PULSE DECISION SCIENCE
DOUGLAS COUNTY SCHOOL DISTRICT
LIKELY VOTERS
MARCH 4-8 2026

SAMPLE:
N=505 Likely Voters
MoE=±4.4%

INTRODUCTION: Good evening. May I please speak with NAME FROM FILE? My name is _____ and I'm calling from Pulse Decision Science, a national public opinion firm. This evening we're conducting a short scientific survey in your community, and we'd like to get your opinions. We're not selling anything and your responses will be completely confidential.

SCREENER

1. First, are you or any member of your immediate family a member of the news media, a Public Relations company, or an active participant with any political campaign?

   1. Yes ..... TERMINATE
   2. No/All other 100%

2. Thinking about the November 2026 general election for Governor, U.S. Senate and Congress, do you plan to vote in this election? Would you say you…ROTATE TOP-TO-BOTTOM, BOTTOM-TO-TOP

   1. Definitely plan to vote 86%
   2. Probably plan to vote 9%
   3. It's Fifty-fifty 5%
   4. Probably plan not to vote ..... TERMINATE
   5. Definitely plan not to vote ..... TERMINATE
   6. Don't Know/Refused DNR ..... TERMINATE

3. How often do you interact with the Douglas County School District?

1.	Several times a day	6%
2.	About once a day	8%
3.	Several times a week	10%
4.	Once a week	2%
5.	Couple of times a month	3%
6.	Once a month	3%
7.	Less than once a month	12%
8.	Never	55%
9.	DK/Refused DNR	1%

4. Students are often given the grades of A, B, C, D or Fail -- to rate the quality of their work at school. Suppose Douglas County School District was graded the same way, what grade would you give Douglas County School District?

	TOTAL A-C	**80%**
	TOTAL D-F	**9%**
1.	A	14%
2.	B	40%
3.	C	25%
4.	D	6%
5.	F	3%
6.	Unsure/DK/Refused DNR	11%

5. Thinking about the direction the Douglas County school district is headed today, do you believe things are going in the right direction or would you say things have gotten off on the wrong track?

1.	Right direction	43%
2.	Unsure/DK/Refused DNR	17%
3.	Wrong track	40%

IF Q5,1 or 3, ASK:

6. Please tell me some of the main reasons you consider the district to be headed in this direction? PROBE Tell me more about that.

SEE RESPONSE VERBATIM

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Now I am going to read you a list of names of people and organizations related to Douglas schools. After I read each one, please tell me if you approve or disapprove of the job that person or organization has done.

IF APPROVE/DISAPPROVE, ASK:
And, would you say you STRONGLY (approve/disapprove) or NOT-SO-STRONGLY (approve/disapprove)?

The (first/next) one is…RANDOMIZE

		Total Approve	Strg Approve 1.	NSS Approve 2.	DK/ Refused DNR 3.	NSS Disapprove 5.	Strg Disapprove 6.	**Total Disapprove**
7.	Douglas County School District Superintendent Erin Kane	**39%**	16%	23%	33%	15%	13%	**28%**
8.	Douglas County School District Board of Education	**43%**	16%	27%	17%	21%	19%	**40%**
9.	Colorado's State Legislature	**37%**	14%	23%	11%	12%	40%	**52%**
10.	Douglas County Federation, aka "the Teachers Union"	**42%**	24%	18%	26%	10%	22%	**32%**
n=255 11.A.	Your local school teachers	**74%**	55%	19%	16%	6%	5%	**11%**
n=250 11B.	Your local school Principal	**50%**	32%	18%	32%	6%	6%	**12%**

Suppose the Douglas County school district was graded on specific attributes. Now I am going to read you a list of some attributes about the Douglas County school district. Thinking back to the grading system, please tell me what grade would you give for each? If you don't interact with the district and are just not sure, that's fine, we can move to the next series.
n=427

RANDOMIZE

		Total A-C	A 1.	B 2.	C 3.	D 4.	F 5.	DK/REF DNR 6.	**Total D-F**
12.	Quality of Facilities/Buildings	**83%**	30%	41%	13%	3%	-	14%	**3%**
13.	Quality of Academics	**74%**	20%	37%	17%	6%	2%	17%	**8%**
14.	Quality of Teachers	**79%**	28%	37%	14%	2%	1%	18%	**4%**
SPLIT SAMPLE									
n=215 15.A.	Quality of Programs for students requiring special needs and services	**58%**	18%	26%	15%	8%	3%	31%	**11%**
n=212 15B.	Quality of Athletic and Extra-Curricular Options	**76%**	31%	33%	12%	1%	1%	22%	**2%**

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		Total A-C	A 1.	B 2.	C 3.	D 4.	F 5.	DK/REF DNR 6.	Total D-F
n=215 16.A	Quality of Career and Technical education opportunities	**67%**	17%	31%	20%	5%	1%	27%	**7%**
n=212 16B.	Safety and Security of our Schools	**82%**	33%	33%	17%	3%	1%	14%	**5%**

17. And would you say that you are ROTATE familiar or unfamiliar END ROTATION with the subject of Douglas County School District finances?

IF FAMILIAR/UNFAMILIAR:
And, would you say you VERY (Familiar/Unfamiliar) or just SOMEWHAT?

TOTAL FAMILIAR	**26%**
TOTAL UNFAMILIAR	**72%**

1.	Very Familiar	5%
2.	Somewhat Familiar	21%
3.	Unsure/DK/Refused DNR	2%
4.	Somewhat Unfamiliar	28%
5.	Very Unfamiliar	45%

IF Q17: 1-2, ASK:
n=131
18. And, what information you have seen, read, or heard about specifically about the Douglas County school district finances?

SEE VERBATIM RESPONSE

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Now thinking about Douglas County School District's budget and future planning, the district is exploring various options and gathering community input. I'm going to describe one potential approach that could be considered, and we'd like to hear your reaction.

19. Shall Douglas County school district taxes be increased ($50) million dollars annually, starting in 2027 and in each year thereafter, which is estimated to cost homeowners approximately $27 dollars a year per $100,000 dollars of home value based on current assessment values, for general fund purposes in order to provide:
    - Ongoing investment in future-focused student programming and curriculum, including financial literacy, life skills, career and technical training
    - School safety and security upgrades
    - Funding for special needs education
    - Teacher and staff compensation to keep pace with inflation

    Would you say you likely vote ROTATE for or against END ROTATION such a ballot measure?

    IF FOR/AGAINST:
    And, would you say you would DEFINITELY vote (for/against) such a ballot measure, or just probably?
    IF UNDECIDED:
    If you had to choose today, would you lean toward (for/against)?

	TOTAL FOR	**55%**
	TOTAL AGAINST	**45%**
1.	Definitely For	31%
2.	Probably For	23%
3.	Lean For	1%
4.	Undecided/DK/Refused DNR	<1%
5.	Lean Against	<1%
6.	Probably Against	12%
7.	Definitely Against	32%

IF Q19:1-3, ASK
n=278
20.A Being as specific as you can, what are the one or two most important reasons why you would likely support such a ballot measure?

RECORD VERBATIM RESPONSES

IF Q19:4, ASK
n=1
20.B Being as specific as you can, what are the one or two most important reasons why you would hesitate to vote for such a ballot measure?

RECORD VERBATIM RESPONSES

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IF Q19:5-7, ASK
n=226
20.C Being as specific as you can, what are the one or two most important reasons why you would likely oppose such a ballot measure?

RECORD VERBATIM RESPONSES

Now, here are some brief statements that you might hear about such a potential ballot measure. For each statement, please tell me whether this information would make you more likely to vote ROTATE for or against END such a ballot measure, or if it makes no difference either way.

IF VOTE FOR/AGAINST, ASK:
And would you say it would make you MUCH more likely to vote (for/against) the ballot proposal, or just SOMEWHAT?

The (first/next) one is…
RANDOMIZE AND READ EACH RESPONDENT HALF OF Q21-Q31

		Total Vote for	Much For 1.	Smwt For 2.	No Diff 3.	DK/Ref DNR: 4	Smwt Agnst 5.	Much Agnst 6.	**Total Vote Agnst**
21.	**SHORTFALL**: Colorado is currently projecting a **general fund budget shortfall** of more than $1 billion dollars. Since approximately 50% of Douglas County School District's funding for students comes from the State, changes in the state budget will likely decrease funding levels to our district.	**48%**	26%	23%	10%	4%	13%	24%	**37%**
22.	**FIXED AMOUNT**: **Previously passed mill levy increases were structured to provide a fixed amount of annual money**, rather than a percentage of property taxes. Because of inflation, the previous fixed amounts no longer cover our current school operating expenses.	**48%**	20%	28%	10%	3%	15%	24%	**39%**
23.	**RETURN ON INVESTMENT**: The district's **previous funding measures have had a good return on investment** -- resulting in higher test scores and graduation rates, higher teacher retention, and higher morale.	**69%**	38%	31%	9%	1%	7%	13%	**21%**

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		Total Vote for	Much For 1.	Smwt For 2.	No Diff 3.	DK/Ref DNR: 4	Smwt Agnst 5.	Much Agnst 6.	Total Vote Agnst
24.	**MISSION CRITICAL EXPENSES**: This **new mill levy would fund** school safety, future-focused student programming and curriculum, including financial literacy, specialized needs, career and technical training, teacher salaries and other **mission-critical expenses.**	**61%**	31%	30%	9%	2%	10%	18%	**28%**
25.	**DISTRICT CUTS**: The **district has been making cuts**, including consolidating schools, to keep its budget in balance, but new longer-term mill levy money would help protect reserves and other mission-critical expenses into the future.	**49%**	20%	29%	11%	1%	17%	22%	**40%**
26.	**TRADES/TECHNICAL**: There is currently a **long waiting list for trades, technical career and workforce training**. This new mill levy would make these popular programs more robust and available to more students.	**75%**	48%	27%	8%	1%	6%	10%	**16%**
27.	**LOW COST**: This mill levy override proposal would **cost approximately $27 dollars** per year per 100k dollars of property value.	**47%**	21%	26%	9%	2%	11%	31%	**43%**
28.	**HIGH PERFORMING**: The Douglas County School **District is the highest-performing school district in the Denver Metro** area, with student achievement results that reflect steady improvement and effective use of past investments.	**60%**	28%	32%	13%	1%	11%	15%	**26%**
29.	**FINANCIAL LITERACY**: District families are requesting **more financial literacy and life-skills training** – starting in elementary school through high-school. This mill levy would fund this additional programming.	**64%**	34%	31%	7%	2%	11%	15%	**26%**

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		Total Vote for	Much For 1.	Smwt For 2.	No Diff 3.	DK/Ref DNR: 4	Smwt Agnst 5.	Much Agnst 6.	Total Vote Agnst
30.	**TEACHER COMPENSATION**: Although recent funding measures have improved teacher and staff compensation, the District remains 7% below the average starting salary in the metro area. **Continued investment in compensation is necessary to keep salaries competitive and aligned with inflation.**	**70%**	43%	27%	5%	-	11%	14%	**25%**
31.	**CAMPUS SECURITY:** District families are asking for more support for **campus security and safety**. The mill levy would help fund these additional security officers and building upgrades.	**67%**	33%	34%	8%	1%	11%	13%	**24%**

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And now that you have heard more information…thinking about a potential ballot measure again…

32. Shall Douglas County school district taxes be increased ($50) million dollars annually, starting in 2027 and in each year thereafter, which is estimated to cost homeowners approximately $27 dollars a year per $100,000 dollars of home value based on current assessment values, for general fund purposes in order to provide:
    - Ongoing investment in future-focused student programming and curriculum, including financial literacy, life skills, career and technical training
    - School safety and security upgrades
    - Funding for special needs education
    - Teacher and staff compensation to keep pace with inflation

    Would you say you likely vote [ROTATE] for or against [END ROTATION] such a ballot measure?

    [IF FOR/AGAINST:]
    And, would you say you would DEFINITELY vote (for/against) such a ballot measure, or just probably?
    [IF UNDECIDED:]
    If you had to choose today, would you lean toward (for/against)?

		Initial	Informed
	TOTAL FOR	**55%**	**56%**
	TOTAL AGAINST	**45%**	**43%**
1.	Definitely For	31%	35%
2.	Probably For	23%	22%
3.	Lean For	1%	<1%
4.	Undecided/DK/Refused [DNR]	<1%	1%
5.	Lean Against	<1%	2%
6.	Probably Against	12%	13%
7.	Definitely Against	32%	28%

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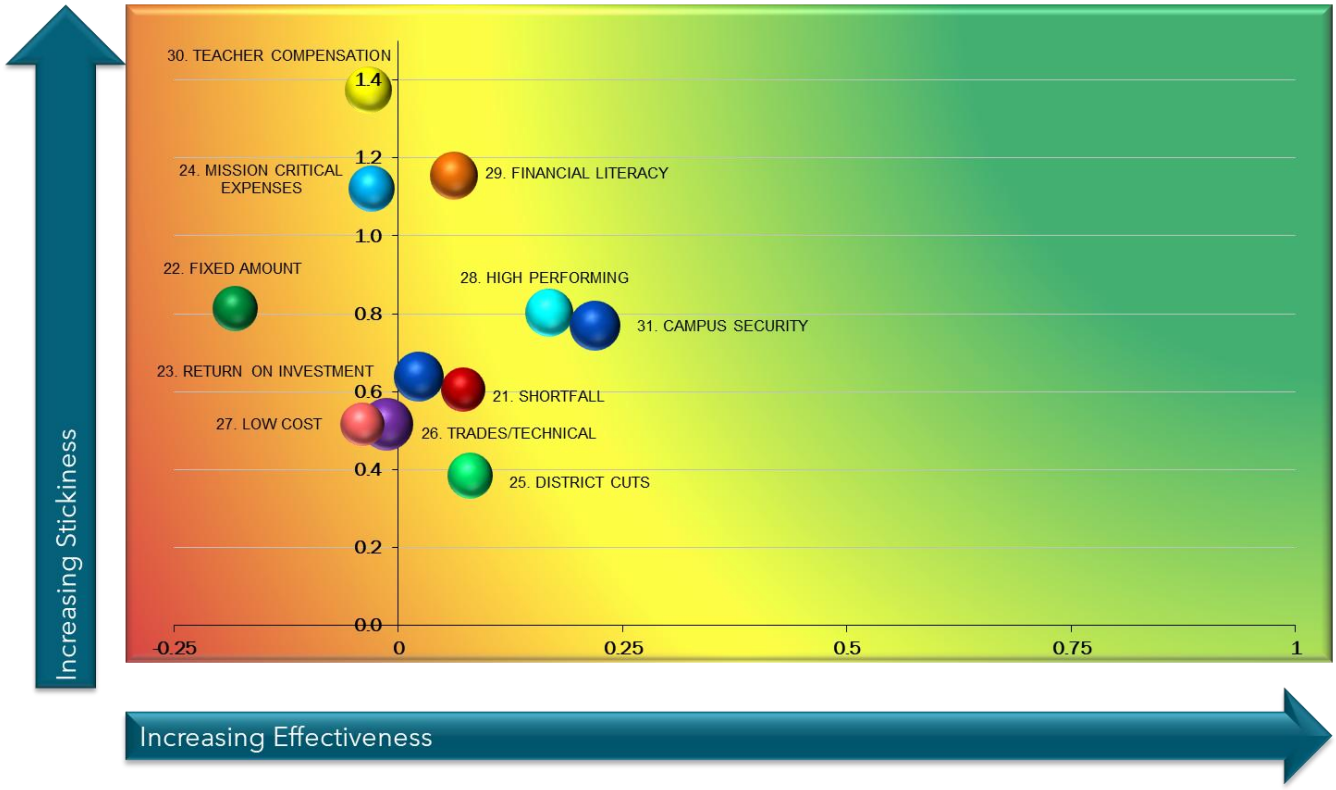
33. What about the information you just heard about the proposal made the biggest impression on you? PROBE: Is there anything else you just heard the proposal that made impression on you? PROBE UNTIL NO MORE INFORMATION IS GIVEN

DO NOT READ CHOICES, ACCEPT MULTIPLE RESPONSES

4.	**MISSION CRITICAL EXPENSES**: New mill levy would fund school safety, future-focused student programming and curriculum, including financial literacy, specialized needs, career and technical training, teacher salaries and other mission-critical expenses.	16%
9.	**FINANCIAL LITERACY**: District families requesting more financial literacy and life-skills training – starting in elementary school through high-school. Mill levy would fund this additional programming.	16%
2.	**FIXED AMOUNT**: Previously passed mill levy increases were structured to provide a fixed amount of annual money, rather than a percentage of property taxes. Because of inflation, previous fixed amounts no longer cover current school operating expenses.	12%
8.	**HIGH PERFORMING**: Douglas County School District is the highest-performing school district in the Denver Metro area, with student achievement results that reflect steady improvement and effective use of past investments.	11%
11.	**CAMPUS SECURITY:** District families are asking for more support for campus security and safety. The mill levy would help fund these additional security officers and building upgrades.	11%
10.	**TEACHER COMPENSATION**: Recent funding measures have improved teacher and staff compensation, District remains 7% below the average starting salary in the metro area. Continued investment in compensation is necessary to keep salaries competitive and aligned with inflation.	10%
3.	**RETURN ON INVESTMENT**: District's previous funding measures have had a good return on investment -- resulting in higher test scores and graduation rates, higher teacher retention, and higher morale.	10%
1.	**SHORTFALL**: Projecting a general fund budget shortfall of more than $1 billion dollars. Approximately 50% of Douglas County School District's funding for students comes from the State, changes in the state budget will likely decrease funding levels to our district.	9%
6.	**TRADES/TECHNICAL**: Long waiting list for trades, technical career and workforce training. New mill levy would make these popular programs more robust and available to more students.	8%
5.	**DISTRICT CUTS**: District has been making cuts, including consolidating schools, to keep budget in balance, new longer-term mill levy money would help protect reserves and other mission-critical expenses into the future.	5%
7.	**LOW COST**: Mill levy override proposal would cost approximately $27 dollars per year per 100k dollars of property value.	7%
12.	Other CAPTURE VERBATIM	28%
13.	DK/Refused DNR	7%

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All Likely Voters– Douglas County Tax Pos



Now, thinking for a moment about how this property tax money might be spent by the schools, I'm going to read you a list of programs that could be better supported or restored, if this mill levy override proposal passes. For each item, please tell me whether you personally consider this item to be…. an Urgent priority … a High priority … a Medium priority … a Low priority … or not a priority at all.

RANDOMIZE

		Urgent Priority 1.	High Priority 2.	Medium Priority 3.	Low Priority 4.	Not At All Priority 5.	DK/REF DNR 6.
34.	Additional school resource officers for campus security at elementary schools **(PROMPT: DO YOU CONSIDER THIS TO BE AN URGENT, HIGH, MEDIUM, LOW, OR NOT A PRIORITY AT ALL, AT THIS TIME?)**	16%	32%	29%	17%	6%	1%
35.	Personal financial literacy and life-skills programming	21%	39%	27%	8%	5%	1%
36.	Specialized programming to support students who require additional educational services.	15%	40%	27%	10%	6%	1%
37.	Investment in Title 9, to make sure our girl's sports are equitably funded.	10%	38%	31%	12%	7%	1%
38.	Funding to increase teacher and staff pay, to better keep pace with inflation.	26%	35%	21%	10%	7%	<1%
39.	Career and technical education including the trades, to make sure our students are properly prepared for the future workforce.	23%	50%	21%	3%	3%	<1%
40.	Investment into AI-Artificial Intelligence, to improve operational efficiency and to prepare students for their future.	4%	18%	37%	22%	18%	<1%
41.	Partnerships between the school district, law enforcement and other community organizations to provide education on and address substance abuse, relationship abuse and student social media use.	13%	32%	34%	13%	7%	<1%

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42. Now I am going to read you two points of view about the ballot measure proposal, and please tell me which one you agree with more…ROTATE

(Some/Other) people say that the District has passed two tax measures in the last three years, and it should focus on living within its means, rather than asking taxpayers for additional revenue, leading to more taxes and more debt – especially as districtwide enrollment has declined.

…while…

(Some/Other) people say that the District needs a long-term, sustainable financial plan -- to continue investing in school safety, teacher pay to keep pace with inflation, and future-focused programming -- in order to maintain our top-performing schools and to protect property values.

1.	Live Within Means	49%
2.	Neither DNR	1%
3.	Both DNR	1%
4.	DK/Refused DNR	1%
5.	Properly Invest Long-term	48%

And, regardless of your opinion now –

43. Thinking back to 2024, do you recall how you voted on 5A, the school bond measure?

1.	I voted YES	41%
2.	I voted NO	22%
3.	Don't Recall How I Voted	29%
4.	Didn't Vote in that election	6%
5.	DK/Refused DNR	2%

44. And still thinking about the last Douglas County Schools bond election in 2024, how informed would you say you were with the details of the last ballot measure, 5A? Would you say that you were generally ROTATE informed or uninformed END ROTATION of the details of that last ballot measure?

IF INFORMED/UNINFORMED:
And, would you say you VERY (informed/uninformed) about the details of that last ballot measure, or just SOMEWHAT?

	TOTAL INFORMED	**71%**
	TOTAL UNINFORMED	**26%**
1.	Very Informed	31%
2.	Somewhat Informed	41%
3.	Unsure/DK/Refused DNR	3%
4.	Somewhat Uninformed	14%
5.	Very Uninformed	12%

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And now we have just a few more questions for demographic purposes only…

45. Party Registration: PRE-CODE

1.	Republican	34%
2.	Independent/Other	48%
3.	Democrat	17%

46. What is the highest level of formal education you have completed?

1.	High school or Less	8%
2.	Some College /Associates Degree	23%
3.	Bachelor's Degree	37%
4.	Post graduate	32%
5.	DK/Refused DNR	0%

47. Are there children in your household under the age of eighteen?

IF YES: ASK:
n=151
And what ages are these children?

	TOTAL YES	**34%**
1.	Less than 3 years old	2%
2.	4-7 years old	6%
3.	8-11 years old	9%
4.	12-15 years old	11%
5.	16-17- years old	7%
6.	No	64%
7.	Refused DNR	2%

48. Do you have children who have attended or are currently enrolled in the Douglas County school district?

1.	Yes	51%
2.	No	48%
3.	DK/Refused DNR	1%

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49. And, which of the following categories best describes your annual household income? IF REFUSED INITIALLY SAY: I understand your hesitation. We use this information for demographic purposes only and do not keep any personal information about you or your family. Which of these broad income categories best describes your annual household income?

1.	Less than $25,000	2%
2.	$25,000 to less than $50,000	7%
3.	$50,000 to less than $75,000	10%
4.	$75,000 to less than $100,000	14%
5.	$100,000 to less than $125,000	10%
6.	$125,000 to less than $150,000	8%
7.	More than $150,000	42%
8.	DK/Refused DNR	6%

50. Which of the following best describes your race or ethnicity?

1.	White	81%
2.	Hispanic, Mexican, Latino, Spanish	7%
3.	African-American	2%
4.	Asian	4%
5.	Other (specify) _____	2%
6.	Refused DNR	3%

51. And thinking back to the presidential election in November of 2024, for whom did you vote ROTATE FIRST TWO

Donald Trump, the Republican
Kamala Harris, the Democrat
…or…
Someone else

1.	Trump	47%
2.	Someone Else	9%
3.	Don't Remember/Did not Vote DNR	2%
4.	Refused DNR	5%
5.	Harris	38%

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52. In what year were you born? RECORD EXACT FOUR DIGIT RESPONSE; RECODE INTO CATEGORIES

1.	18-24	5%
2.	25-34	10%
3.	35-44	21%
4.	45-54	17%
5.	55-64	17%
6.	65-74	14%
7.	75 or over	1%
8.	Refused DNR	-

53. Sex: BY OBSERVATION

1.	Male	50%
2.	Female	50%

54. Zip Code: PRE-CODE

1.	ZIP 80016	1%	11.	ZIP 80126	11%
2.	ZIP 80104	10%	12.	ZIP 80129	8%
3.	ZIP 80106	-	13.	ZIP 80130	7%
4.	ZIP 80108	10%	14.	ZIP 80131	-
5.	ZIP 80109	8%	15.	ZIP 80134	20%
6.	ZIP 80112	-	16.	ZIP 80135	2%
7.	ZIP 80116	1%	17.	ZIP 80136	-
8.	ZIP 80118	3%	18.	ZIP 80138	9%
9.	ZIP 80124	6%	19.	ZIP 80863	-
10.	ZIP 80125	5%			

55. General Election Vote History: PRE-CODE

1.	0 of 4	3%
2.	1 of 4	9%
3.	2 of 4	11%
4.	3 of 4	14%
5.	4 of 4	63%

56. Interview Method: PRE-CODE

1.	Cell	80%
2.	Landline	20%

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