

PUBLIC OPINION RESEARCH FOR
TODAY'S SCHOOL DISTRICTS



GODBE RESEARCH
Gain Insight

Successful school measures rely on dependable research.



The passage of Proposition 39 is a victory for school districts statewide. By allowing school bonds to pass with 55% approval (down from 67%), the measure makes it less difficult to pass a bond measure for capital improvements and renovations at a given tax rate. But what hasn't changed with the passage of Proposition 39 is the strategic value of conducting voter opinion research prior to putting a bond measure on the ballot.

Public opinion research is critical to packaging a revenue measure for success. School districts can maximize the dollars that they raise through general obligation bonds, Proposition 39 bonds, and parcel taxes by collecting pertinent voter opinion data and using this information to solicit support. Godbe Research can help maximize your measure's potential by providing accurate and reliable results.

Godbe Research is a recognized leader in full-service public opinion research. Our experience has earned us a reputation for producing innovative research that is comprehensive, actionable, and easy to understand. We provide both qualitative and quantitative research services in the following areas:

- Assessing baseline support for revenue measures
- Identifying the highest achievable tax threshold and total bond amounts
- Determining the arguments and features of the measure that will increase support
- Evaluating the need and content for a public information campaign
- Determining the best election in which to place the measure on the ballot
- Packaging a measure for success



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Package your revenue measure for success.

Godbe Research offers full-service public opinion research to help school districts maximize revenue and make sound strategic decisions. Achieving this level of understanding comes from determining attitudes, behaviors, and values through reliable public opinion research. Godbe Research has been recognized nationally for producing results-oriented research, and uses both new Internet-based methods and traditional techniques.

Telephone surveys — Telephone surveys are considered the best means of conducting voter or resident surveys due to the readily available samples, favorable response rates, and the ability to execute an entire survey quickly.

Focus groups — This qualitative research technique offers a unique opportunity to analyze the detailed opinions of select groups by allowing considerable interaction among participants, and permitting in-depth discussions of themes and ideas brought out in the session.

Internet surveys — Internet surveys offer an advanced method of collecting data from a highly select group of survey respondents, and are recommended for quick-turnaround projects where the population of interest has access to the Internet and the email addresses are available.

Executive interviews — Executive interviews are often cost-effective ways of understanding key aspects of a public information challenge, allowing you to conduct in-depth discussions with constituents before entering into costly public information campaigns.

Intercept interviews — Often the only way to obtain information is to conduct the research in-person at locations where the target group may cluster. Shopping malls, parks, and libraries all provide opportunities where intercepts can assess the opinions of residents on a number of issues.

Mail surveys — Mail surveys are recommended when a mailing list is the only available access to the target audience, and when there is time available to offer respondents a sufficient period to answer the survey questions and collect responses.

Copy testing — This research technique allows clients to test public education campaigns and determine if the presentation attracts attention, if the messages are memorable, and if the call to action is clear before making large investments in printing.

Trust your next project to the research and analysis experts.

Why us? Godbe Research has specialized in public opinion research for more than 15 years. We're experts in creating and conducting strategic methods that provide concrete results you can use. Call us today at 866-835-9273, extension 121, or log on to www.godberesearch.com.

EXPERT RECOMMENDATIONS
COME FROM RESEARCHERS
WHO UNDERSTAND PUBLIC OPINION.

The Godbe Research staff is composed of researchers with master's and doctorate degrees in social and behavioral research, and also training from the University of Michigan's Institute for Social Research. Their expertise in sampling, research design, data processing, data interpretation, and statistical analysis ensures you receive the most reliable, effective, and actionable results.

CLIENTS

Bass Lake Joint Union School District
Benicia Unified School District
Buckeye Union School District
Cabrillo Unified School District
California State Universities
Castaic Union School District
Center Unified School District
College of Marin
Conejo Valley Unified School District
Cotati-Rohnert Park Unified School District
Covina Valley Unified School District
Davis Joint Unified School District
Dixie Elementary School District
East Side Union High School District
Fremont Unified School District
Geyserville Unified School District
Hacienda-La Puente Unified School District
Healdsburg Unified School District
Hueneme Elementary School District
Kentfield Elementary School District
La Cañada Unified School District
Lagunitas Elementary School District
Larkspur Elementary School District
Livermore Valley Joint Unified School District
Madera Unified School District
Martinez Unified School District
Marysville Joint Unified School District
Merced Union High School District
Mill Valley School District
Milpitas Unified School District
MiraCosta College
Montebello Unified School District
Moorpark Unified School District
Novato Unified School District
Old Adobe Union School District
Pacifica School District
Palomar Community College District
Petaluma City Schools
Placer Union High School District
Portola Valley School District
Ravenswood School District
Red Bluff Union Elementary School District
Redwood City School District
Ross Valley School District
Sacramento City Unified School District
San Francisco Unified School District
San Mateo Community College District
San Mateo County Office of Education
San Mateo-Foster City School District
San Rafael City Schools
San Rafael Elementary School District
Shoreline Unified School District
Sierra Joint Community College District
Snowline Joint Unified School District
Tamalpais Unified School District
Tehachapi Unified School District
Turlock High School District
University of California
Wilmar School District
Windsor Unified School District
Woodside School District

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