



San José
Unified
School District



San José Unified School District
Parcel Tax Renewal Feasibility Poll
December 2024

Methodology

- ▶ Survey of likely 2025 Special Election voters in San José Unified School District
- ▶ Mixed mode methodology including live telephone interviews as well as online responses by email and text invitation. Interviews were conducted in English and Spanish by professional interviewers.
- ▶ Conducted December 17 – 22, 2024
- ▶ 600 interviews; overall margin of error ± 4.0 percentage points
 - Split Sample methodology used, Split A saw ballot language with annual adjustment language (n=300; MoE= ± 5.66 percentage points) Split B saw ballot language without it (n=300; MoE= ± 5.66 percentage points)
- ▶ Where applicable, results compared with prior research:

Methodology	Dates	Universe	Sample Size	Margin of Error	EMC #
Mixed-Mode	April 17-22, 2024	Likely Nov '24 Voters	600	± 4.0 percentage points	24-9243
Mixed-Mode	June 13-16, 2023	Likely Nov '24 Voters	600	± 4.0 percentage points	23-8942
Telephone	June 8-16, 2016	Likely Nov '16 Voters	600	± 4.0 percentage points	16-6044
Telephone	June 12-16, 2012	Likely Nov '12 Voters	600	± 4.0 percentage points	12-4661
Telephone	January 23-27, 2011	Likely Nov '12 Voters	701	± 3.7 percentage points	11-4397

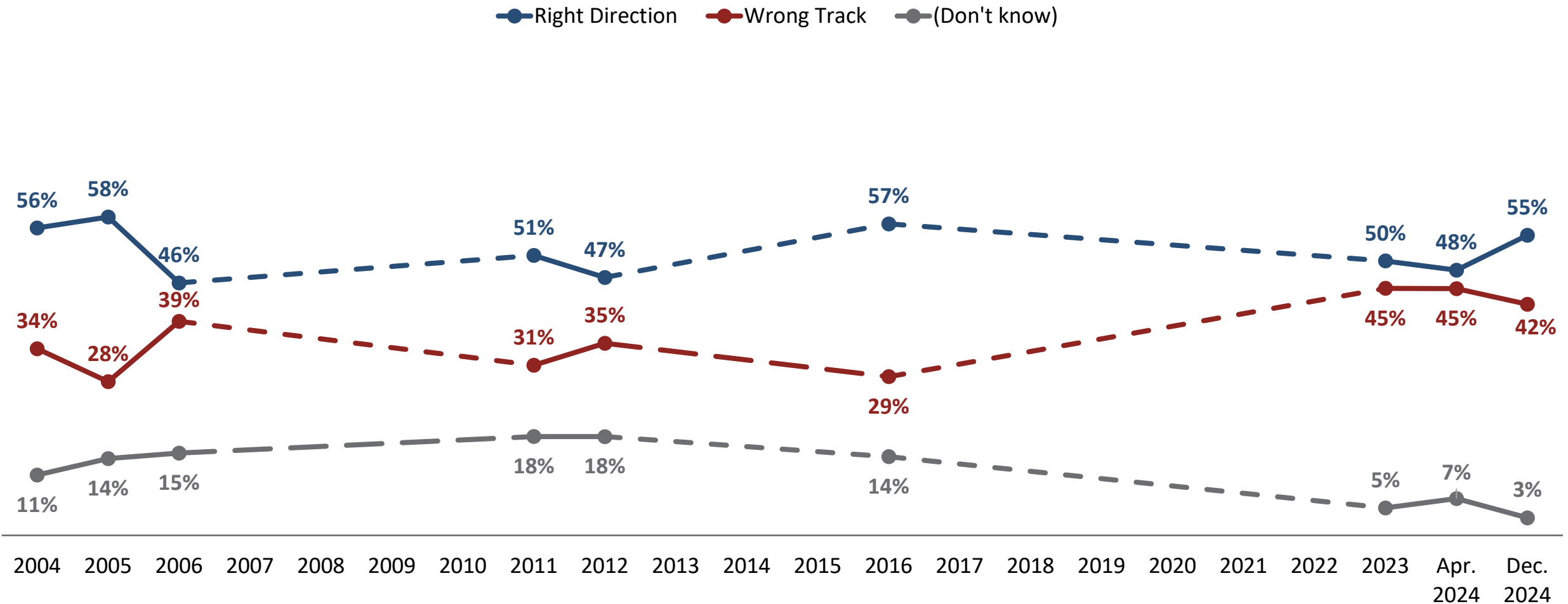
Please note that due to rounding, some percentages may not add up to exactly 100%.

Key Findings

- ▶ Voters are supportive of a potential Parcel Tax renewal, with support right near the two-thirds threshold for passage in this poll.
- ▶ Voters believe that the District has a need for additional funding and cite under-funded schools as a top issue facing public education.
- ▶ Informational messages highlighting that this would not be a new tax and that the funds will be spent locally are compelling reasons to support the renewal.
- ▶ Including annual cost of living adjustments appears to make little difference in support for a renewal measure.
- ▶ The renewal measure does show vulnerability to opposition.

Right Direction/Wrong Track Trend

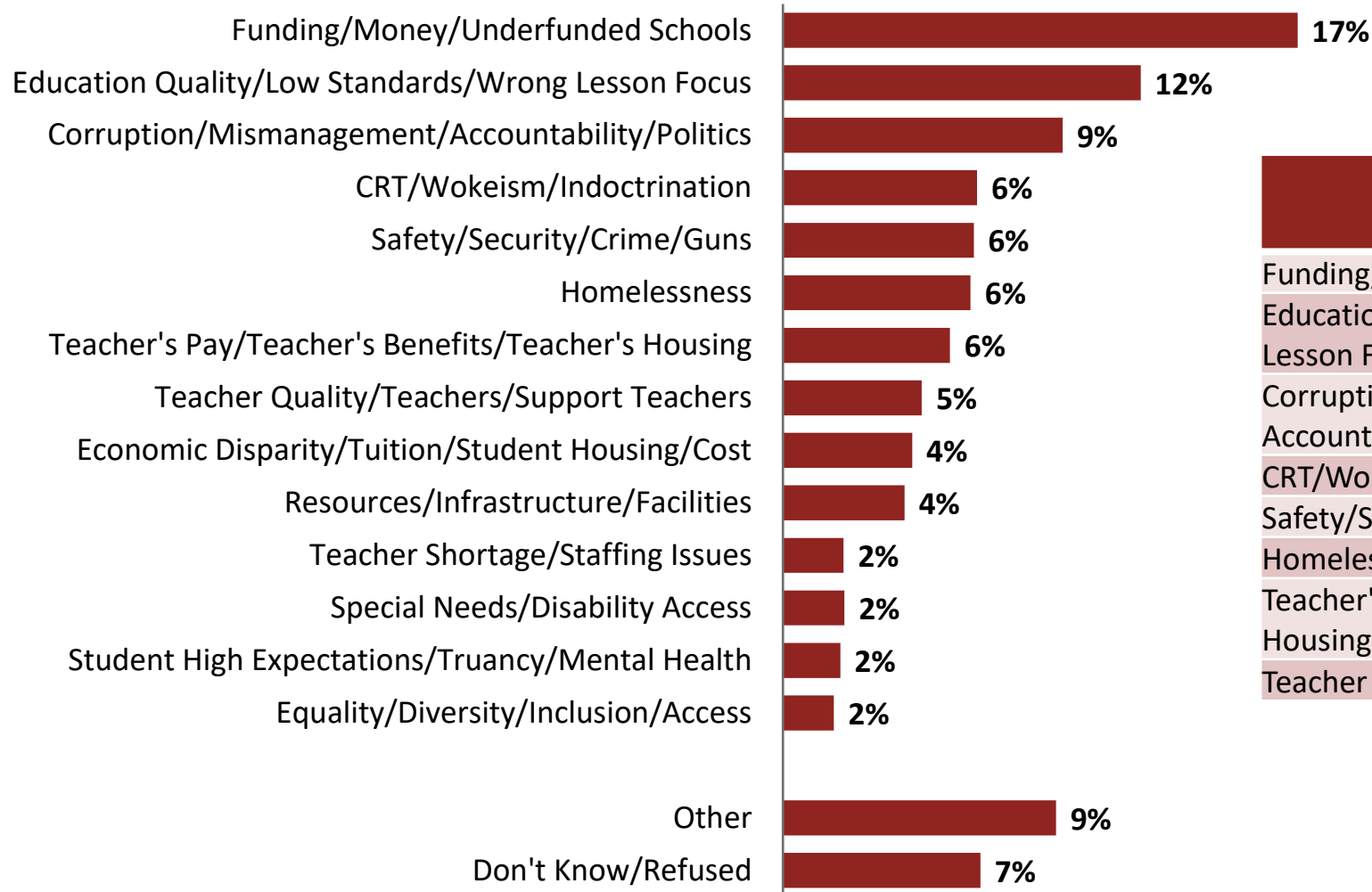
Among voters in this 2025 Special Election universe, optimism about the direction of San José is elevated compared to recent research among broader General Election universes.



Q4. Do you feel that things in San José are generally going in the right direction or do you feel things have gotten pretty seriously off on the wrong track?

Most Important Issue Facing Public Education

Funding and education quality issues continue to be top of mind, while mismanagement is also a top concern when it comes to issues facing public education.

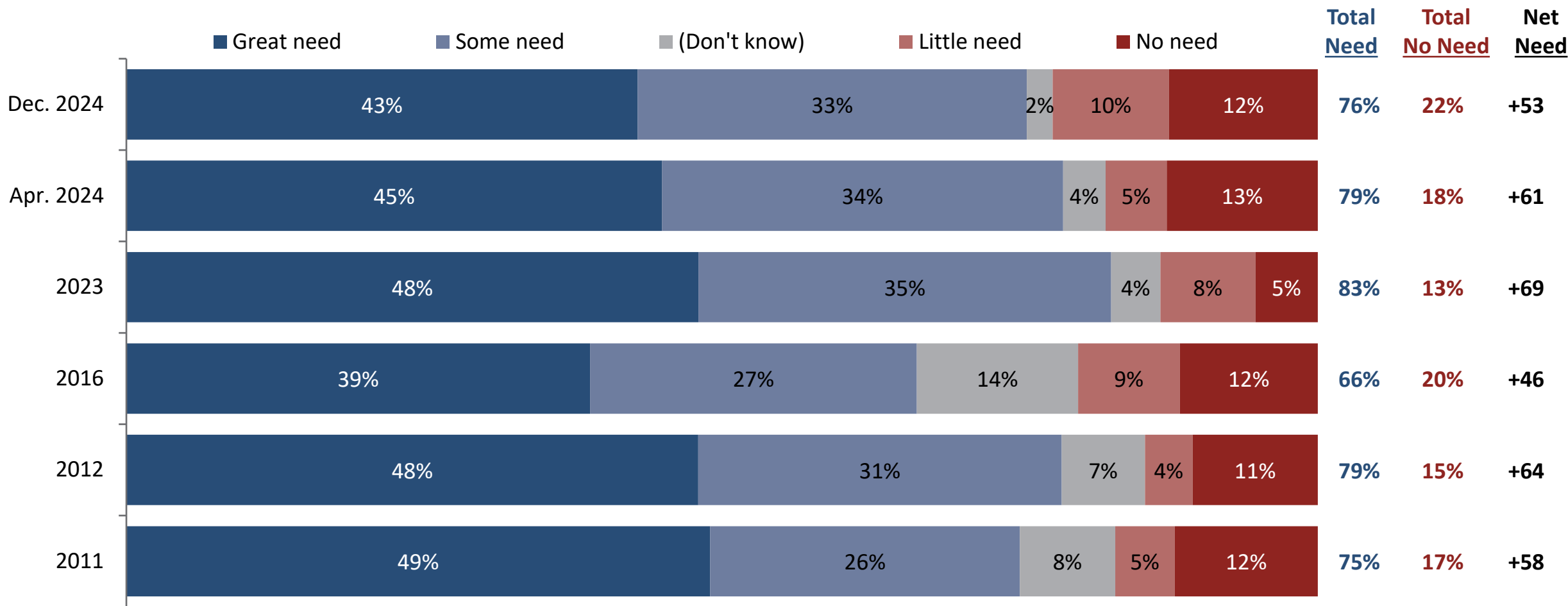


	Dec. '24	April '24	June '23
Funding/Money/Underfunded Schools	17%	15%	12%
Education Quality/Low Standards/Wrong Lesson Focus	12%	15%	12%
Corruption/Mismanagement/Accountability/Politics	9%	3%	3%
CRT/Wokeism/Indoctrination	6%	3%	4%
Safety/Security/Crime/Guns	6%	6%	12%
Homelessness	6%	5%	5%
Teacher's Pay/Teacher's Benefits/Teacher's Housing	6%	7%	9%
Teacher Quality/Teachers/Support Teachers	5%	5%	4%

San José USD: Awareness of Need for Funds



The perceived need for public school funding continues to be high.

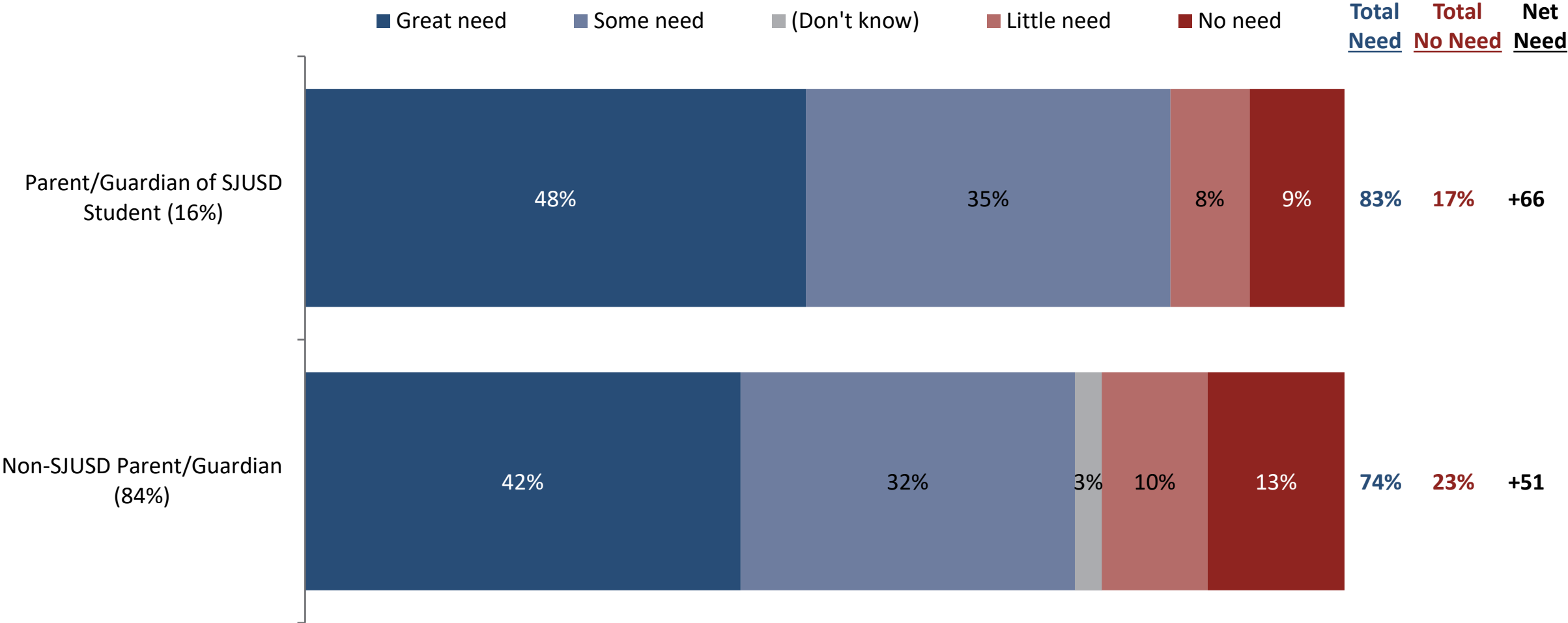


Q6. As you may know, you live in the San José Unified School District. Would you say that public schools in San José Unified School District have a great need for more money, some need for more money, only a little need or no real need for more money?

San José USD: Awareness of Need for Funds



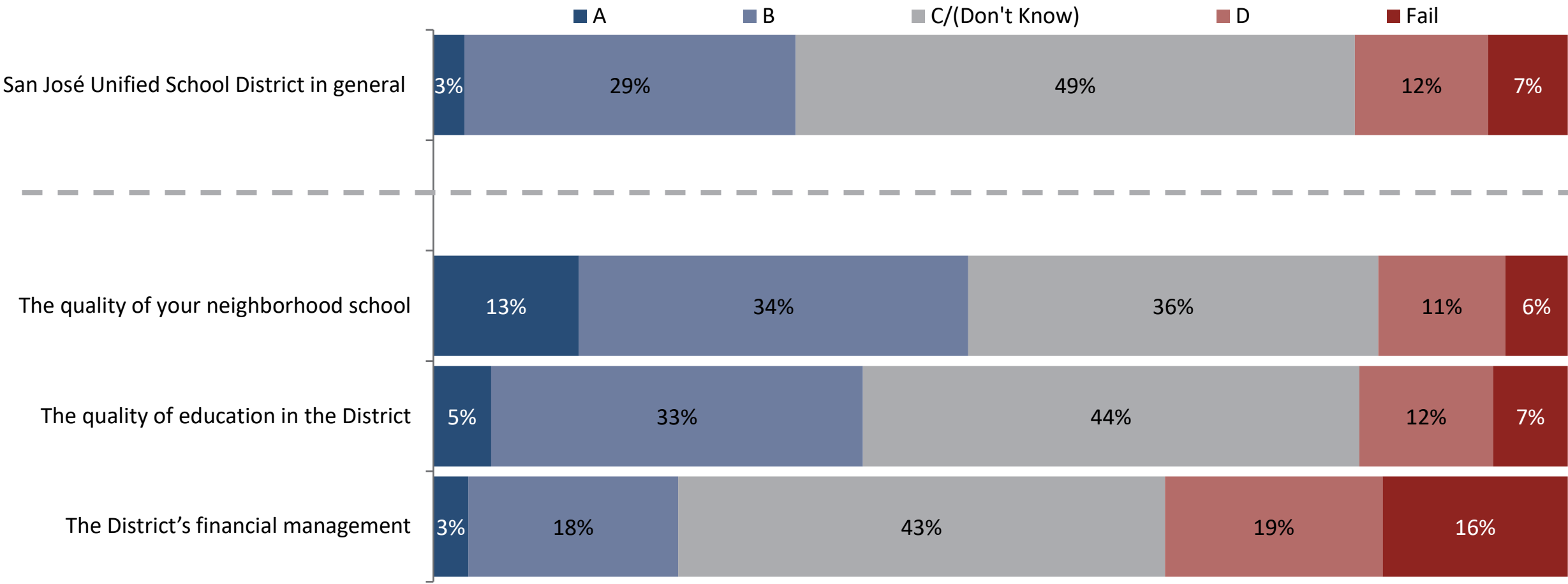
Voters who are parents of students in SJUSD are more likely than others to see that there is a need for funding, but nearly three-quarters of non-SJUSD parents in this universe recognize the need for more money.



Opinions of San José USD

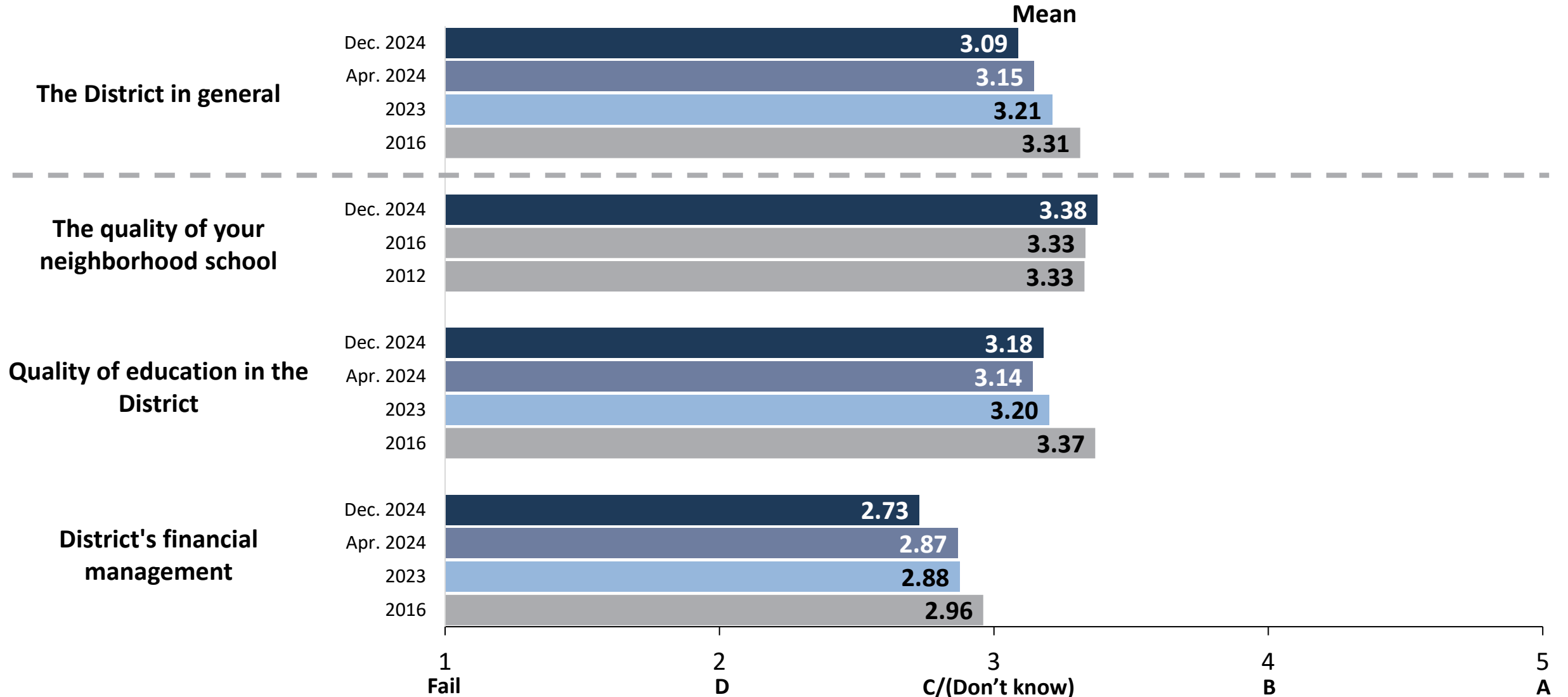


While ratings of the district, schools and quality of education are more positive than negative, the District receives lower ratings on its financial management, by comparison.



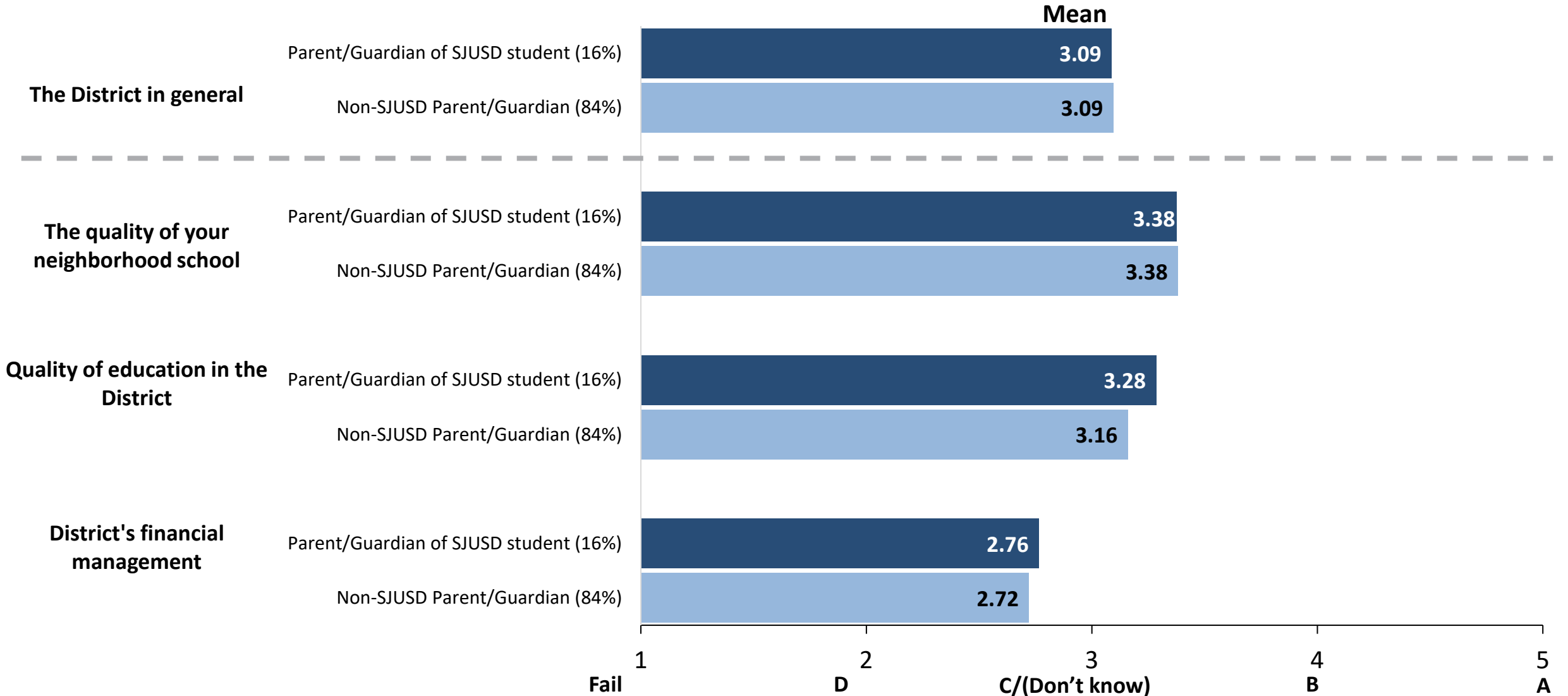
Opinions of San José USD – Over Time

Ratings are relatively consistent in recent years.



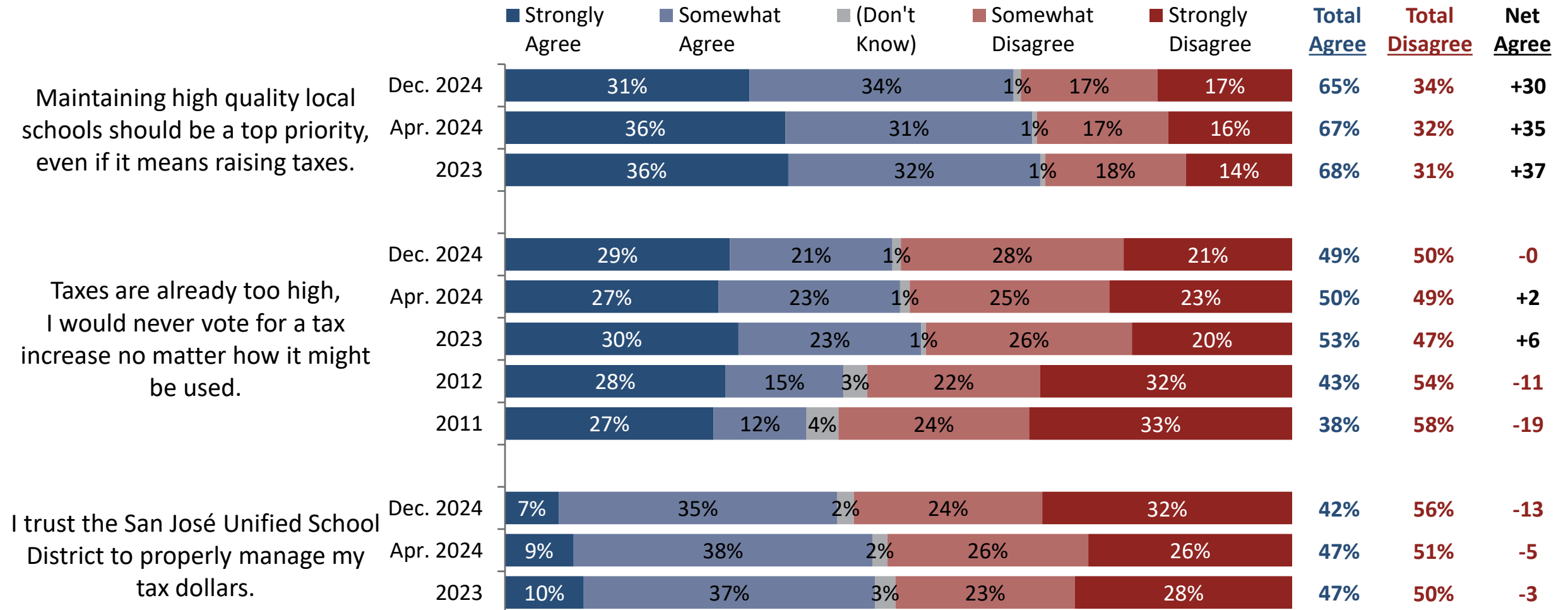
Opinions of San José USD – Parent Status

Ratings are similar between SJUSD parents and non-SJUSD parents.



Tax Sentiment Over Time

Overall tax sentiment is similar to last year.





Potential Parcel Tax Measure

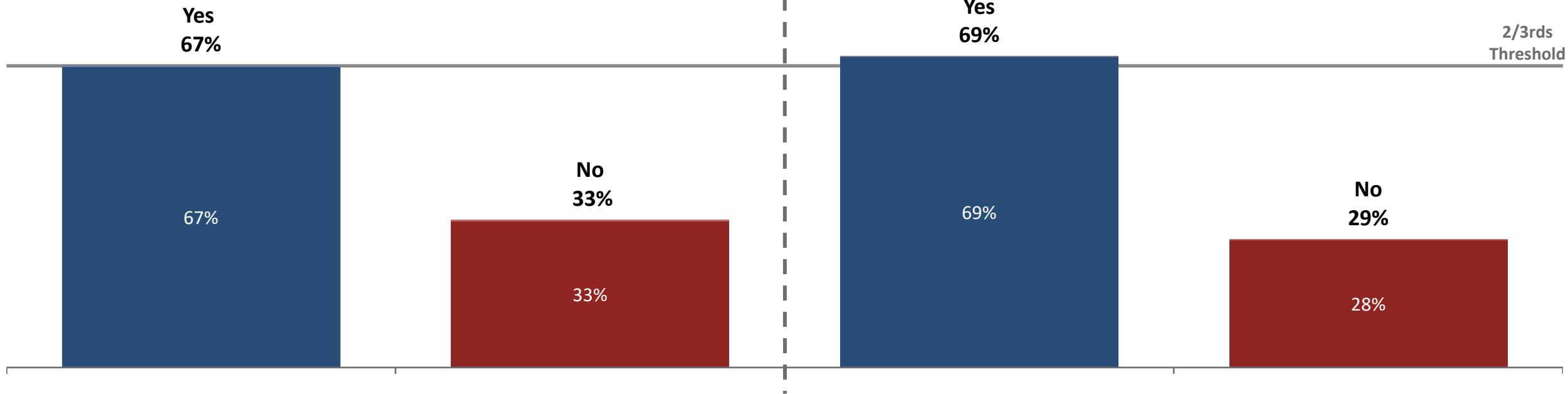
Initial Support for Parcel Tax Measure

Initial support for the Parcel Tax meets the threshold for passage with and without a COLA.

*To renew expiring local school funding without increasing current tax rates; attract/ retain highly-qualified teachers and educational staff; support strong core academic programs in reading, writing, math, the arts and science, prepare students for college/ careers; shall San José Unified School District's measure be adopted, renewing its expiring \$72 annual parcel tax, providing approximately \$5 million annually, for 8 years, with senior exemptions, **(SPLIT B: annual adjustments,)** citizen oversight, no funds for district administrators' salaries, all funds benefiting local schools?*

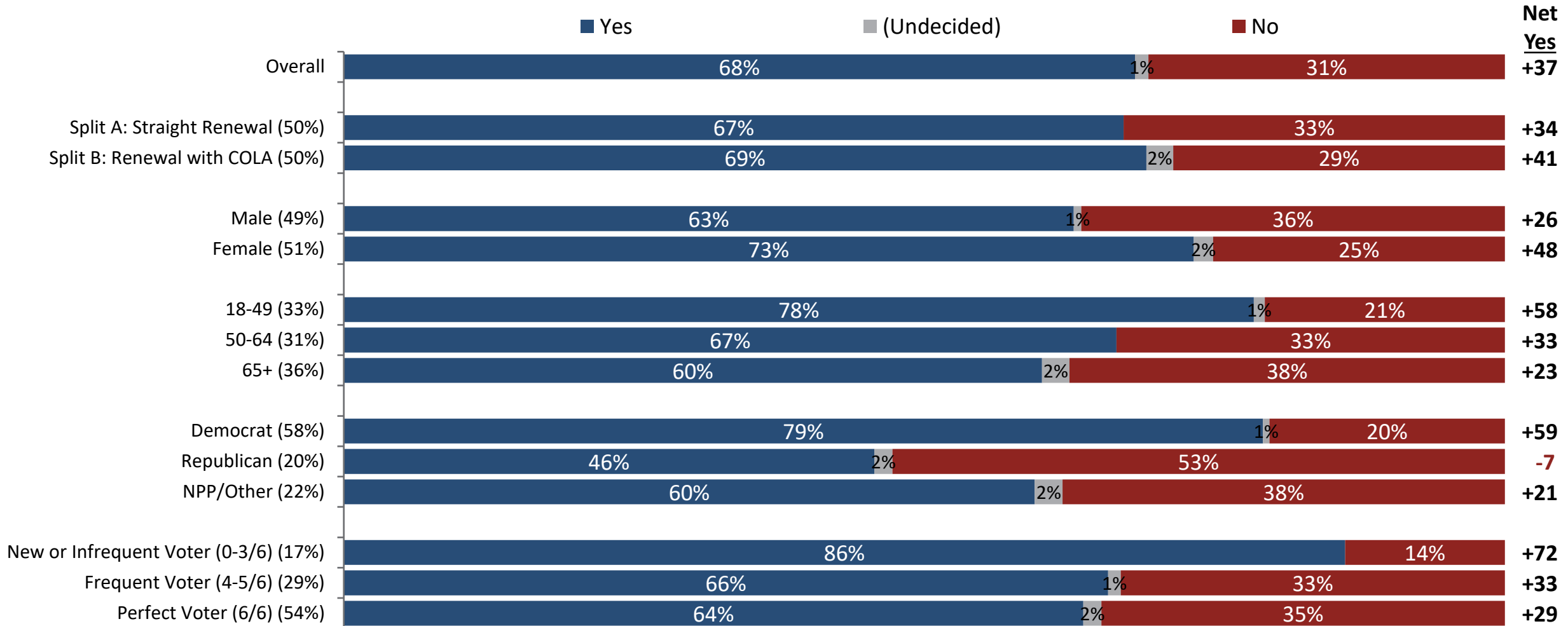
Split A: Straight Renewal

Split B: Renewal with COLA



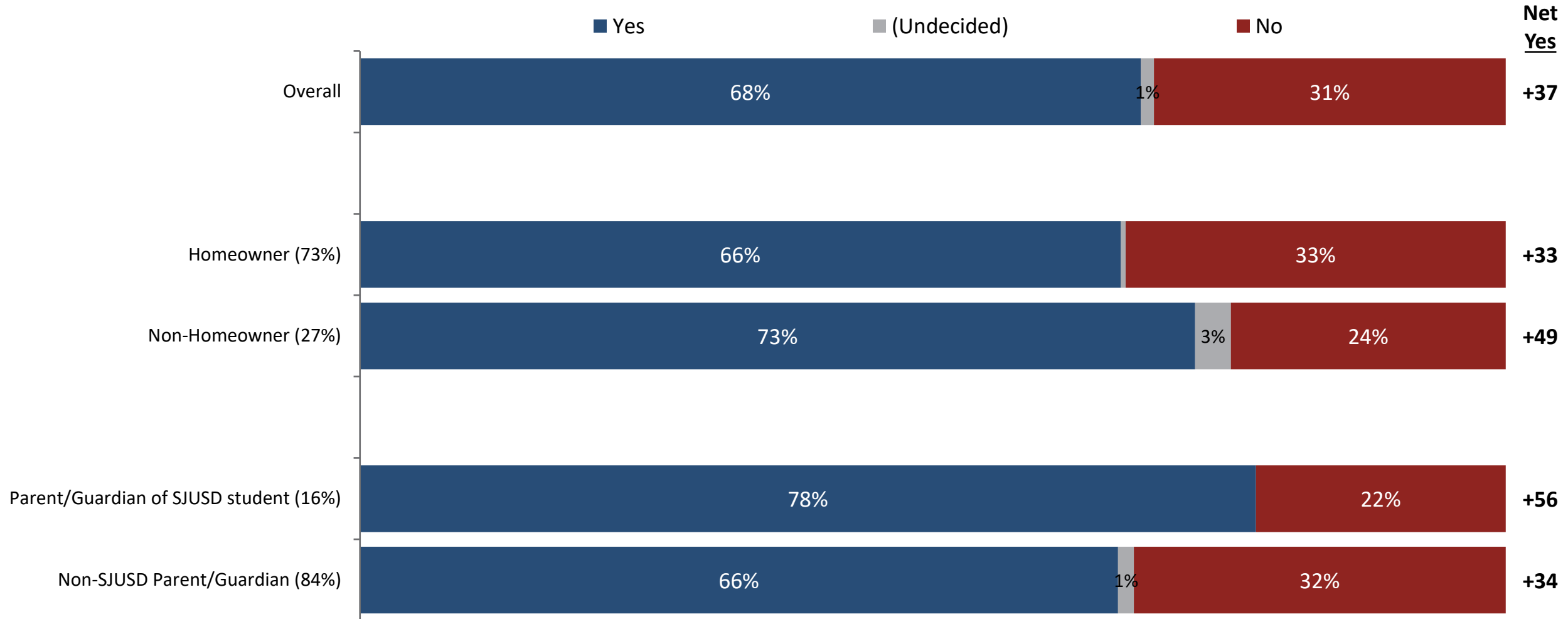
Combined Initial Support by Subgroups

Support is particularly high among New/Infrequent Voters, those under 50, women and Democrats.



Combined Initial Support by Subgroups

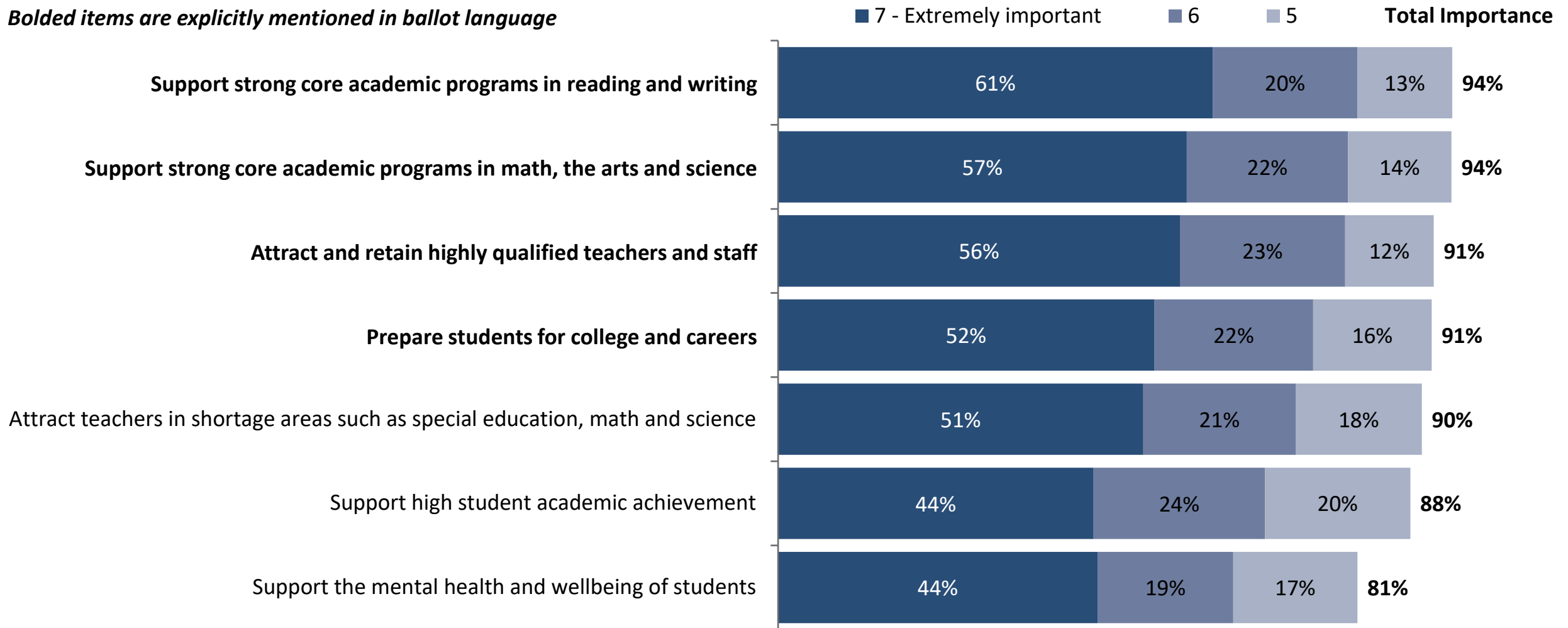
Voters who are parents of SJUSD students, and those who are non-homeowners are more likely to support the measure.



Issue Importance

Voters place very high importance on strong core academics in reading and writing, followed closely by math, the arts and sciences. Teacher retention and addressing shortage staffing are also seen as extremely important to a majority of voters

Italicized items are explicitly mentioned in ballot language



Additional Information

Information about the benefits of the measure and potential opposition themes were presented to respondents.

Supportive Information:

Information highlighting that this measure would not be a new tax, that the funds would be spent in local schools and cannot be taken by the state, and that the measure would protect funding that has been in place since 2016

Opposition Messaging:

Opposition themes questioning the need for the funds, potential mismanagement, and challenges related to cost of living, including respondents in Split B hearing about a 2% annual cost of living adjustment

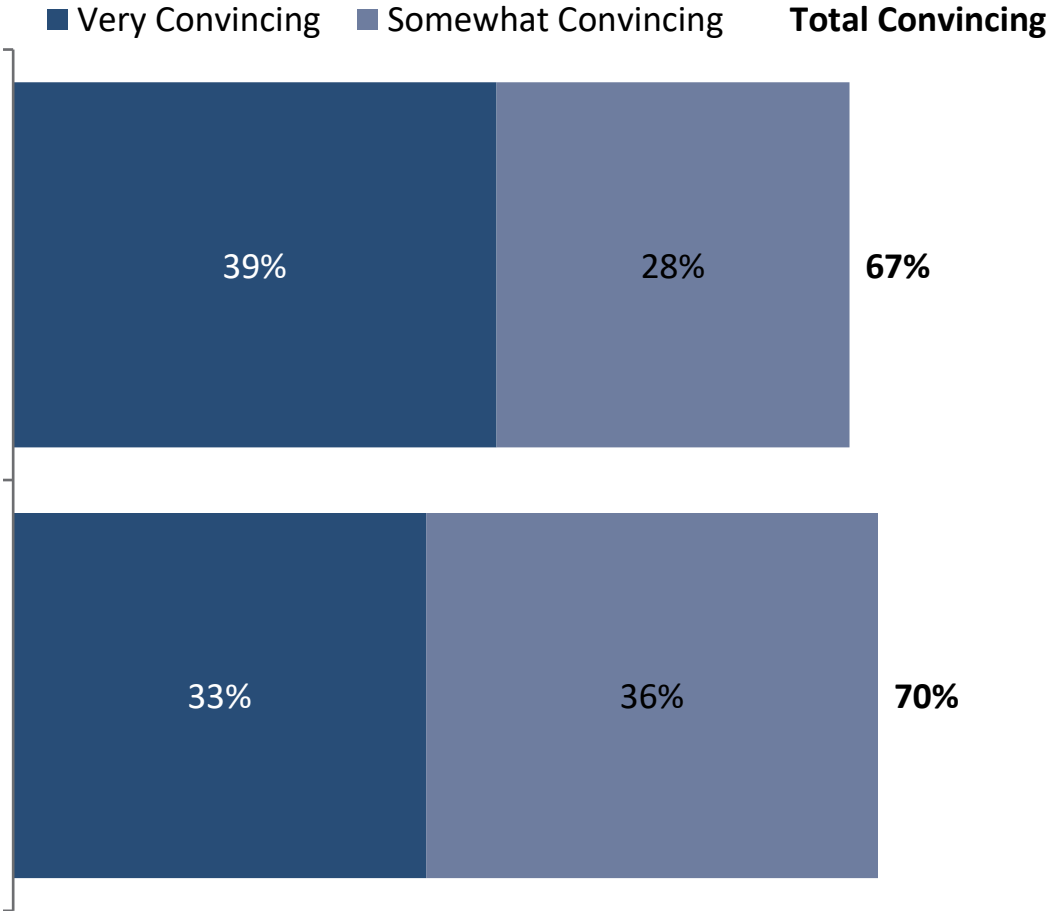
Respondents in Split B also heard additional information about a potential adjustment for inflation that could be approved by voters.

Potential COLA

The intensity of voter reaction to the renewal having no increase on the parcel tax amount was greater than when voters heard the tax would maintain the current rate with annual adjustments for inflation.

(SPLIT A – Straight Renewal; n=300) This measure is NOT a new tax. It renews an existing voter-approved parcel tax, **without increase**, to maintain vital funding for our neighborhood schools.

(SPLIT B – Renewal with COLA; n=300) This measure is NOT a new tax. It renews an existing voter-approved parcel tax **at the current rate, with annual adjustments for inflation**, to maintain vital funding for our neighborhood schools.

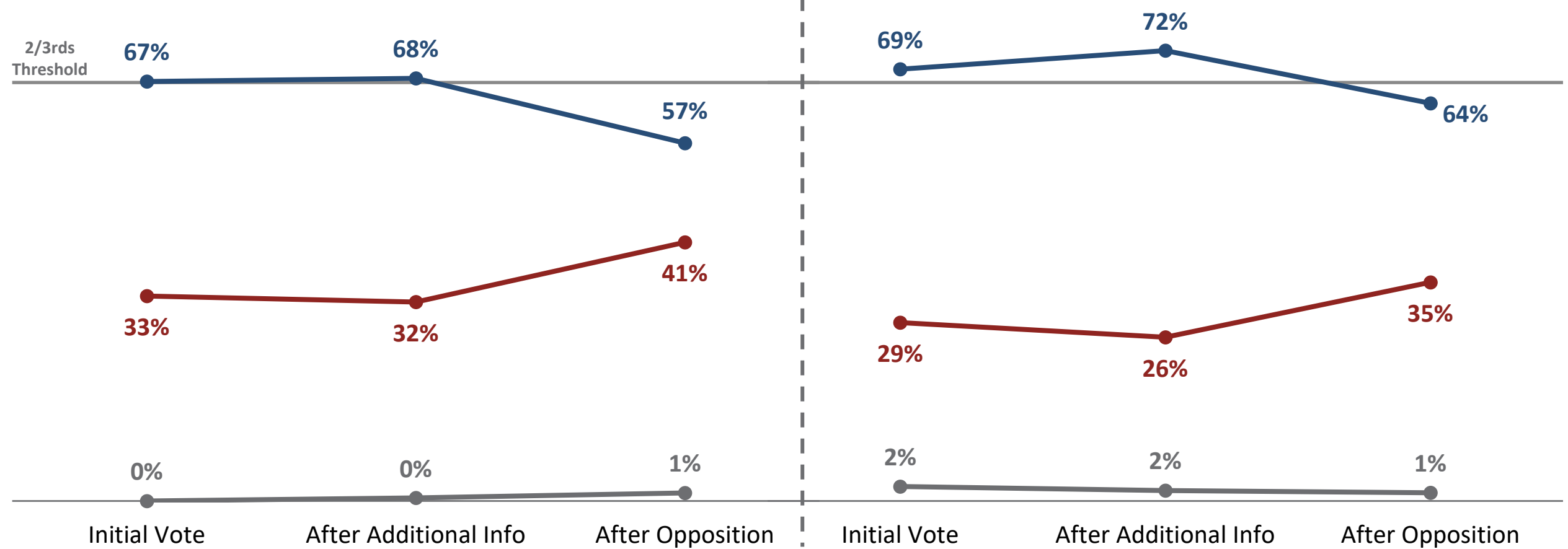


Vote After Information

Support for the measure drops below the threshold for passage after opposition statements are presented.

Split A: Straight Renewal

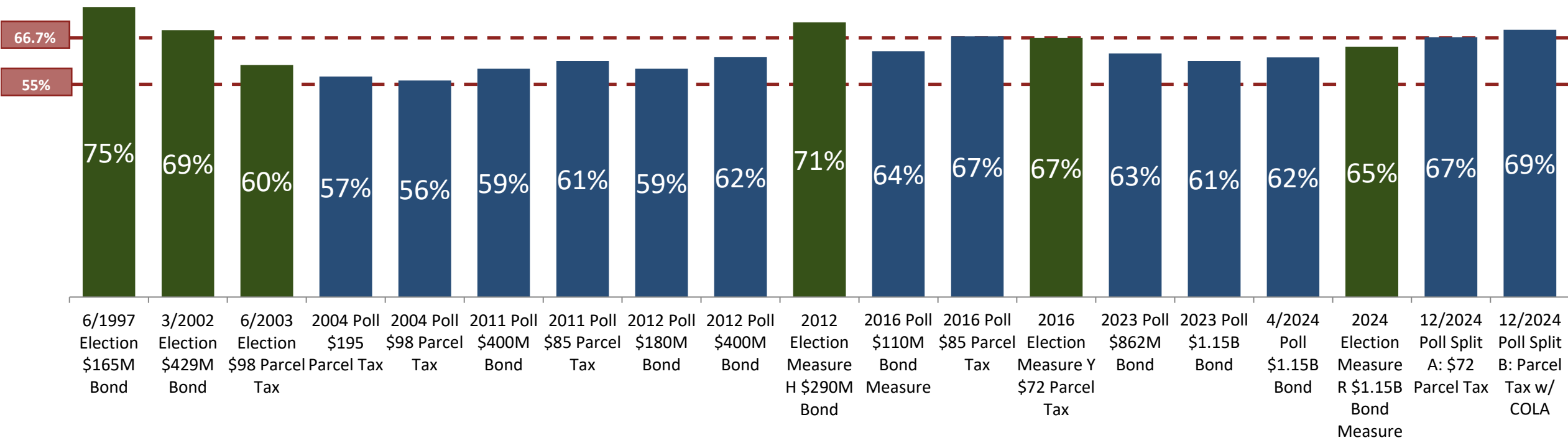
Split B: Renewal with COLA



Historical Context

Voters have historically been supportive of revenue measures for the District.

■ Poll Results ■ Election Results



Conclusions

- ▶ Voters recognize the District's need for additional funding, and it is a top-of-mind issue when thinking of public education in the area.
- ▶ A Parcel Tax renewal measure appears feasible, with initial support right near the two-thirds threshold in this poll.
- ▶ Although a cost-of-living adjustment does not appear to impact support significantly, voters appreciate that the measure would not increase current tax rates.
- ▶ Therefore, reminding voters that this measure would not represent a new tax, that all funds must be spent in local schools, and that the measure would prevent the loss of funds that SJUSD has relied upon since 2016, is recommended.



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