities;
- Test the influence of information
- Assess opinion on the future direction of the economy;
- Use demographic and/or voter behavioral characteristics to validate the representativeness of the sample.

Methodology Overview

- Data Collection Landline (13), cell (358), text to online (336), and email to online (103) interviewing
- Universe 81,579 Likely November 2026 voters in the Fremont Unified School District
- Fielding Dates September 8 to 14, 2025
- Interview Length 25 minutes
- Sample Size n=810
- Margin of Error Likely November 2026 Voters \pm 3.43% (ballot question splits \pm 4.86%)

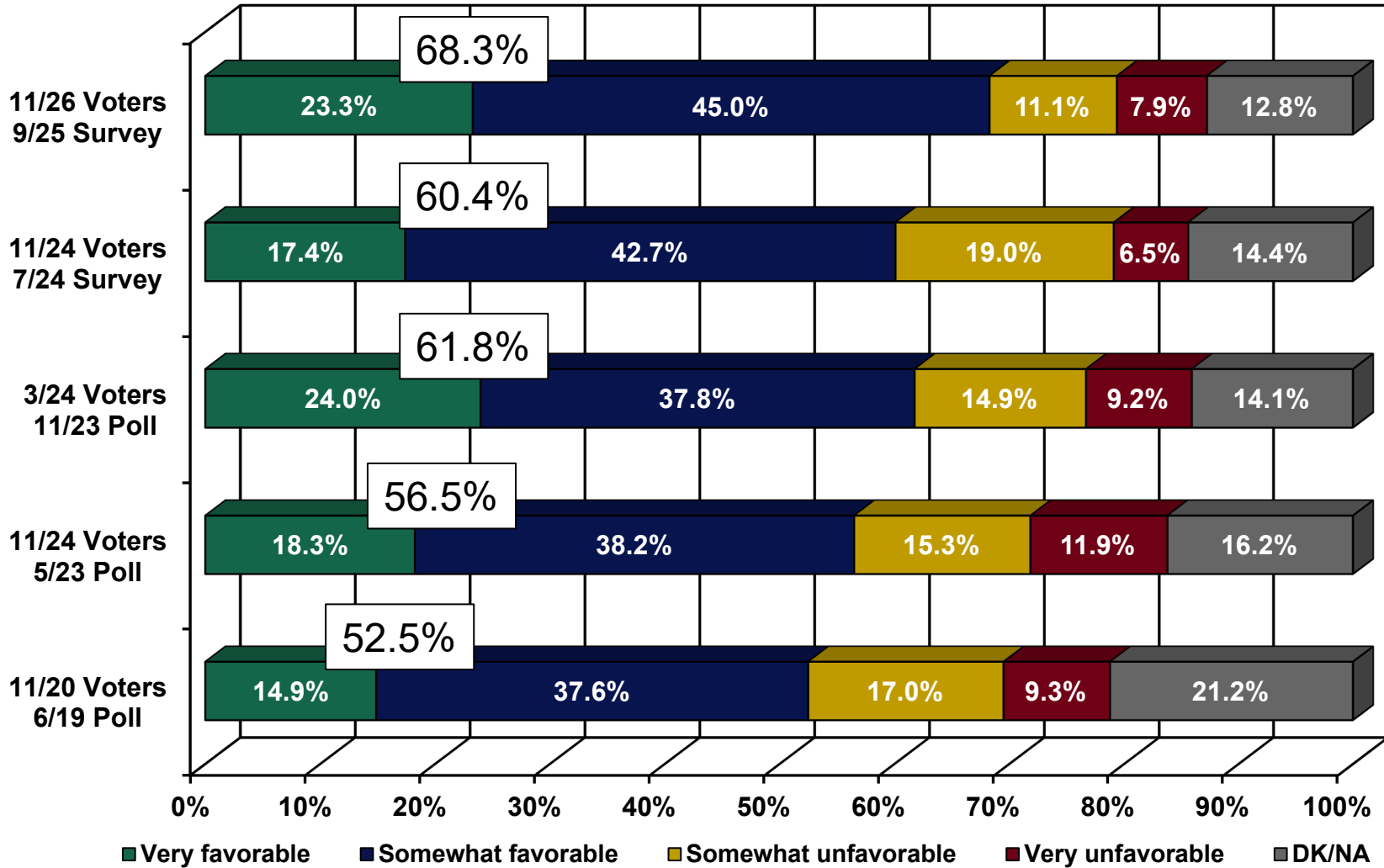


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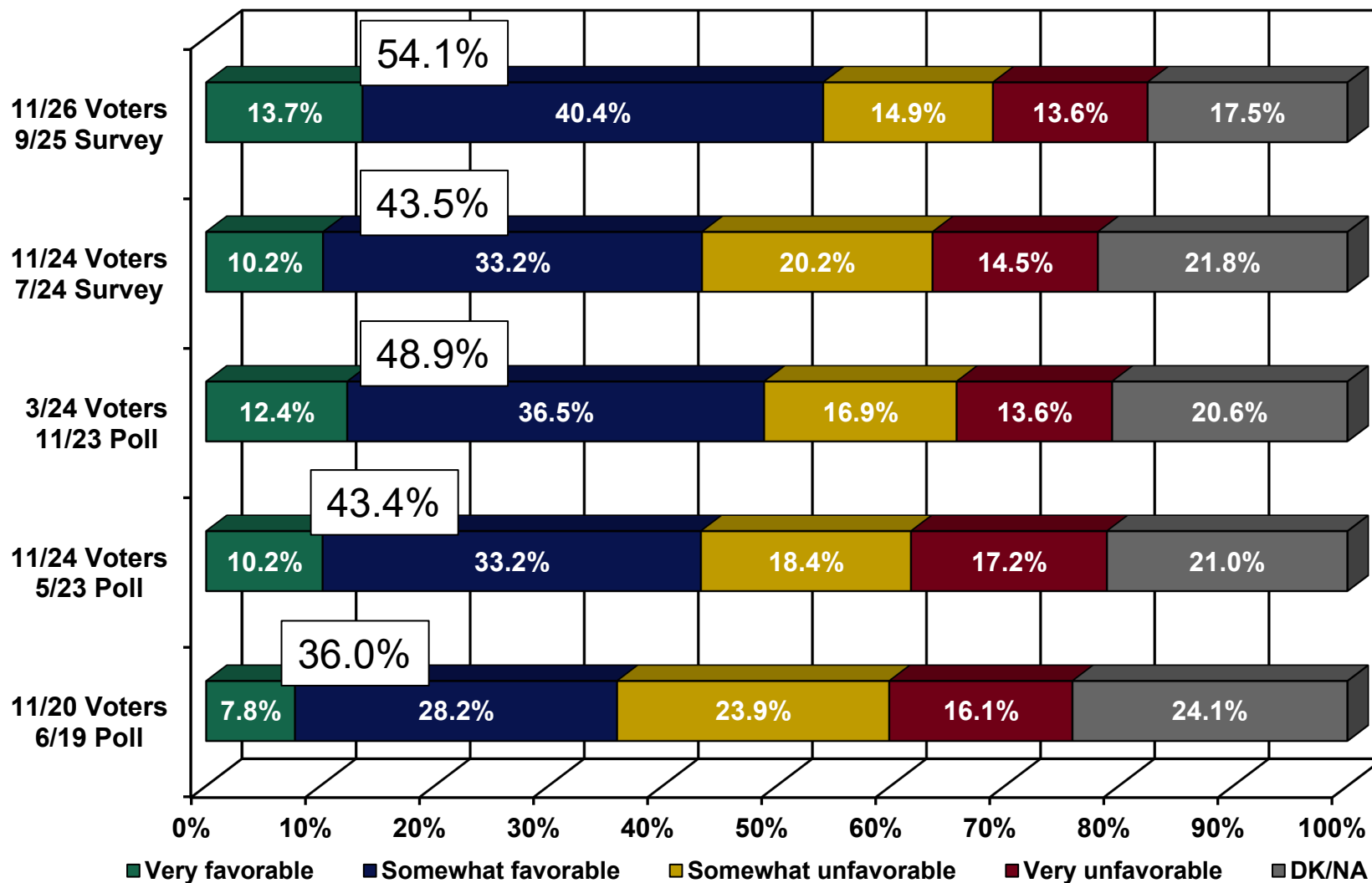
Key Findings

Favorability Rating of the Job FUSD is Doing to Provide a Quality Education is Highest Since Pandemic

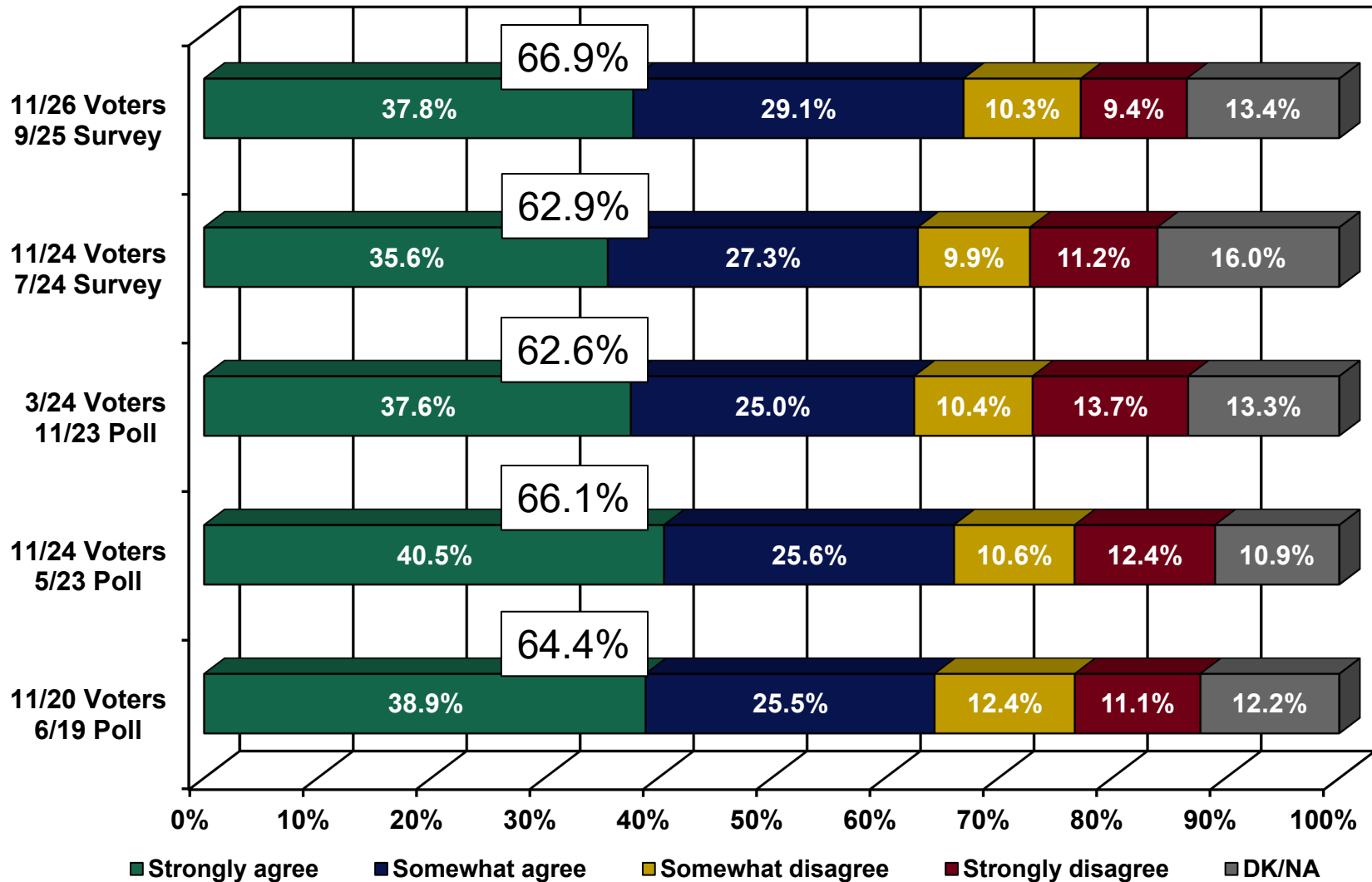


* The November 2020 Presidential election universe was used for the June 2019 survey.

Satisfaction With the District's Management of Public Funds is Majority Positive

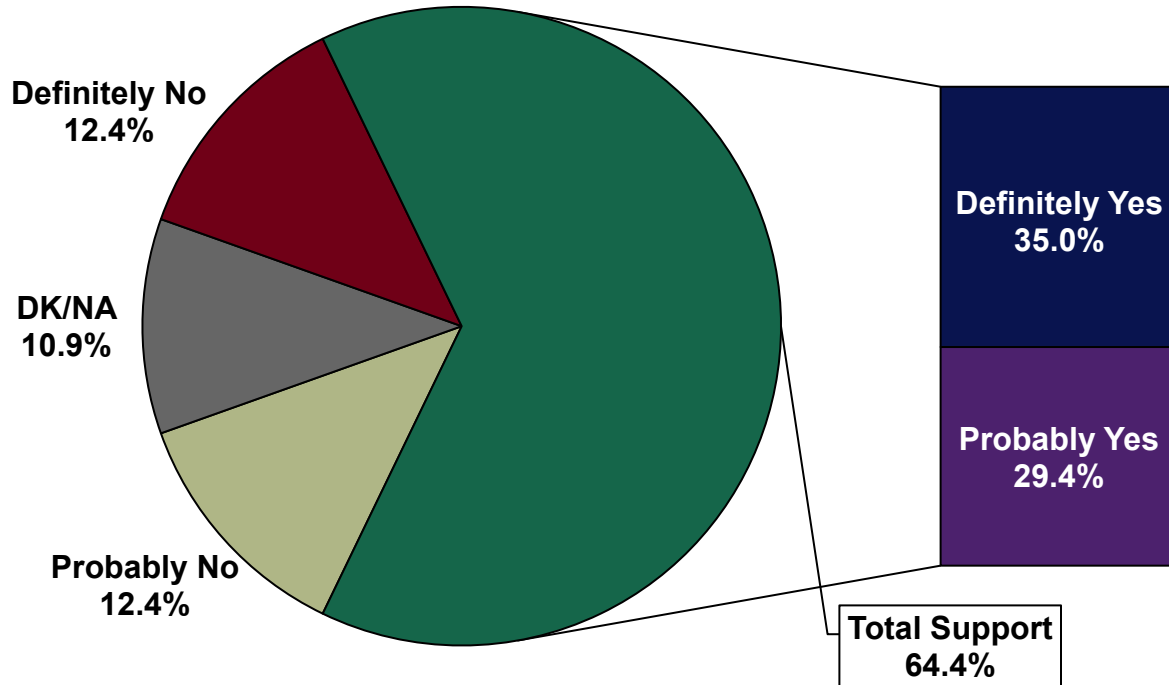


Agreement With Statement That District Needs Additional Funding at 2/3rds Threshold



Initial Hypothetical Support

Sample A - District Sponsored (Ballot Question Reviewed by Counsel)



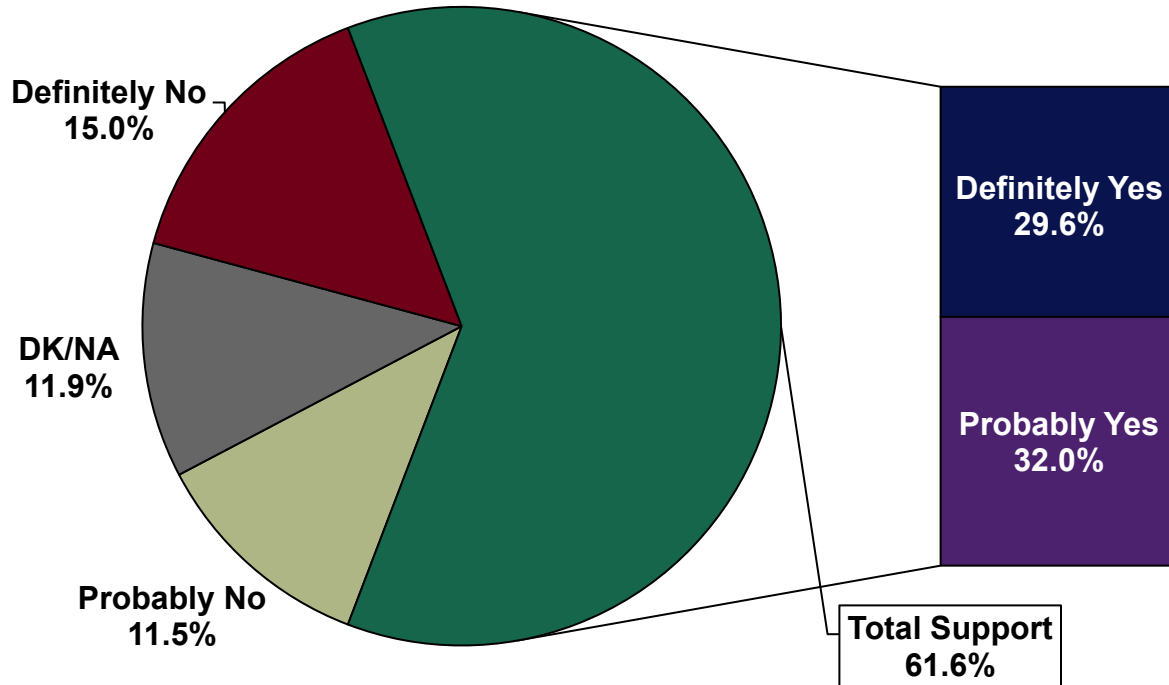
Fremont Unified School District Classroom Funding Restoration Measure – To ensure local quality education, maintain property values, restore local classroom funding including:

- science, technology, engineering, math instruction;
- reading, writing/ art programs;
- attracting/ retaining highly qualified teachers;
- providing smaller class sizes;

shall the measure be adopted authorizing Fremont Unified School District's parcel tax at 10¢ per building square foot rate, \$25 per unimproved parcel, raising \$17,600,000 annually until ended by voters, with senior exemptions, independent oversight/ audits, funds for Fremont schools only?

Initial Hypothetical Support

Sample B - County Placed



Shall the measure levying a Fremont Unified School District parcel tax to provide funding that cannot be taken by State/ federal governments for local quality education, restoring local classroom funding including:

- science, technology, engineering, math instruction;
- reading, writing/ art programs;
- attracting/ retaining highly qualified teachers;
- providing smaller class sizes;

at annual rates of 10¢ per building square foot, \$25 per unimproved parcel, raising \$17,600,000 annually, until ended by voters, with senior exemptions/citizens' oversight, audits, be adopted?



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Impact of Information

Respondent Priorities I

Attract and retain qualified teachers, including quality science teachers

Attract and retain highly qualified teachers

Enhance the quality of academic instruction in core subjects like math, science, reading and writing

Enhance science, technology, engineering and math instruction

Maintain science, technology, engineering, art and math, also known as STEAM, instruction

Keep schools safe and well maintained

Maintain science, technology, engineering and math, also known as STEM, instruction

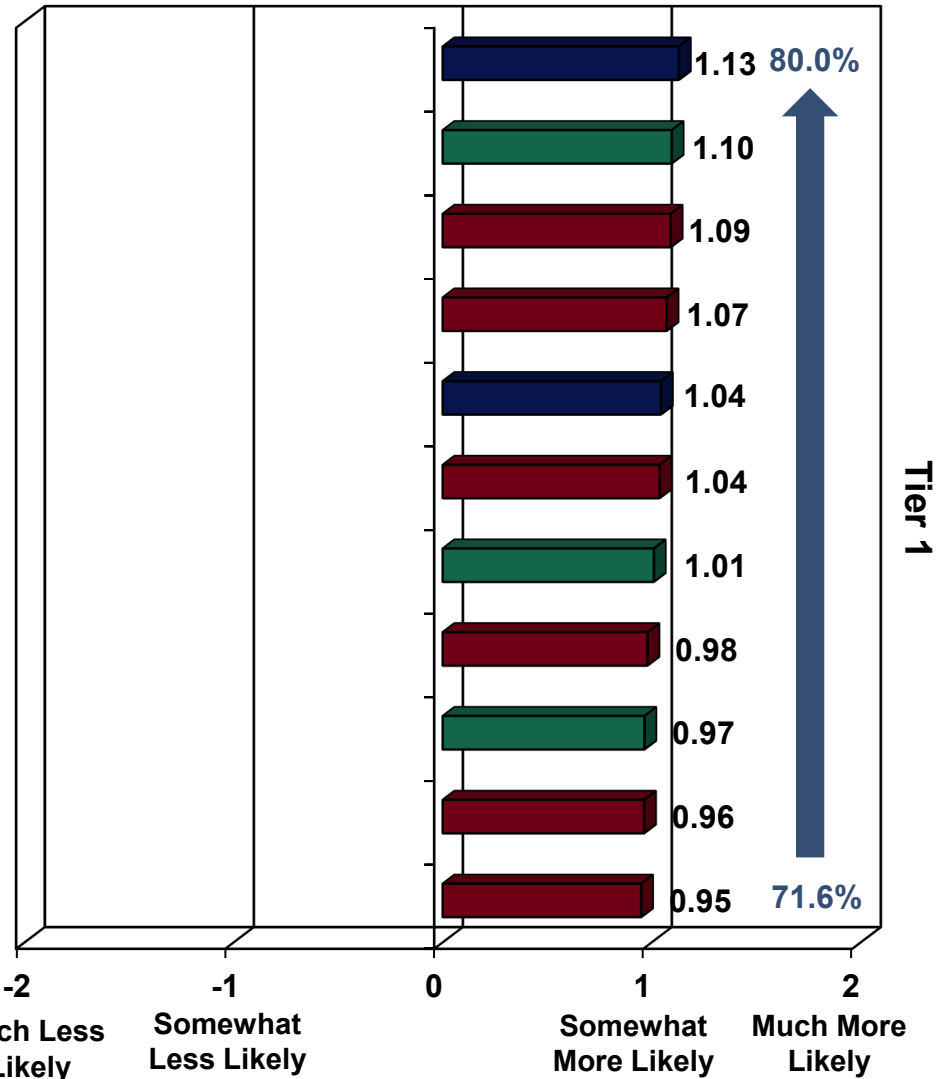
Provide career and technical training to make sure students are ready for the 21st century job market

Keep school libraries open and staffed by professional school librarians

Expand reading and writing programs

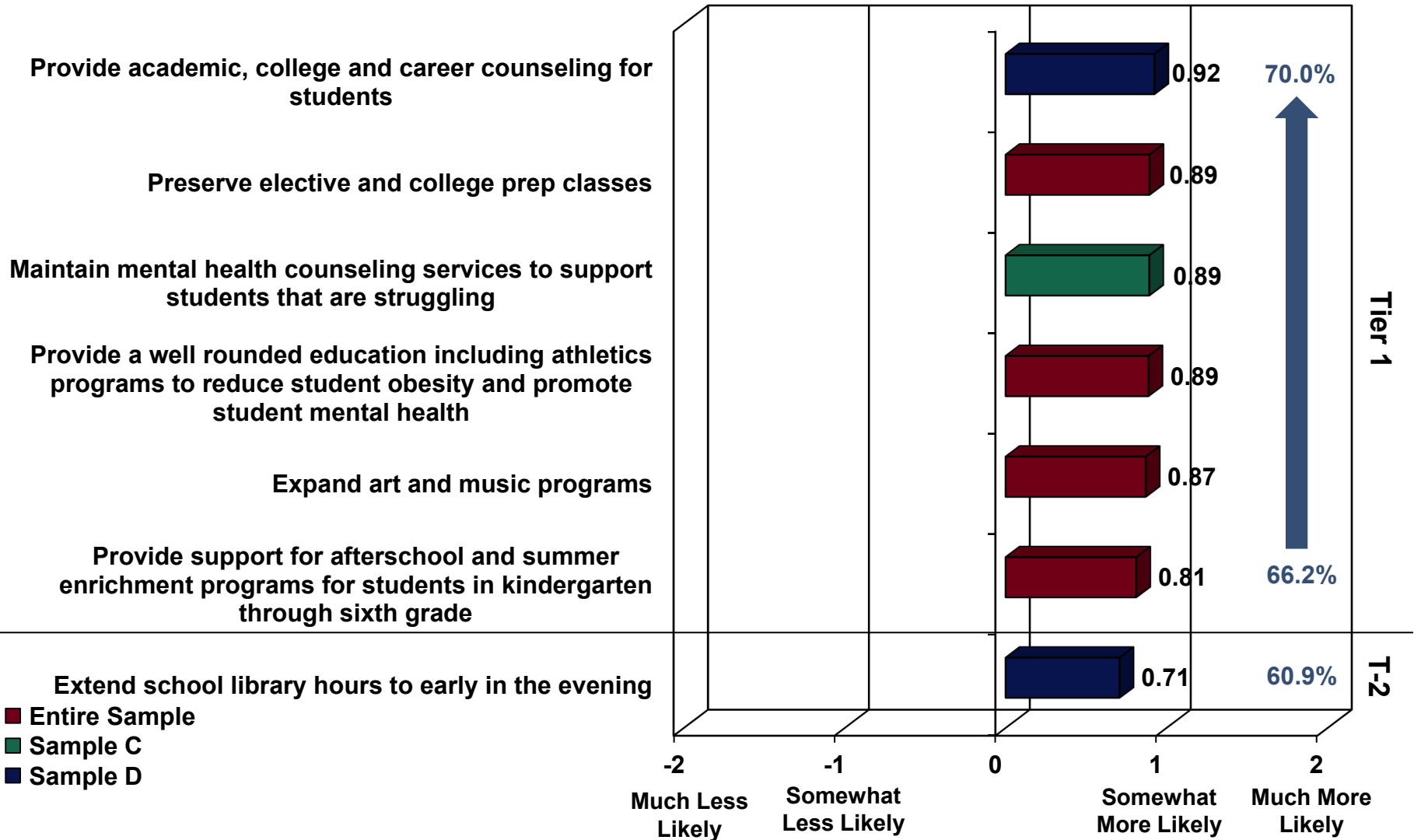
Restore smaller class sizes

■ Entire Sample
■ Sample C
■ Sample D



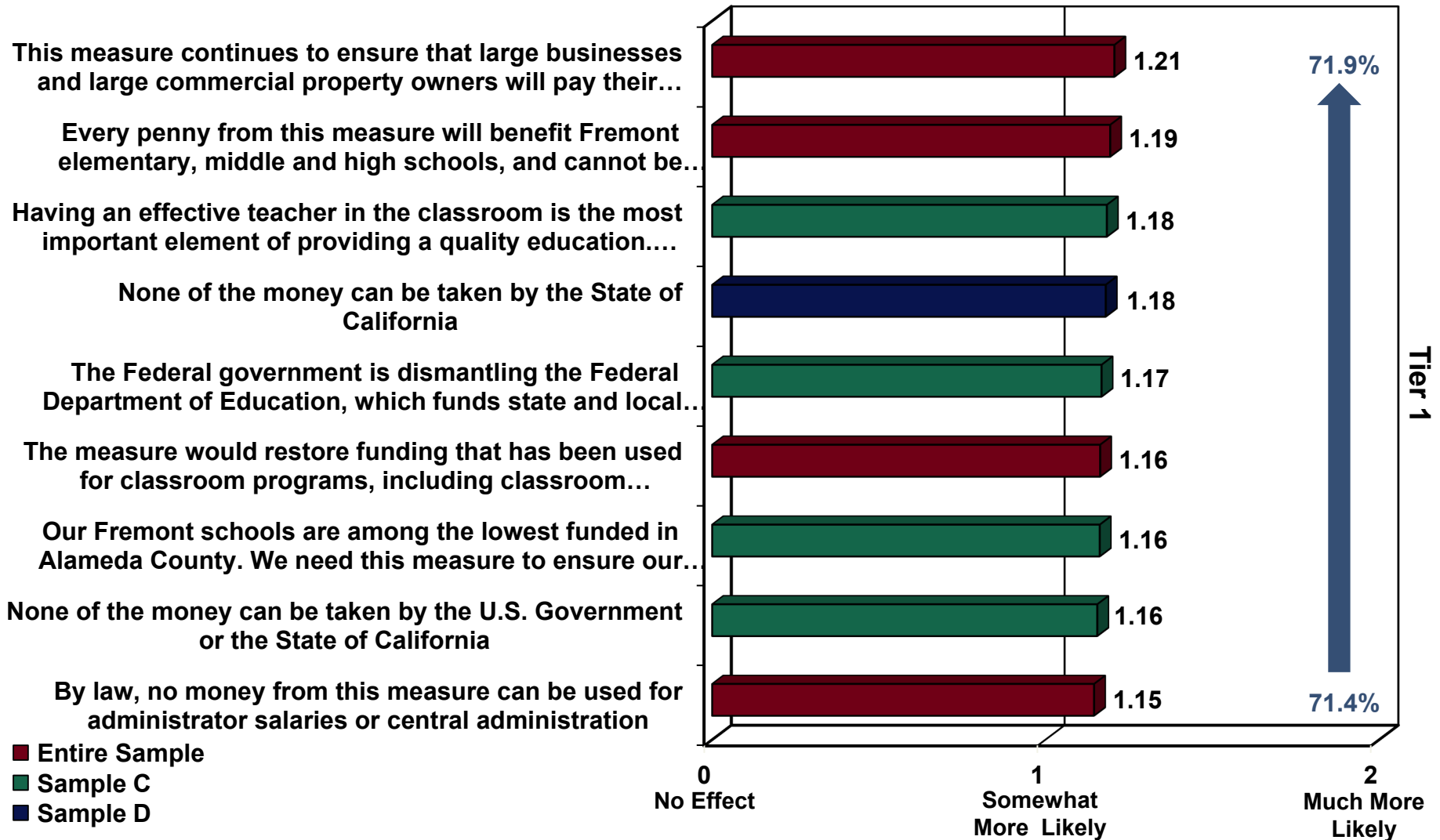
Note: The above rating questions have been abbreviated for charting purposes, and responses were recoded to calculate mean scores: "Much More Likely" = +2, "Somewhat More Likely" = +1, "No Effect" = 0, "Somewhat Less Likely" = -1, and "Much Less Likely" = -2.

Respondent Priorities II



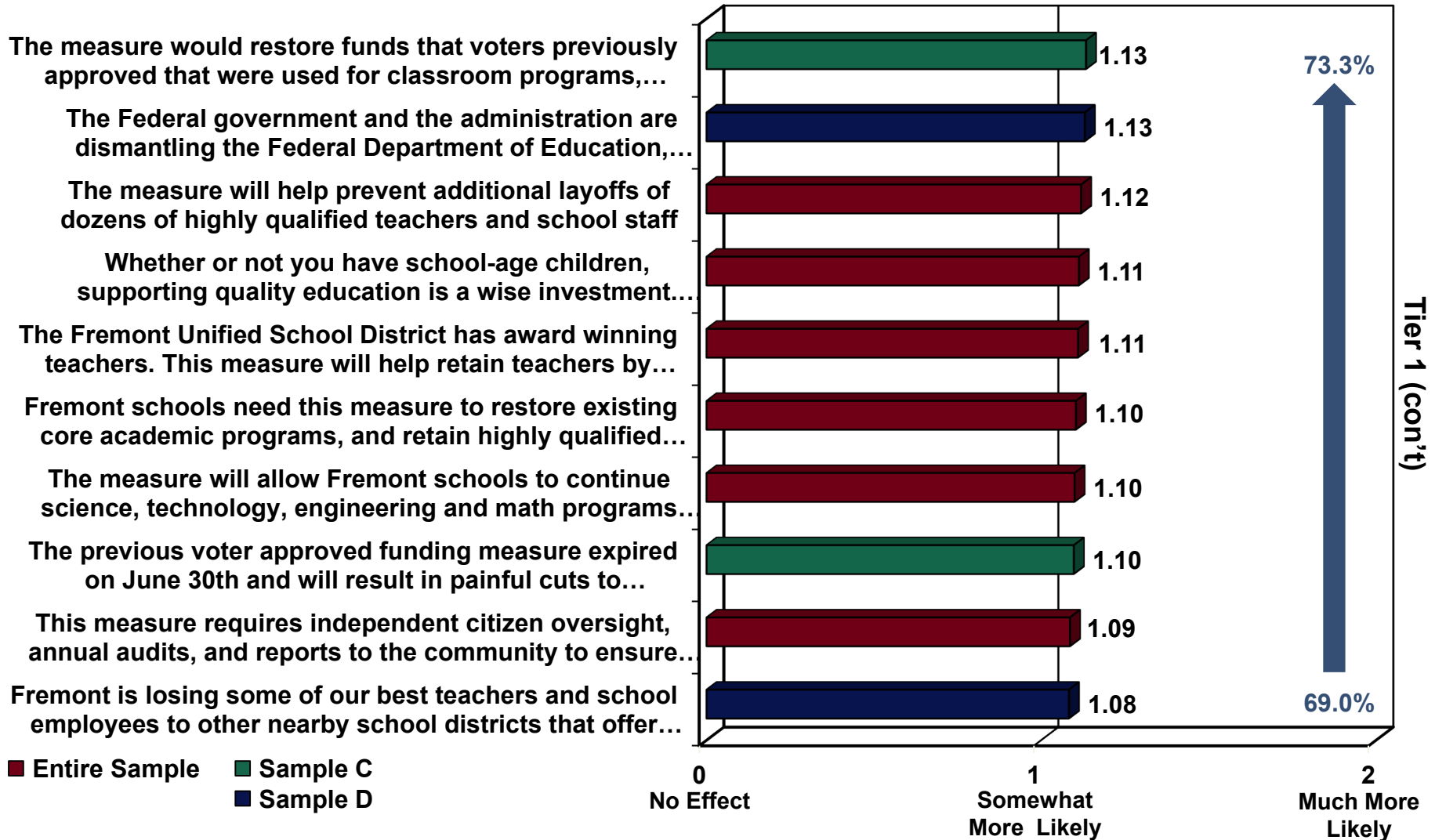
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Informational Statements I



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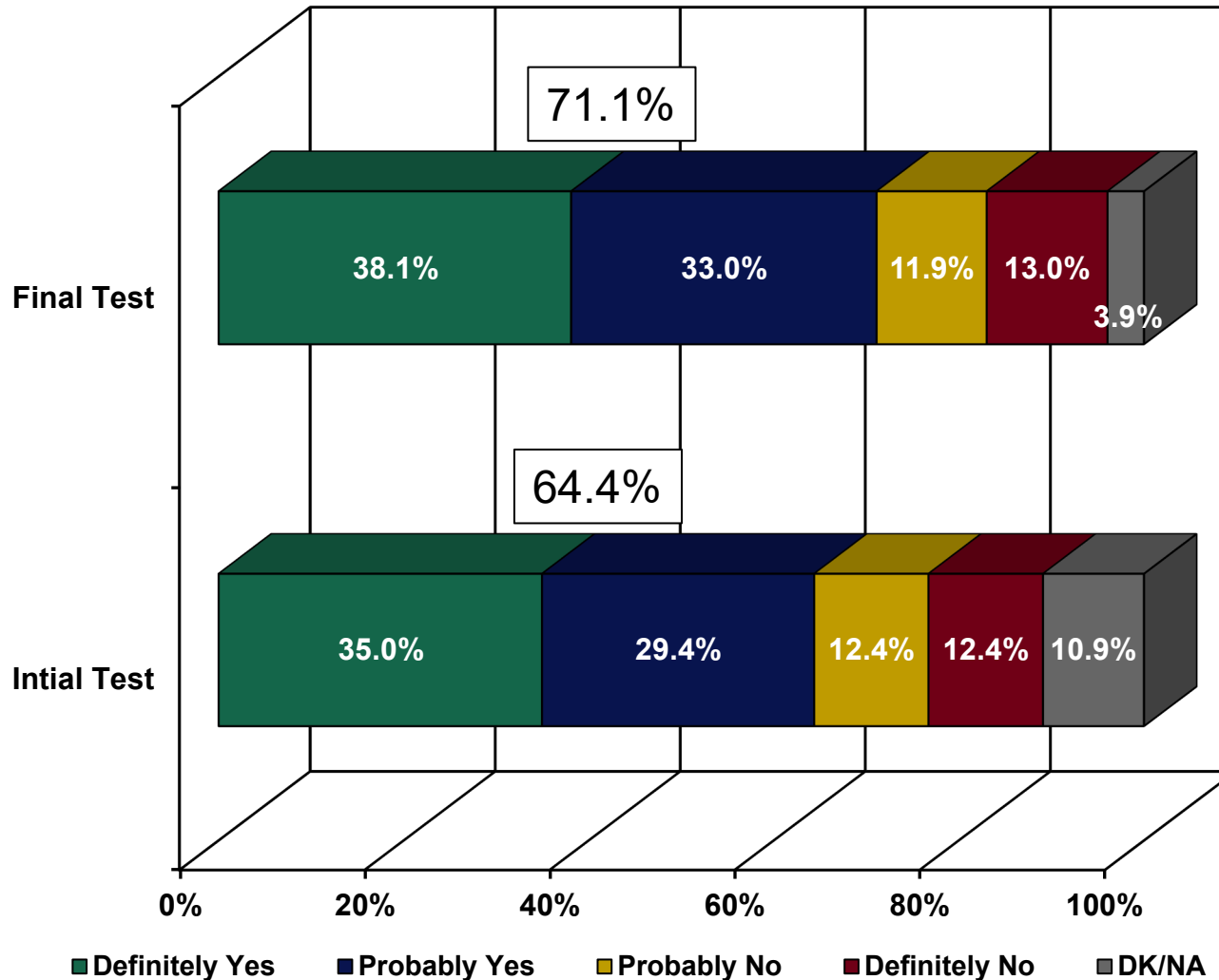
Informational Statements II



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Informed Hypothetical Support

Sample A - District Sponsored



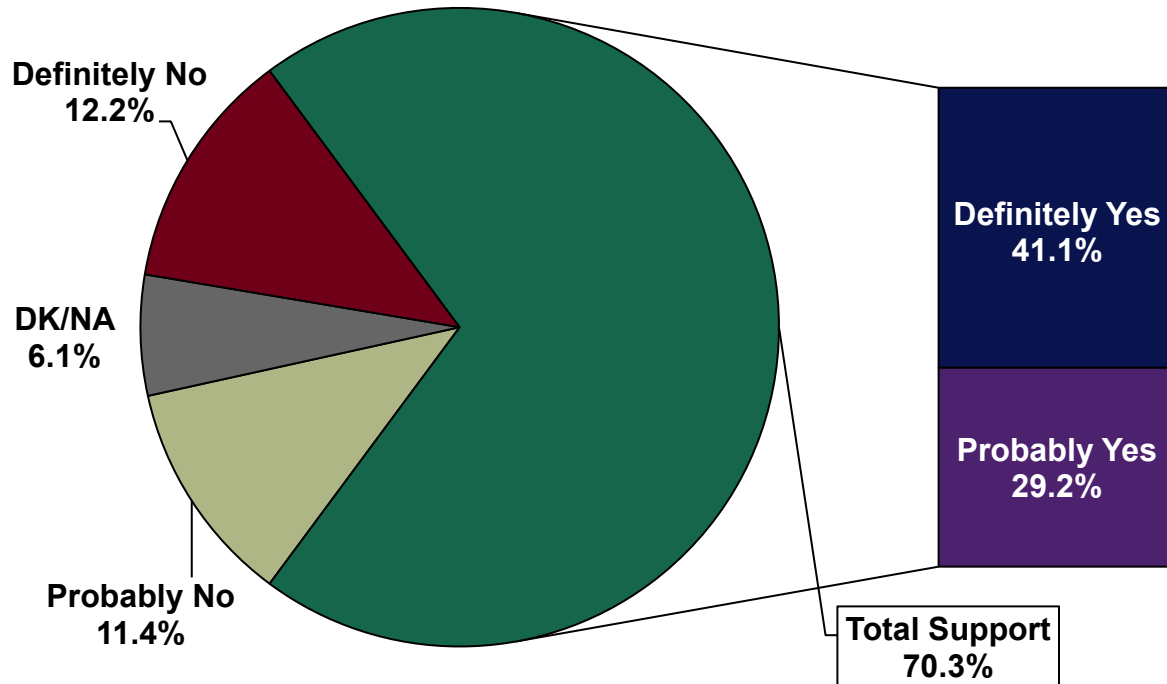
Fremont Unified School District Classroom Funding Restoration Measure – To ensure local quality education, maintain property values, restore local classroom funding including:

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Alternative Measure -- End After 9 Years

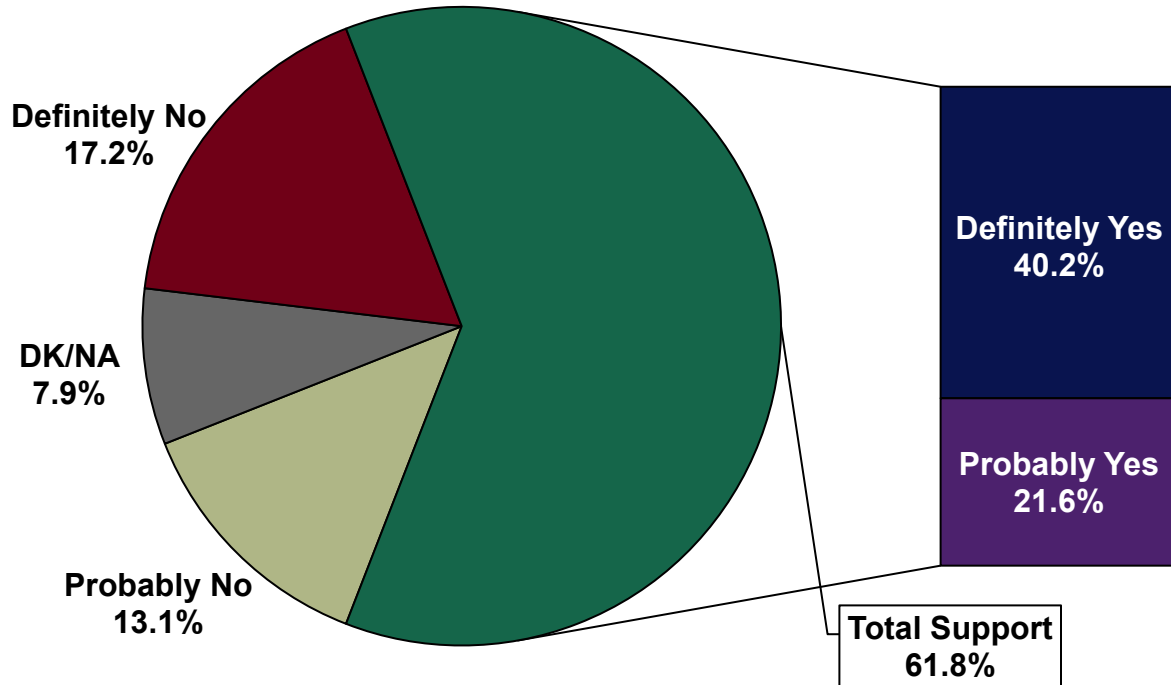
Sample A



INSTEAD of assessing 10¢ per building square foot annually until ended by voters, what if a measure to ensure local quality education, maintain property values, restore local classroom funding including: science, technology, engineering, math instruction; reading, writing and art programs; attracting and retaining highly qualified teachers; and providing smaller class sizes; would end after 9 years?

Alternative Measure -- 8 Cents Per Square Foot

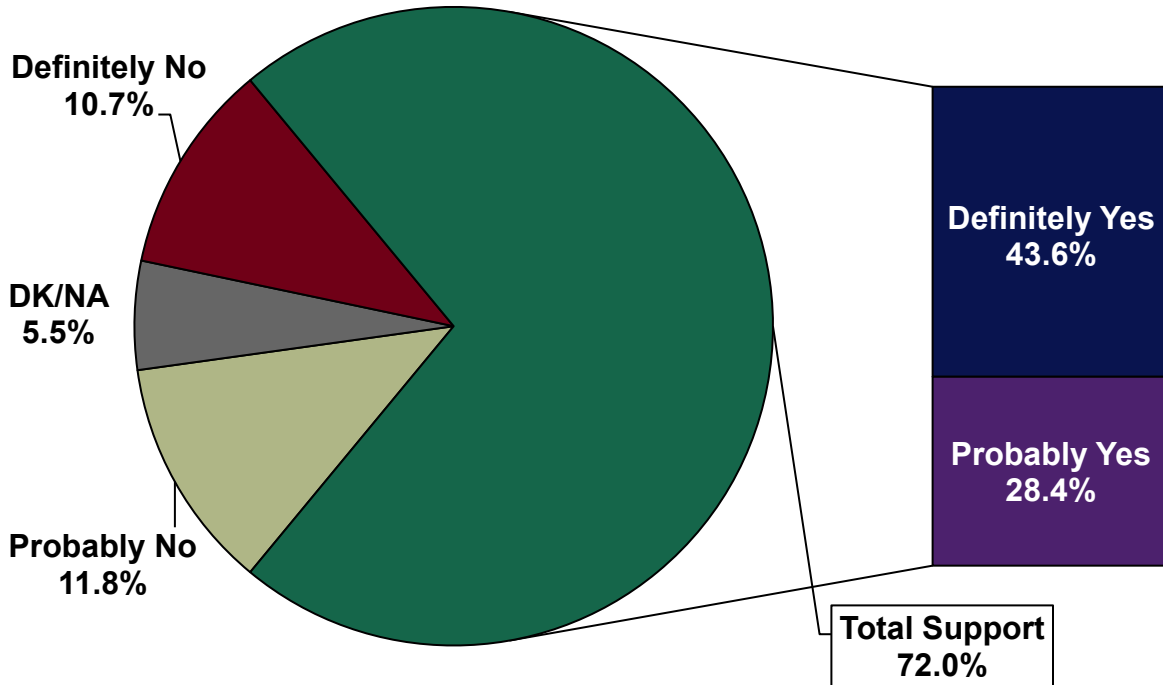
Sample A-1



INSTEAD of assessing 10¢ per building square foot annually, what if a measure to ensure local quality education, maintain property values, restore local classroom funding including: science, technology, engineering, math instruction; reading, writing and art programs; and attracting and retaining highly qualified teachers; assessed 8¢ per building square foot annually, but did not include keeping smaller class sizes?

Alternative Measure -- 5 Cents Per Square Foot

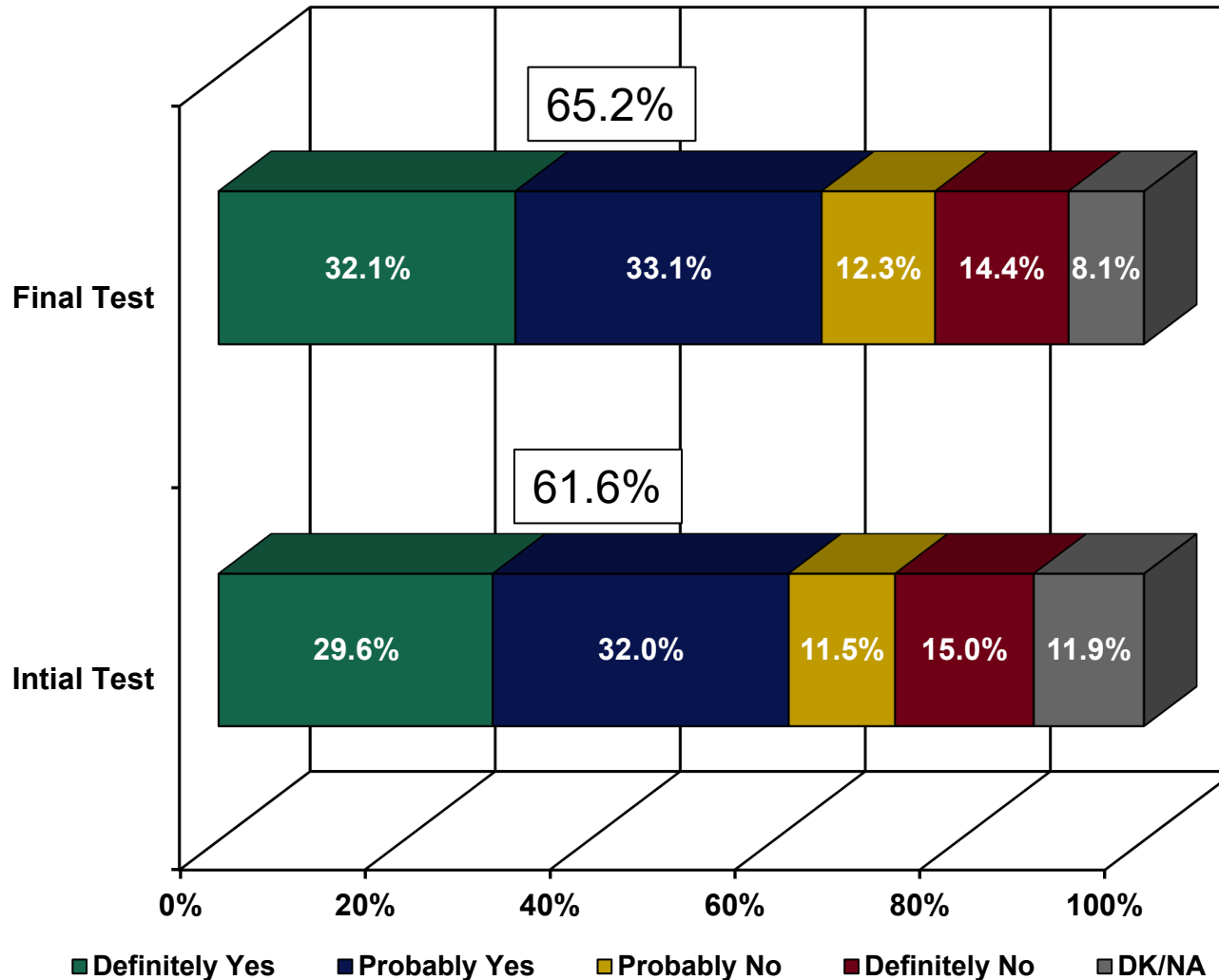
Sample A-2



INSTEAD of assessing 10¢ per building square foot annually, what if a measure to ensure local quality education, maintain property values, restore local classroom funding including: science, technology, engineering, math instruction; and reading, writing and art programs; assessed 5¢ per building square foot annually, but did not include attracting and retaining highly qualified teachers or keeping smaller class sizes?

Informed Hypothetical Support

Sample B - County Placed



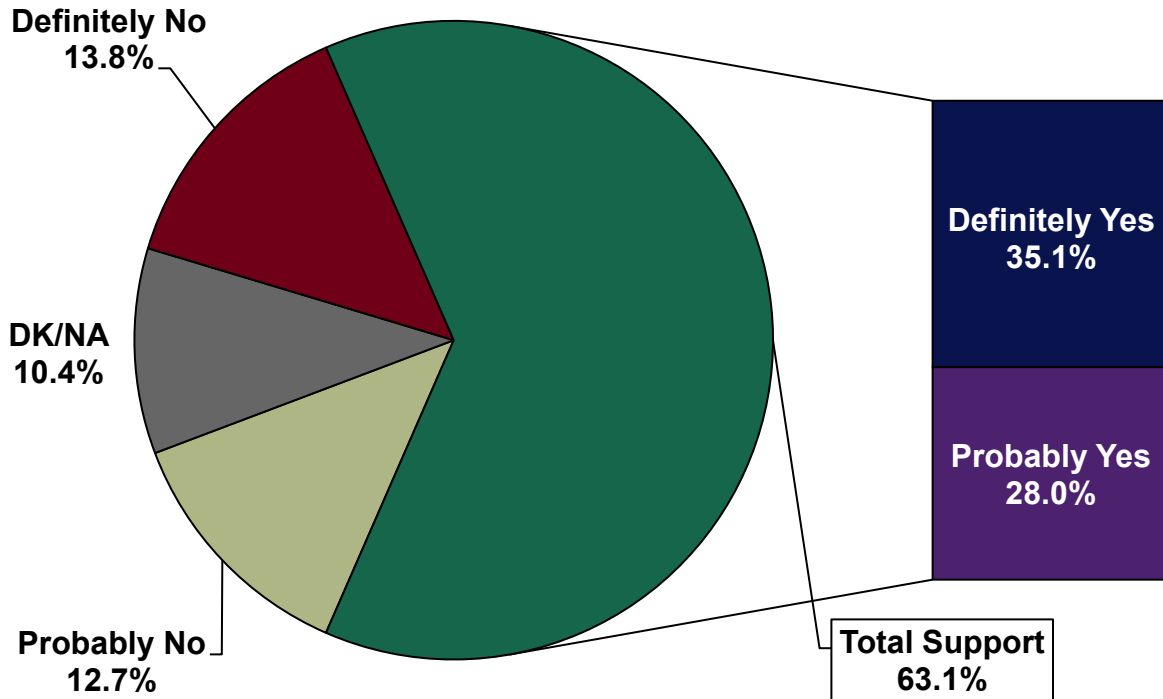
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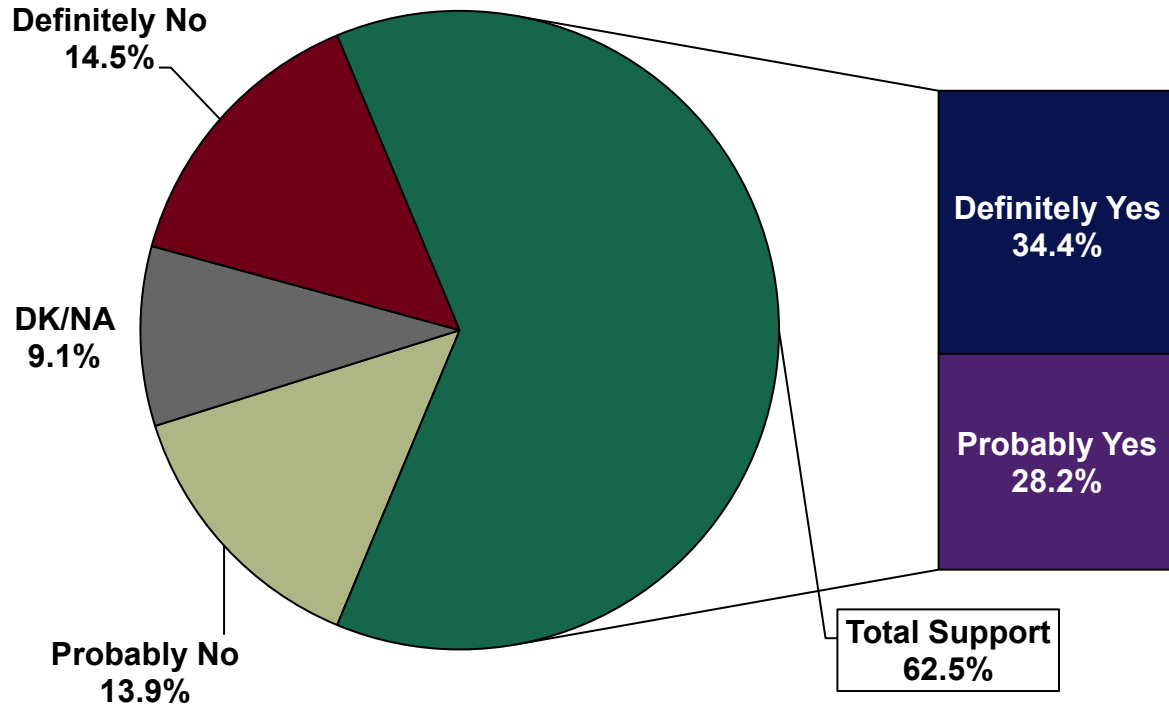
Alternative Measure -- End After 9 Years

Sample B



INSTEAD of assessing 10¢ per building square foot annually until ended by voters, what if a measure for local quality education, restoring local classroom funding including: science, technology, engineering, math instruction; reading, writing and art programs; attracting and retaining highly qualified teachers; and providing smaller class sizes; would end after 9 years?

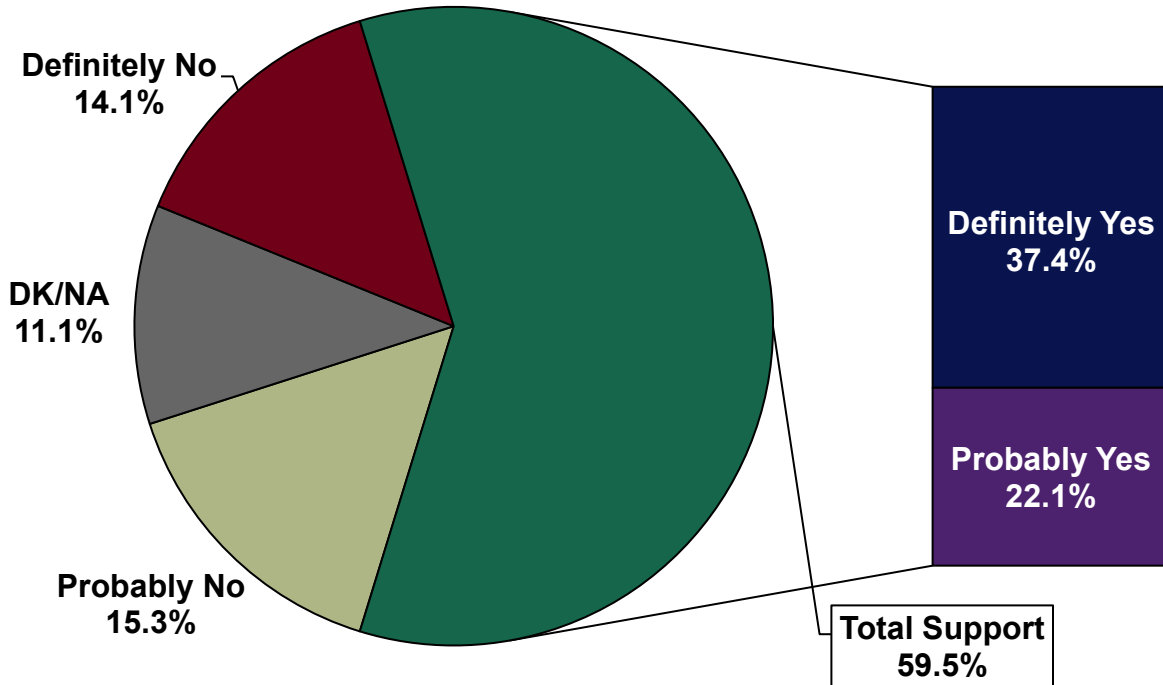
Alternative Measure – 8 Cents Per Square Foot Sample B-1



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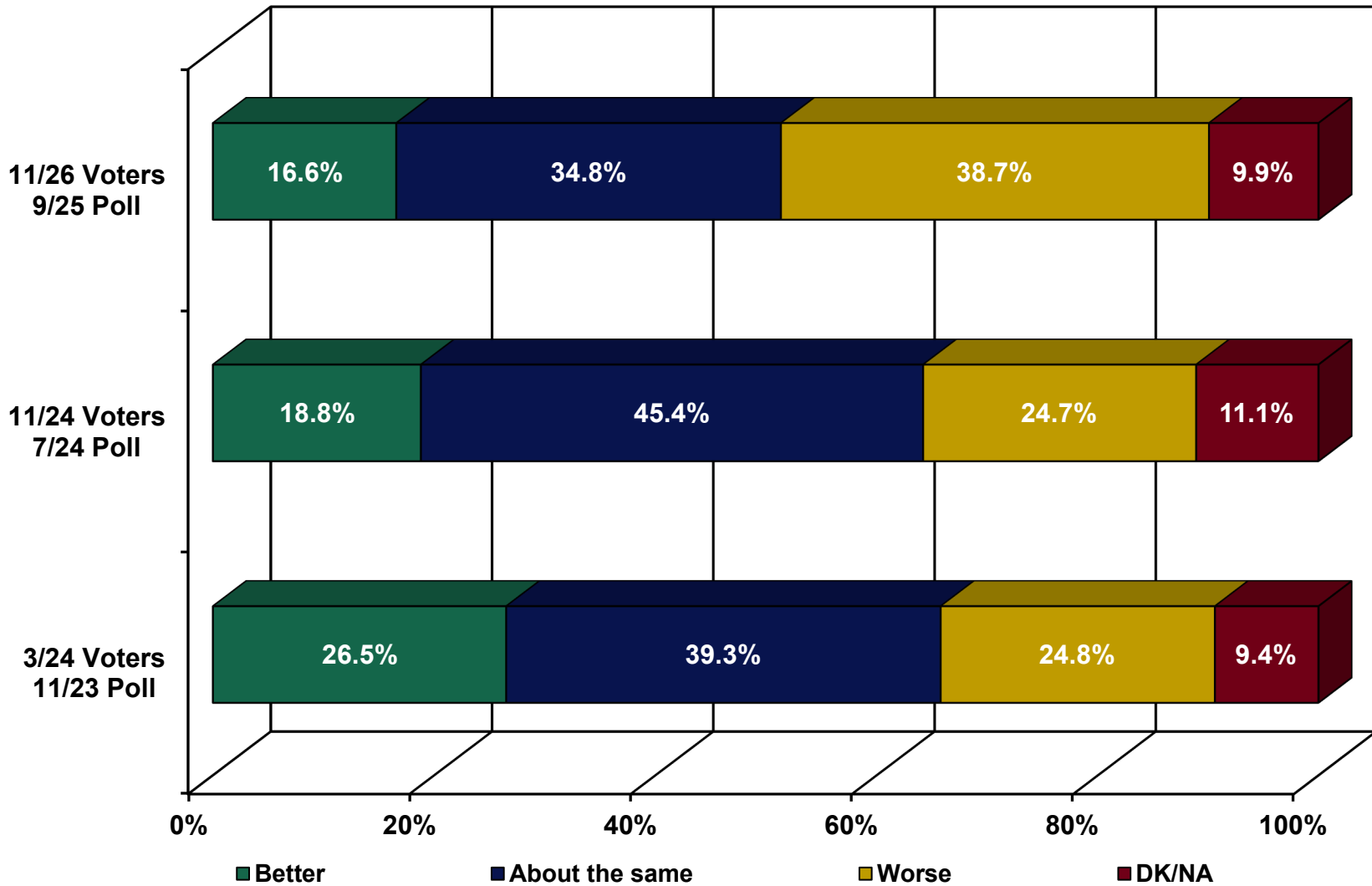
Alternative Measure -- 5 Cents Per Square Foot

Sample B-2



INSTEAD of assessing 10¢ per building square foot annually, what if a measure for local quality education, restoring local classroom funding including: science, technology, engineering, math instruction; reading, writing and art programs; assessed 5¢ per building square foot annually, but did not include attracting and retaining highly qualified teachers or keeping smaller class sizes?

Outlook on Future Direction of Economy





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www.godberesearch.com

California and Corporate Offices
1220 Howard Avenue, Suite 250
Burlingame, CA 94010

Nevada Office
59 Damonte Ranch Parkway, Suite B309
Reno, NV 89521