PULSE DECISION SCIENCE
DOUGLAS COUNTY SCHOOL DISTRICT
LIKELY VOTERS
JULY 14-24 2026

SAMPLE:
N=506 Likely Voters
MoE=±4.4%
Cell 48%, SMS 34%

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. Again, 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 8%
   3. It's Fifty-fifty 6%
   4. Probably plan not to vote ..... TERMINATE
   5. Definitely plan not to vote ..... TERMINATE
   6. Don't Know/Refused DNR ..... TERMINATE

3. 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?

		March 4-8	July 14-24
1.	Right direction	43%	30%
2.	Unsure/DK/Refused DNR	17%	31%
3.	Wrong track	40%	38%

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?

		March 4-8	July 14-24
	TOTAL A-C	**80%**	**65%**
	TOTAL D-F	**9%**	**18%**
1.	A	14%	8%
2.	B	40%	30%
3.	C	25%	27%
4.	D	6%	14%
5.	F	3%	4%
6.	Unsure/DK/Refused DNR	11%	17%

5. 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?

		March 4-8	July 14-24
	TOTAL FAMILIAR	**26%**	**37%**
	TOTAL UNFAMILIAR	**72%**	**60%**
1.	Very Familiar	5%	6%
2.	Somewhat Familiar	21%	31%
3.	Unsure/DK/Refused DNR	2%	3%
4.	Somewhat Unfamiliar	28%	26%
5.	Very Unfamiliar	45%	34%

IF Q5: 1-2, ASK:
n=186

6. And, what information you have seen, read, or heard about specifically about the Douglas County school district finances?

RECORD 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. Here is sample language for one potential ballot measure that is being considered…

7. SHALL DOUGLAS COUNTY SCHOOL DISTRICT TAXES BE INCREASED $54 MILLION COMMENCING IN 2026, FOR TAX COLLECTION IN YEAR 2027, TO BE USED FOR GENERAL FUND PURPOSES INCLUDING:

- RETAIN AND ATTRACT TOP-QUALITY TEACHERS AND STAFF, WITH SALARIES TO BE MORE COMPETITIVE WITH NEIGHBORING DISTRICTS, AND TO BETTER KEEP PACE WITH INFLATION;
- INCREASE AND SUPPORT SCHOOL SECURITY, INCLUDING SCHOOL RESOURCE OFFICERS;
- REDUCE STUDENT WAITLISTS FOR CAREER AND TECHNICAL EDUCATION PROGRAMMING, INCLUDING THE TRADES;
- RESTORE POPULAR STUDENT PROGRAMMING, SUCH AS INSTRUMENTAL MUSIC IN ELEMENTARY SCHOOLS.

AND IMPOSED ANNUALLY THEREAFTER, BY WHATEVER AMOUNTS ARE RAISED BY THE MILL LEVY WHICH, WHEN COMBINED WITH PRIOR VOTER APPROVED OVERRIDE QUESTIONS, SHALL PRODUCE REVENUE NOT TO EXCEED THE LIMIT ESTABLISHED FOR THE DISTRICT, AND SHALL THE REVENUES FROM SUCH TAXES AND ANY EARNINGS FROM THE INVESTMENT OF SUCH REVENUES BE COLLECTED AND SPENT AS A VOTER APPROVED REVENUE CHANGE UNDER THE COLORADO CONSTITUTION; AND SHALL THE DISTRICT'S EXPENDITURES BE SUBJECT TO AN ANNUAL INDEPENDENT AUDIT POSTED ON ITS WEBSITE AND BE SUBJECT TO OVERSIGHT BY A CITIZENS' COMMITTEE?

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

IF FOR/AGAINST:
And, would you 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	**41%**
1.	Definitely For	28%
2.	Probably For	26%
3.	Lean For	1%
4.	Undecided/DK/Refused DNR	4%
5.	Lean Against	2%
6.	Probably Against	15%
7.	Definitely Against	23%

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IF Q7:1-3, ASK
n=276
8.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 Q7:4, ASK
n=22
8.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

IF Q7:5-7, ASK
n=207
8.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, you are going to read some brief statements that you might hear about this 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 bond proposal, or just SOMEWHAT?

The (first/next) one is…
RANDOMIZE AND READ EACH RESPONDENT HALF OF Q9-Q18

	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**
9. **ROI**: 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.	**63%**	35%	27%	17%	1%	6%	14%	**19%**
10. **SCHOOL SAFETY**: This **new mill levy would fund** school safety, future-focused student programming, including personal financial literacy, services for students with specialized needs, career and technical training, teacher salaries and other **mission-critical expenses.**	**62%**	45%	16%	12%	2%	6%	18%	**24%**

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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
11.	**WAITING LIST**: 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.	**68%**	47%	22%	11%	3%	4%	14%	**18%**
12.	**OVERRIDE PROPOSAL**: This mill levy override proposal would **cost approximately $32 dollars** in the first year, per 100k dollars of property.	**46%**	24%	21%	14%	6%	14%	21%	**35%**
13.	**PERFORMANCE**: The Douglas County School District is **the highest-performing school district** in the Denver Metro area, and student achievement results continue to reflect the positive impact of past investments.	**55%**	33%	22%	17%	4%	10%	14%	**24%**
14.	**FINANCIAL LITERACY**: District families are requesting more **personal financial literacy and life-skills training** – starting in elementary school through high-school. This mill levy would fund this additional programming.	**61%**	35%	27%	15%	3%	5%	16%	**21%**
15.	**STAFF SALARIES**: 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 is needed to keep **teacher and staff salaries** competitive and aligned with inflation.	**65%**	41%	24%	8%	3%	5%	19%	**24%**
16.	**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.	**62%**	34%	28%	13%	4%	7%	15%	**22%**
17.	**MUSIC**: This new mill levy would help restore funding for popular student programs, such as instrumental **music** for our elementary schools.	**66%**	41%	26%	12%	2%	5%	15%	**20%**

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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
18.	**OPERATING EXPENSES**: 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%**	29%	19%	15%	6%	10%	20%	**31%**

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

19. SHALL DOUGLAS COUNTY SCHOOL DISTRICT TAXES BE INCREASED $54 MILLION COMMENCING IN 2026, FOR TAX COLLECTION IN YEAR 2027, TO BE USED FOR GENERAL FUND PURPOSES INCLUDING:

- RETAIN AND ATTRACT TOP-QUALITY TEACHERS AND STAFF, WITH SALARIES TO BE MORE COMPETITIVE WITH NEIGHBORING DISTRICTS, AND TO BETTER KEEP PACE WITH INFLATION;
- INCREASE AND SUPPORT SCHOOL SECURITY, INCLUDING SCHOOL RESOURCE OFFICERS;
- REDUCE STUDENT WAITLISTS FOR CAREER AND TECHNICAL EDUCATION PROGRAMMING, INCLUDING THE TRADES;
- RESTORE POPULAR STUDENT PROGRAMMING, SUCH AS INSTRUMENTAL MUSIC IN ELEMENTARY SCHOOLS.

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

IF FOR/AGAINST:
And, would you 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)?

		March 4-8	July 14-24
	TOTAL FOR	**55%**	**57%**
	TOTAL AGAINST	**41%**	**40%**
1.	Definitely For	28%	33%
2.	Probably For	26%	23%
3.	Lean For	1%	1%
4.	Undecided/DK/Refused DNR	4%	2%
5.	Lean Against	2%	2%
6.	Probably Against	15%	14%
7.	Definitely Against	23%	24%

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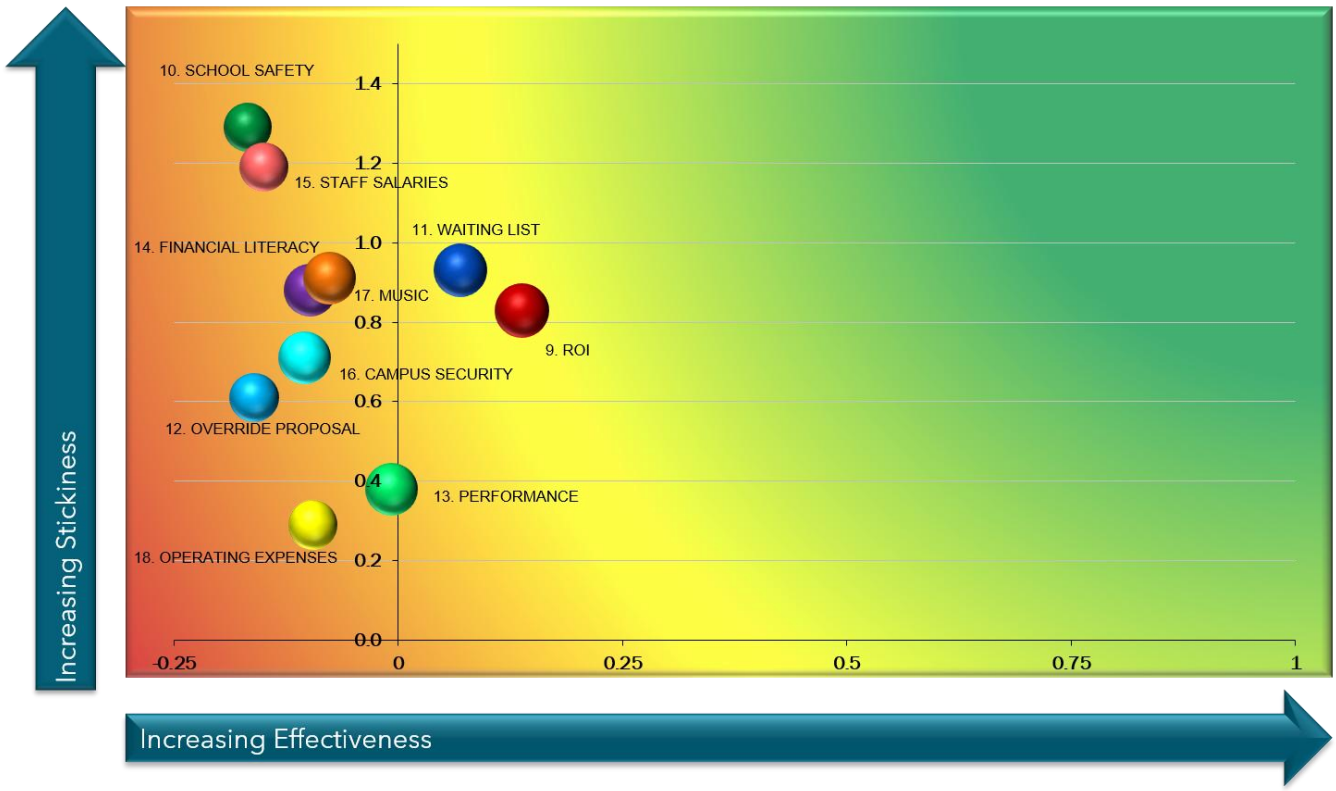
20. What about the information you just heard about the proposal made the biggest impression on you? PROBE: Is there anything else you just heard the proposal that made impression on you? PROBE UNTIL NO MORE INFORMATION IS GIVEN

DO NOT READ CHOICES, ACCEPT MULTIPLE RESPONSES

2.	Fund school safety, future-focused student programming, including personal financial literacy, services for students with specialized needs, career and technical training, teacher salaries and other mission-critical expenses.	23%
7.	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 is needed to keep teacher and staff salaries competitive and aligned with inflation.	22%
3.	There is currently a long waiting list for trades, technical career and workforce training. Make these popular programs more robust and available to more students.	17%
9.	Help restore funding for popular student programs, such instrumental music for our elementary schools.	17%
6.	District families are requesting more personal financial literacy and life-skills training – starting in elementary school through high-school. Fund this additional programming.	16%
1.	Previous funding measures have had a good return on investment -- resulting in higher test scores and graduation rates, higher teacher retention, and higher morale.	15%
8.	District families are asking for more support for campus security and safety. Fund these additional security officers and building upgrades.	13%
4.	Cost approximately $32 dollars in the first year, per 100k dollars of property.	11%
5.	The Douglas County School District is the highest-performing school district in the Denver Metro area, and student achievement results continue to reflect the positive impact of past investments.	7%
10.	Previously passed 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.	5%
11.	Other CAPTURE VERBATIM	24%
12.	DK/Refused DNR	12%

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All Likely Voters– Ballot Measure Pos



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And, as you may know, it's likely that there will be many ballot measures for voters to consider in November 2026 -

21. If both, a statewide education funding measure and a Douglas County School District funding measure, appeared on the same ballot, and you knew that revenue from the Douglas County measure would stay in Douglas County while revenue from the statewide measure would be distributed across Colorado, which measure would you be more likely to support? [ROTATE] the statewide education funding measure OR the Douglas Schools education funding measure [END ROTATION]?

1.	Douglas Schools MLO measure	44%
2.	Neither (DNR)	17%
3.	Both (DNR)	10%
4.	DK/ Refused DNR	7%
5.	Statewide Education measure	22%

And, as you may know, the Douglas County Federation (the teachers' association/union) has asked the Board to consider entering into a Collective Bargaining Agreement, which would establish a formal process for negotiating teacher & staff wages, benefits, and working conditions –

22. Assuming for a moment that a Collective Bargaining Agreement was reinstated in the school district, would this make you (ROTATE) more likely OR less likely to support the Douglas County Schools funding measure, or would this have no impact on your position?

1.	MORE Likely to Support MLO measure	25%
2.	NO IMPACT	42%
3.	LESS Likely to Support MLO measure	26%
4.	DK/ Refused DNR	7%

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23. And, have school board actions, such as recent school consolidations in Highlands Ranch, due to declining enrollment, impacted your opinion about future funding measures… do these actions make you (ROTATE) more likely OR less likely to support the Douglas County Schools funding measure, or would this have no impact on your position?

1.	MORE Likely to Support MLO measure	15%
2.	NO IMPACT	62%
3.	LESS Likely to Support MLO measure	17%
4.	DK/ Refused DNR	7%

24. And, have recent school board discussions, such as the potential move of District headquarters from Castle Rock to Meridian, to consolidate multiple central office facilities for efficiency and cost savings, impacted your opinion about future funding measures… would these decisions make you (ROTATE) more likely OR less likely to support the Douglas County Schools funding measure, or would this have no impact on your position?

1.	MORE Likely to Support MLO measure	21%
2.	NO IMPACT	60%
3.	LESS Likely to Support MLO measure	15%
4.	DK/ Refused DNR	5%

25. Finally, I am going to read you two general viewpoints about the mill levy ballot measure proposals, 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 – 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	47%
2.	Neither DNR	3%
3.	Both DNR	3%
4.	DK/Refused DNR	3%
5.	Properly Invest Long-term	44%

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And, regardless of your opinion now –

26.A Thinking back to 2024, do you recall how you voted on 5A, the last school bond measure? n=244

1.	I voted YES	30%
2.	I voted NO	23%
3.	Don't Recall How I Voted	36%
4.	Didn't Vote in that election	8%
5.	DK/Refused DNR	2%

26B. Thinking back to 2023, do you recall how you voted on 5A, the last Mill Levy measure? n=262

1.	I voted YES	41%
2.	I voted NO	20%
3.	Don't Recall How I Voted	24%
4.	Didn't Vote in that election	12%
5.	DK/Refused DNR	2%

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

27. Party Registration: PRE-CODE

1.	Republican	35%
2.	Independent/Other	47%
3.	Democrat	18%

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

1.	High school or Less	11%
2.	Some College /Associates Degree	26%
3.	Bachelor's Degree	37%
4.	Post graduate	25%
5.	DK/Refused DNR	1%

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

IF YES: ASK:
And what ages are these children?

	TOTAL YES	**34%**
1.	Less than 3 years old	5%
2.	4-7 years old	5%
3.	8-11 years old	6%
4.	12-15 years old	10%
5.	16-17- years old	7%
6.	No	64%
7.	Refused DNR	2%

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

1.	Yes	47%
2.	No	52%
3.	DK/Refused DNR	1%

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

1.	Several times a day	4%
2.	About once a day	3%
3.	Several times a week	7%
4.	Once a week	4%
5.	Couple of times a month	7%
6.	Once a month	5%
7.	Less than once a month	18%
8.	Never	50%
9.	DK/Refused DNR	2%

32. 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	4%
2.	$25,000 to less than $50,000	8%
3.	$50,000 to less than $75,000	8%
4.	$75,000 to less than $100,000	8%
5.	$100,000 to less than $125,000	10%
6.	$125,000 to less than $150,000	10%
7.	More than $150,000	40%
8.	DK/Refused DNR	12%

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

1.	White	82%
2.	Hispanic, Mexican, Latino, Spanish	7%
3.	African-American	2%
4.	Asian	3%
5.	Other (specify) _____	3%
6.	Refused DNR	3%

34. 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	40%
2.	Someone Else	9%
3.	Don't Remember/Did not Vote DNR	6%
4.	Refused DNR	10%
5.	Harris	35%

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

1.	18-24	6%
2.	25-34	11%
3.	35-44	18%
4.	45-54	14%
5.	55-64	22%
6.	65-74	12%
7.	75 or over	15%
8.	Refused DNR	2%

36. Sex: BY OBSERVATION

1.	Male	48%
2.	Female	52%

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37. Zip Code: PRE-CODE

1.	ZIP 80016	2%	8.	ZIP 80124	4%
2.	ZIP 80104	10%	9.	ZIP 80125	4%
3.	ZIP 80108	10%	10.	ZIP 80126	11%
4.	ZIP 80109	7%	11.	ZIP 80129	8%
5.	ZIP 80112	1%	12.	ZIP 80130	6%
6.	ZIP 80116	1%	13.	ZIP 80134	20%
7.	ZIP 80118	2%	14.	Balance	14%

38. General Election Vote History: PRE-CODE

1.	0 of 4	5%
2.	1 of 4	9%
3.	2 of 4	9%
4.	3 of 4	16%
5.	4 of 4	61%

39. Interview Method: PRE-CODE

1.	Cell	48%
2.	Landline	18%
3.	SMS	34%

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