

Summary Charts of Results From a Survey of Likely Voters in the Scotts Valley Unified School District

250 Interviews

Maximum Margin of Error = +/- 6%

January 2012

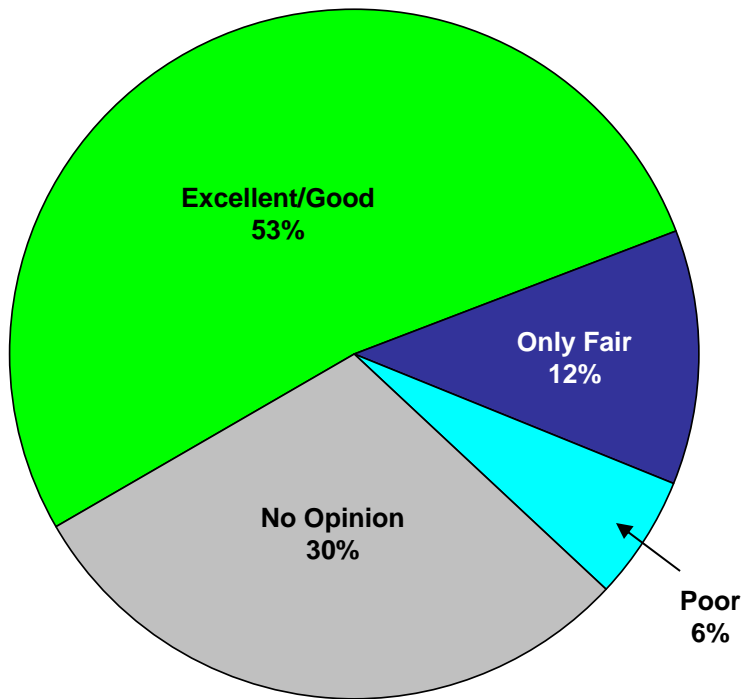
conducted by



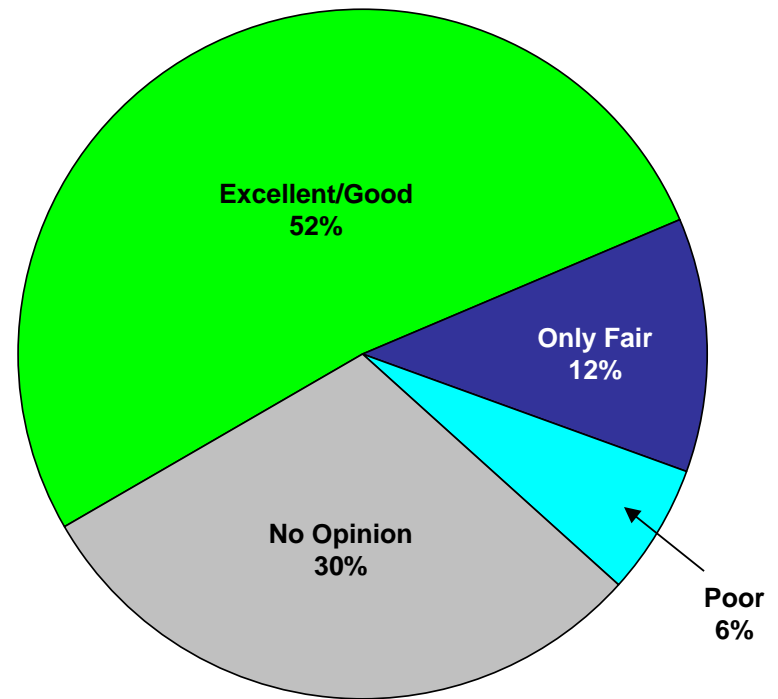
GENE BREGMAN & ASSOCIATES
Public Opinion & Marketing Research

Overall Job Rating for Scotts Valley Unified School District

High Turnout

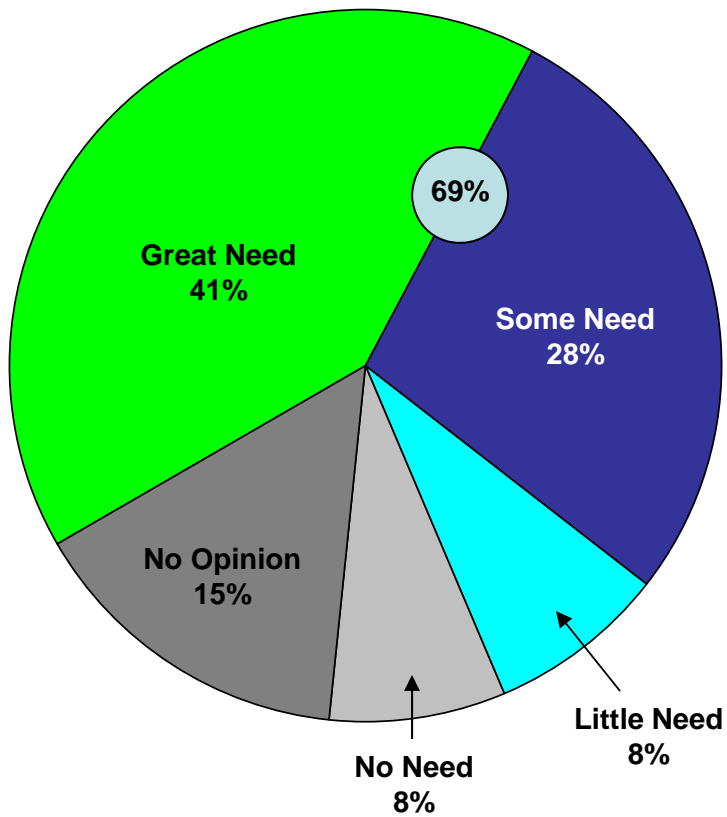


Low Turnout

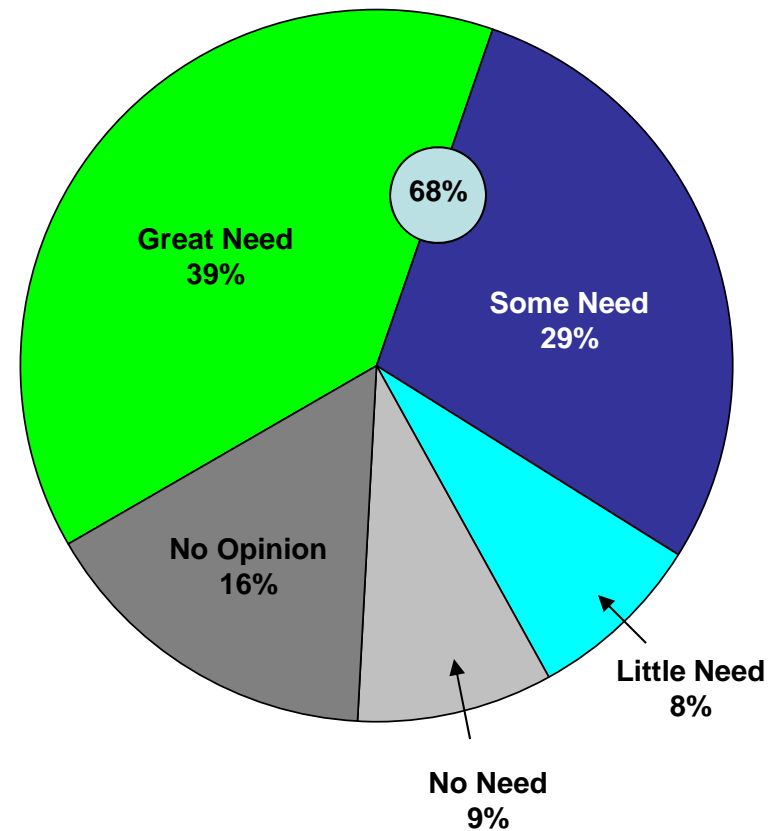


Need for More Money in Scotts Valley Unified School District

High Turnout

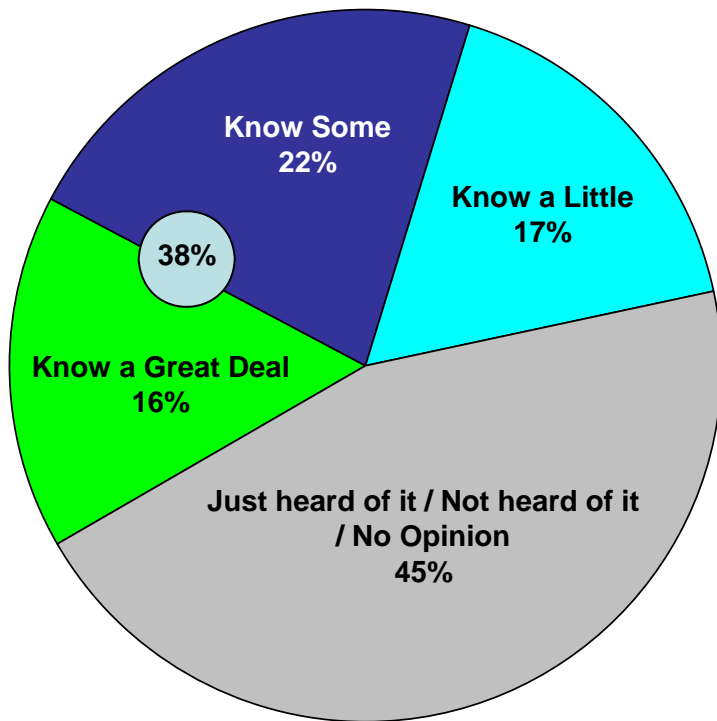


Low Turnout



Awareness and Knowledge of Possible Parcel Tax Measure

High Turnout



Low Turnout

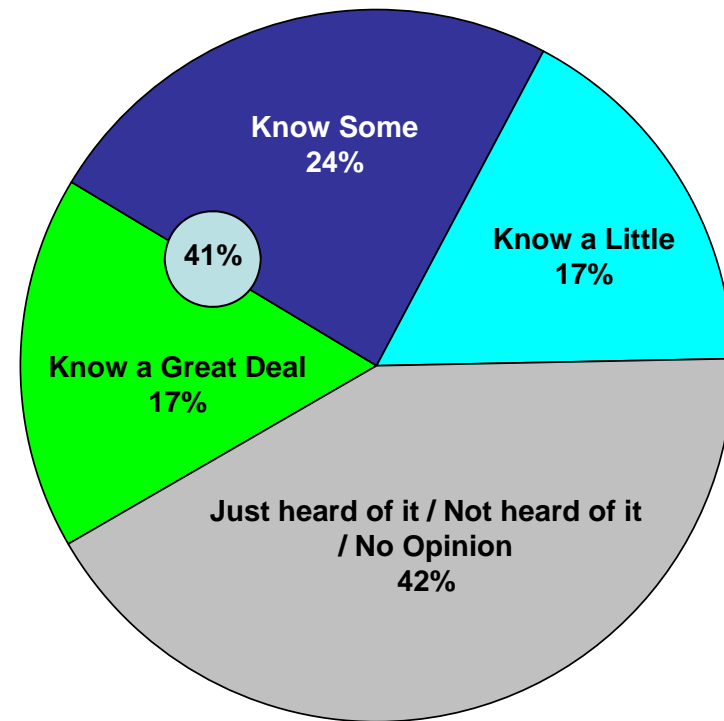
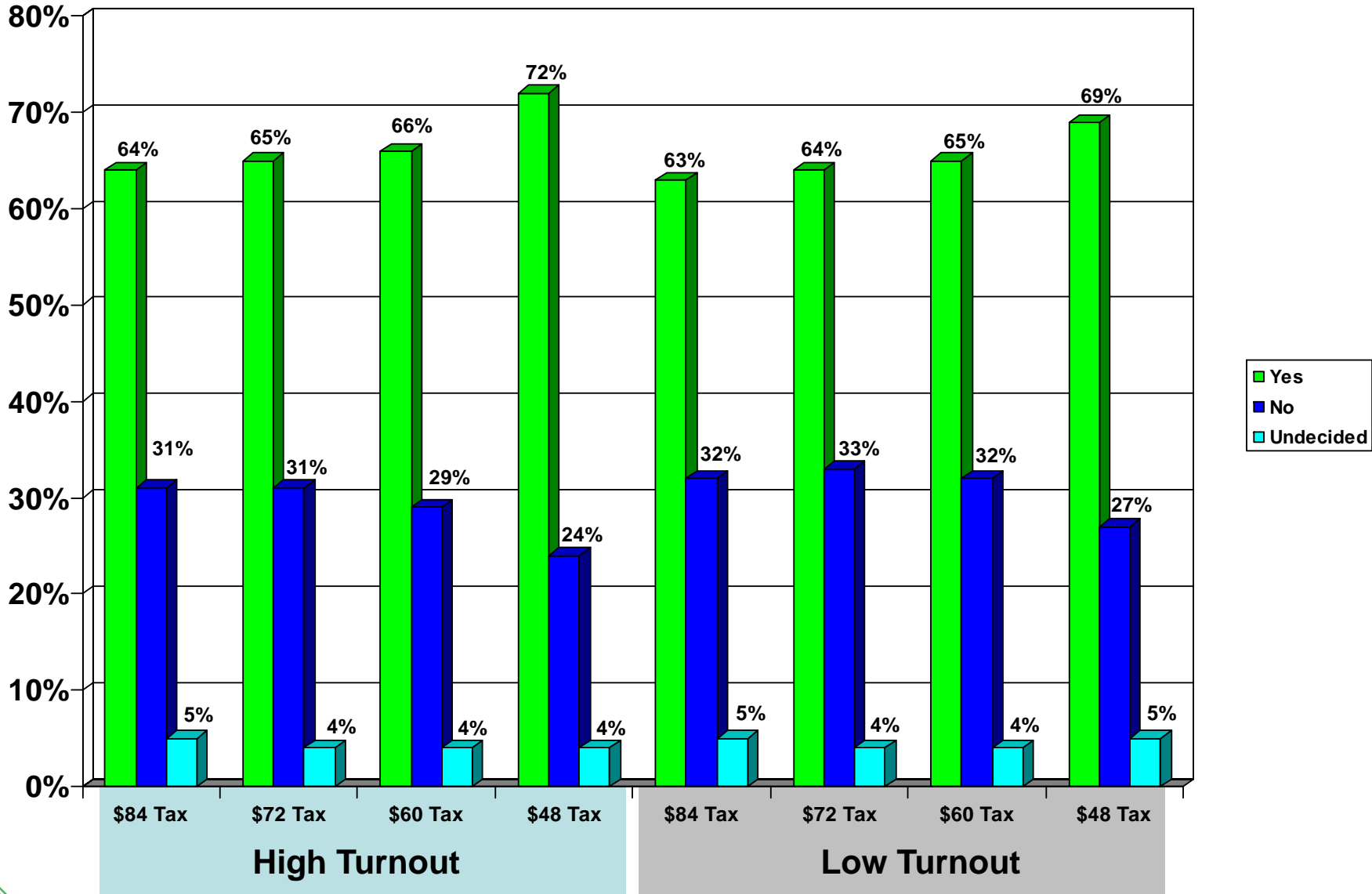
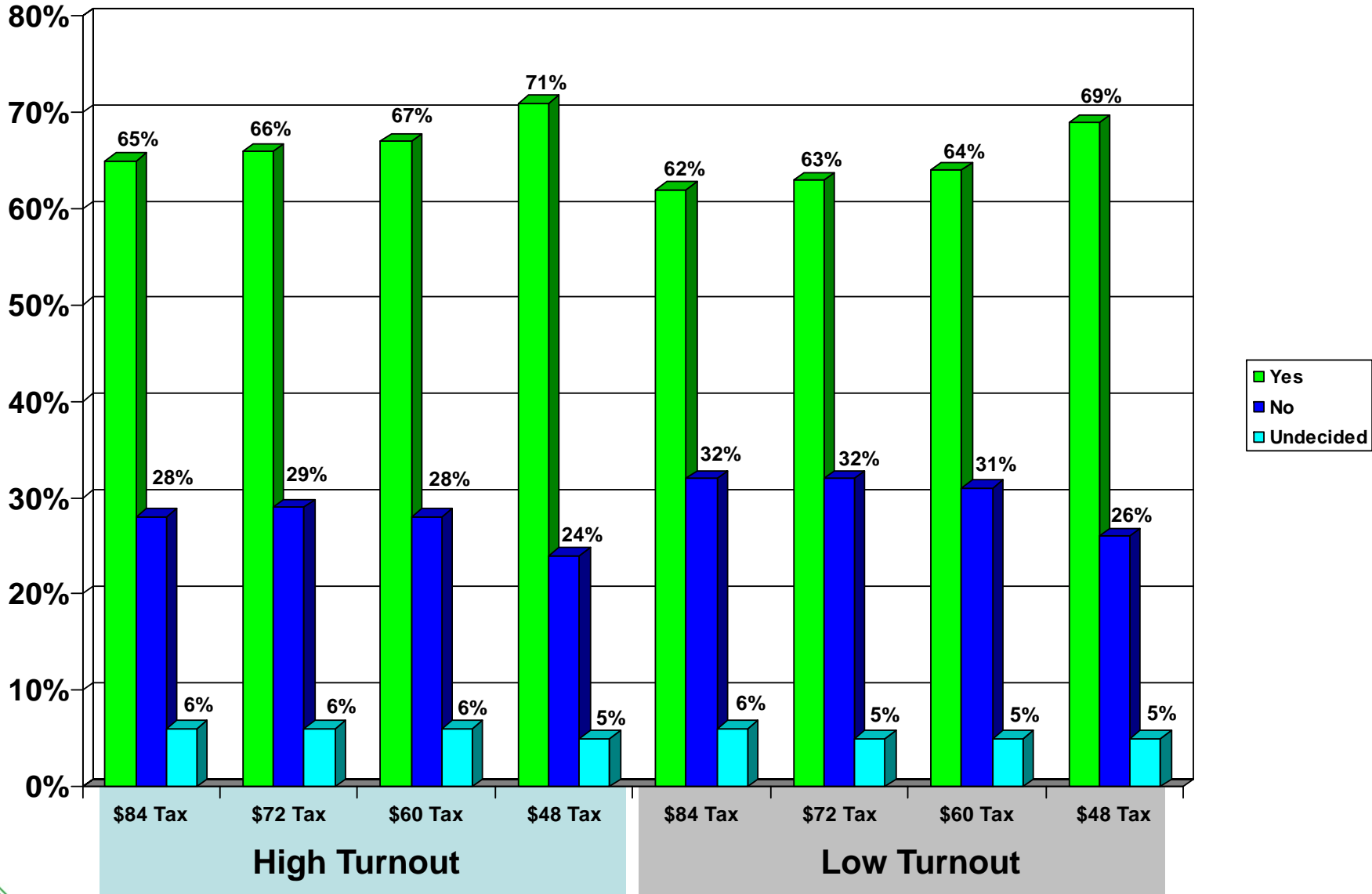


Chart 4

Initial Votes on Parcel Tax Measure



Votes on Measure After Positive & Negative Statements



Voter Groups More Supportive of Parcel Tax Measure

- Have children in SVUSD
 - Registered Democrats
 - Women
 - Unlikely to vote in low turnout election
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Voter Groups Less Supportive of Parcel Tax Measure

- Registered Republicans
- No children in household
- Men
- Likely to vote in low turnout election

