

JORDAN
SCHOOL DISTRICT



FIELDHOUSE BOND SURVEY

APRIL 2026

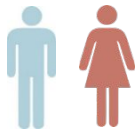
LIGHTHOUSE
RESEARCH

Methodology



906 mixed-mode surveys

- Conducted January 31 - March 11, 2026
- Completed via telephone and online
- 95% confidence level with a $\pm 3.25\%$ margin of error
- All respondents were:
 - Adults living in District boundaries
 - Likely to vote in the November 2026 election



- Male: 50%
- Female: 50%



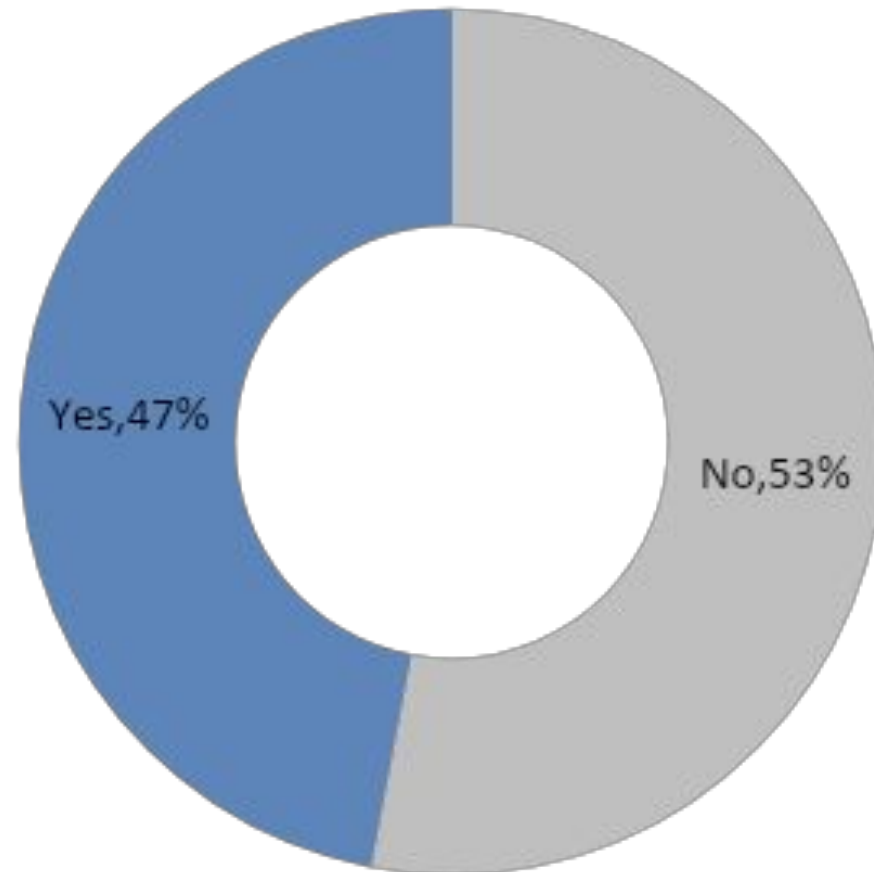
- Own Home: 87%
- Rent Home: 11%

Cit y of Re sid en ce	Bluffdale	6%
	Copperton	<1%
	Herriman	15%
	Riverton	17%
	South Jordan	29%
	West Jordan	32%

Ag e	18 to 29	10%
	30 to 39	20%
	40 to 49	21%
	50 to 59	20%
	60 to 69	16%
	70 or older	13%

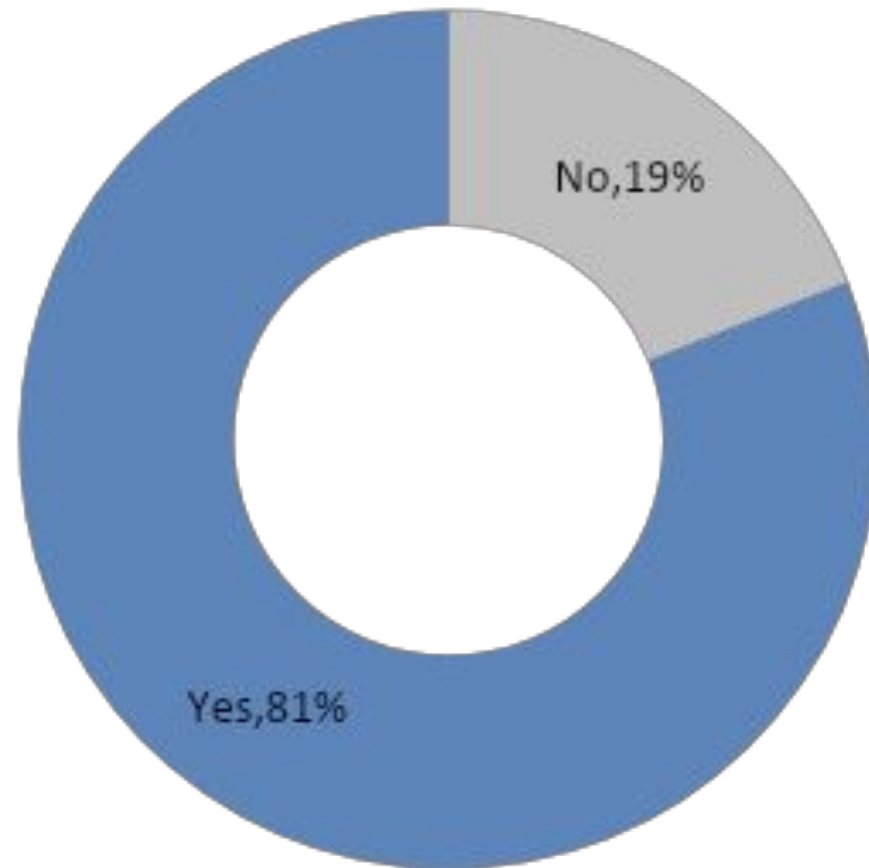
Respondent characteristics

Do you have children under age 18 living in your home?



Respondents with children

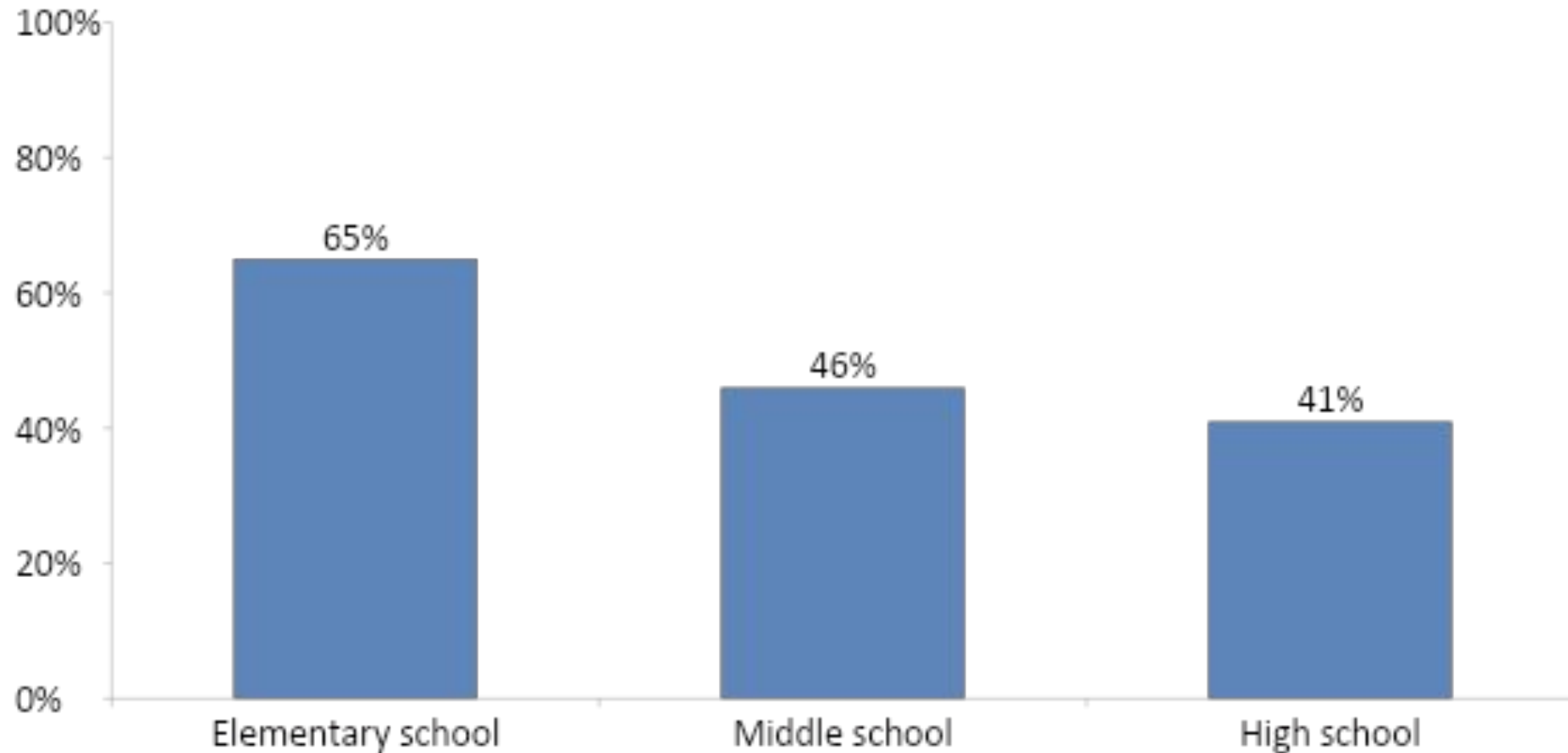
Do your children attend school in the Jordan School District?



Respondents with children in the District

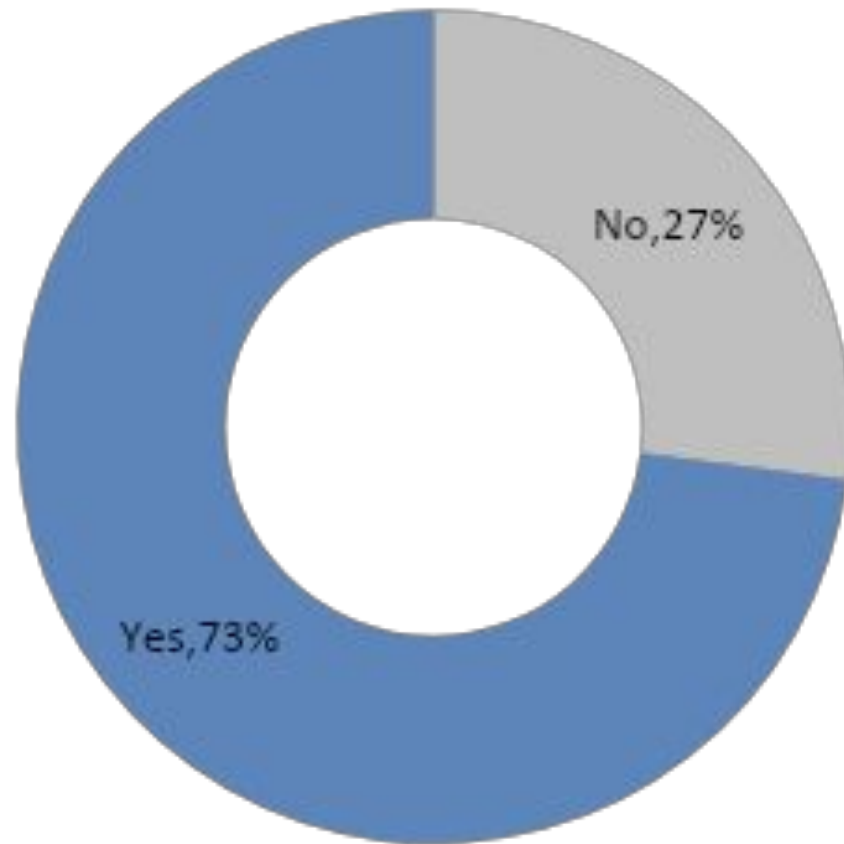
Do you have children who attend [the following] Jordan School District schools?

Percentage answering "yes"



Athletics and extracurricular activities

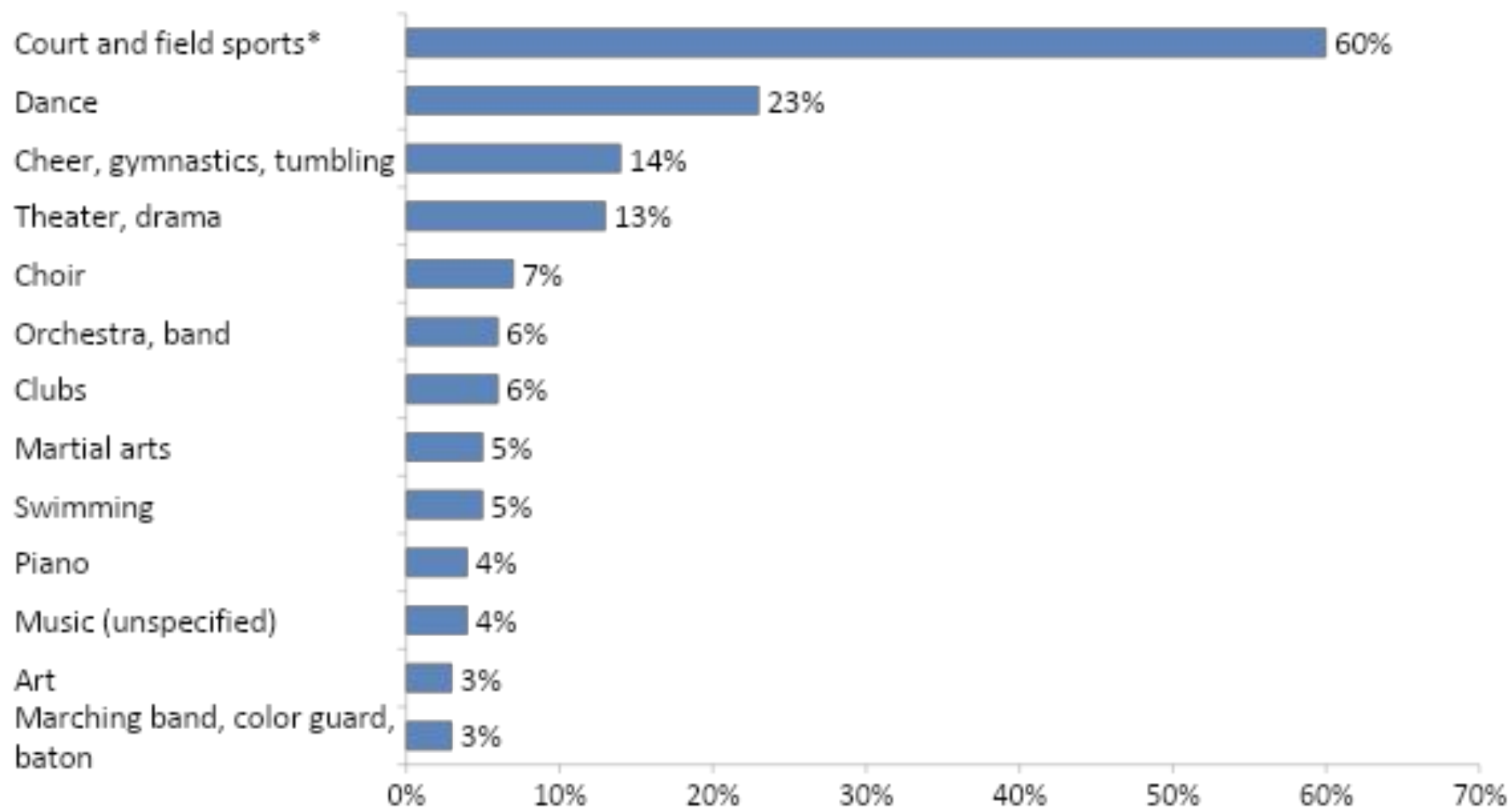
Are your children involved in athletics or extracurricular activities?



Athletics and extracurricular activities

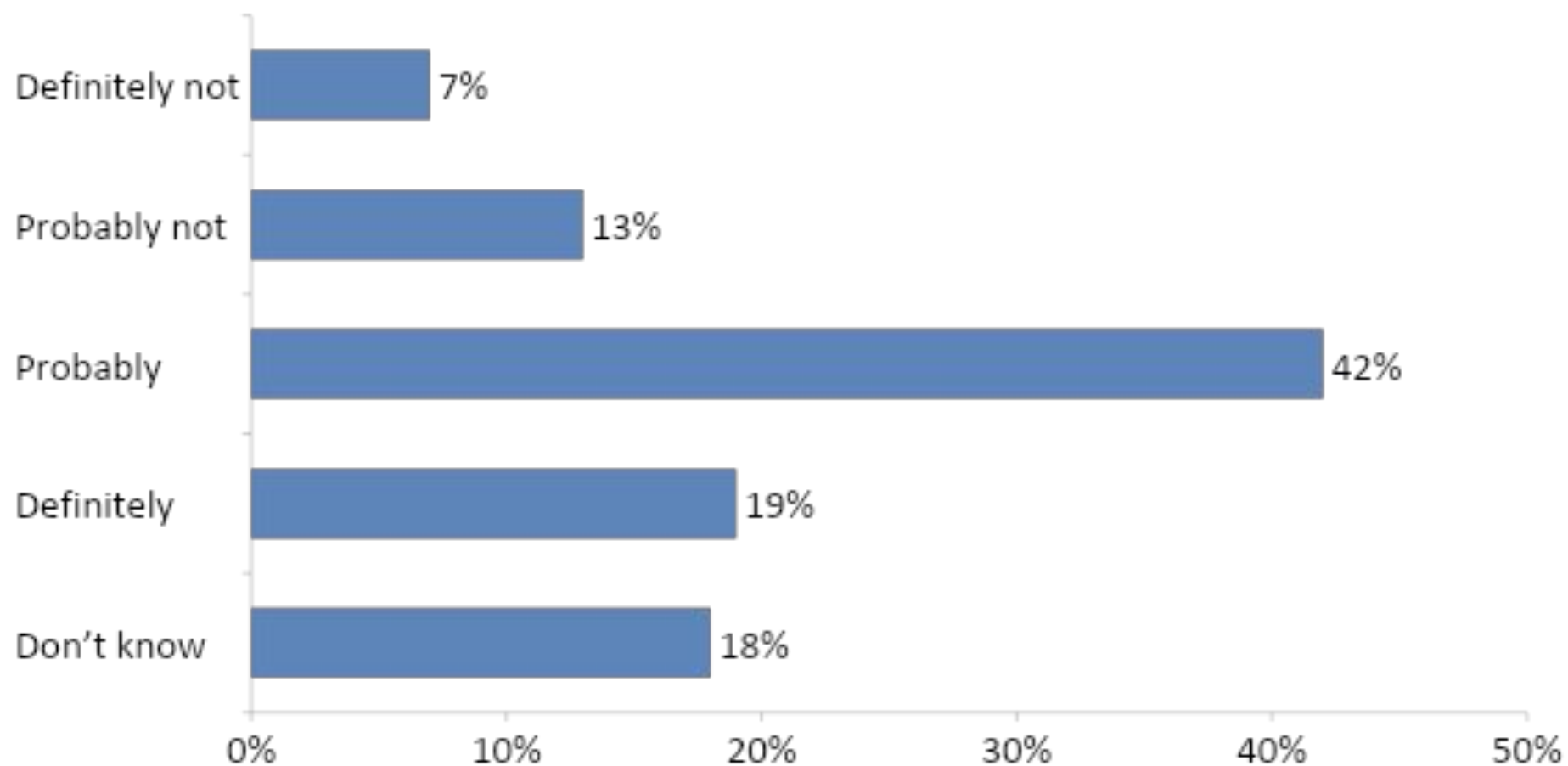
In which athletics or extracurricular activities are your children involved?

Top mentions



District facilities

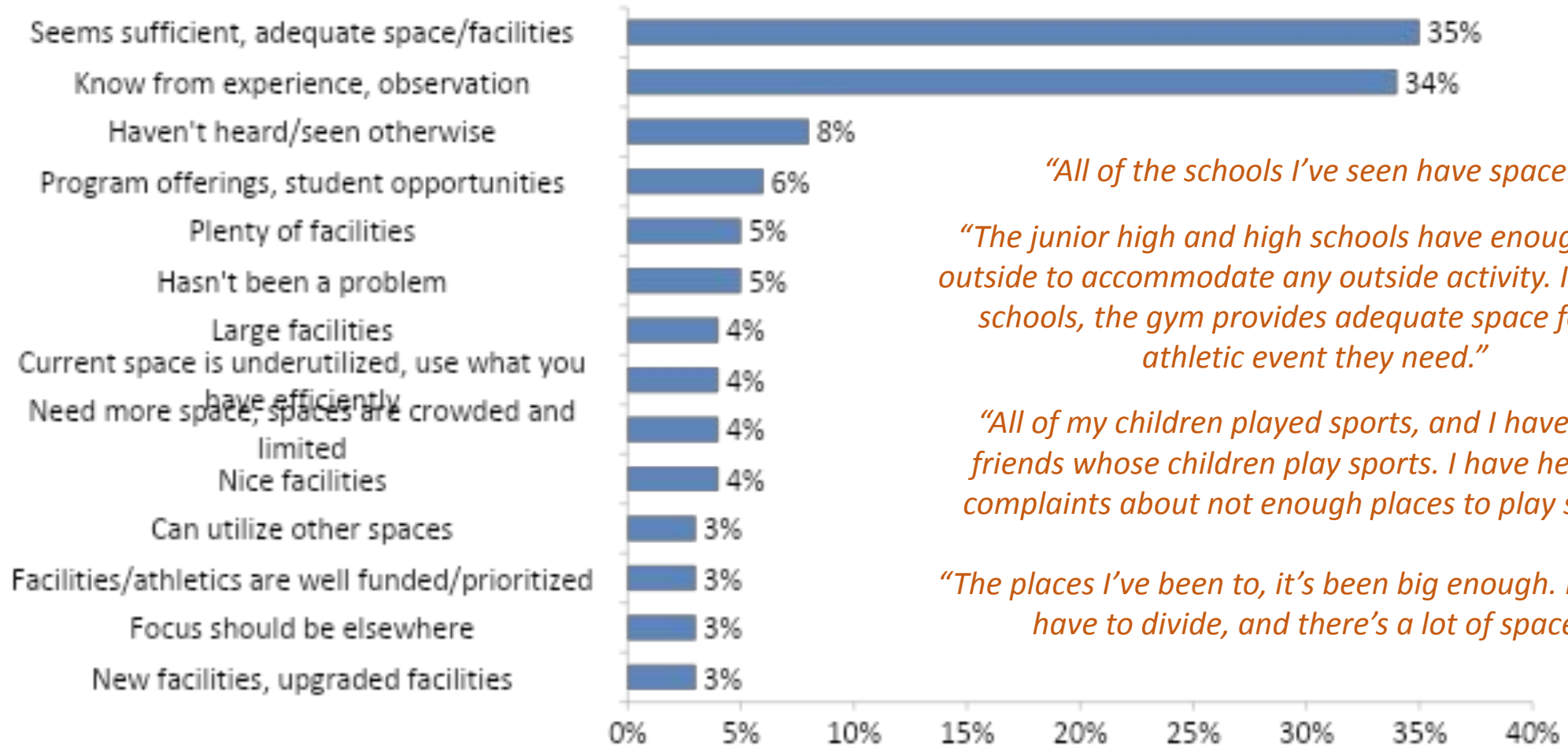
In your opinion, does Jordan School District currently have adequate space and facilities for accommodating student athletics and extracurricular activities?



District facilities

Why do you say the District does have adequate space and facilities for athletics and extracurricular activities?

Top mentions



"All of the schools I've seen have space."

"The junior high and high schools have enough room outside to accommodate any outside activity. Inside the schools, the gym provides adequate space for any athletic event they need."

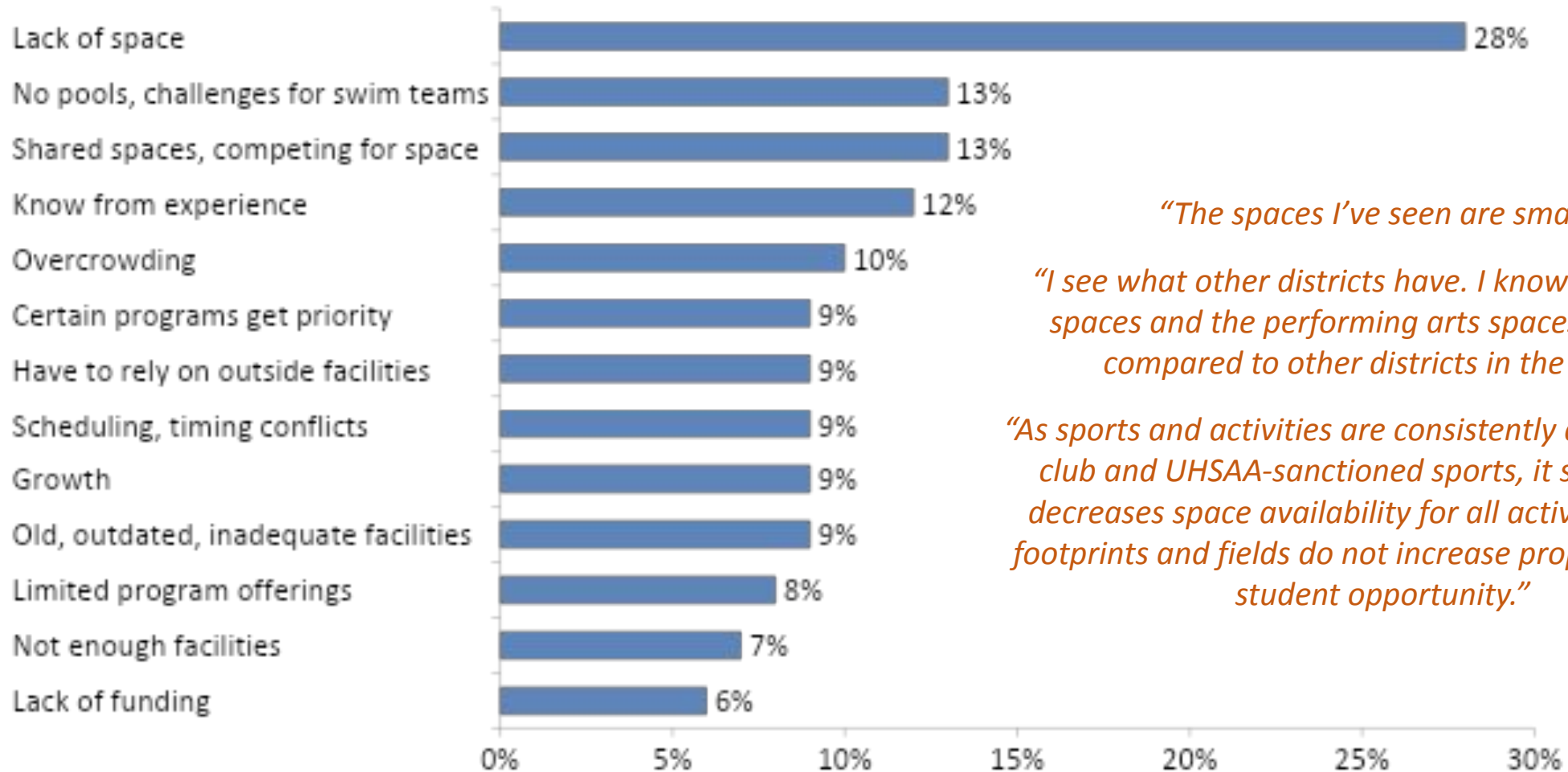
"All of my children played sports, and I have many friends whose children play sports. I have heard no complaints about not enough places to play sports."

"The places I've been to, it's been big enough. It doesn't have to divide, and there's a lot of space."

District facilities

Why do you say the District does not have adequate space and facilities for athletics and extracurricular activities?

Top mentions



“The spaces I’ve seen are small.”

“I see what other districts have. I know the athletic spaces and the performing arts spaces are small compared to other districts in the state.”

“As sports and activities are consistently added as both club and UHSAA-sanctioned sports, it significantly decreases space availability for all activities. School footprints and fields do not increase proportionally to student opportunity.”

Fieldhouse bond initiative

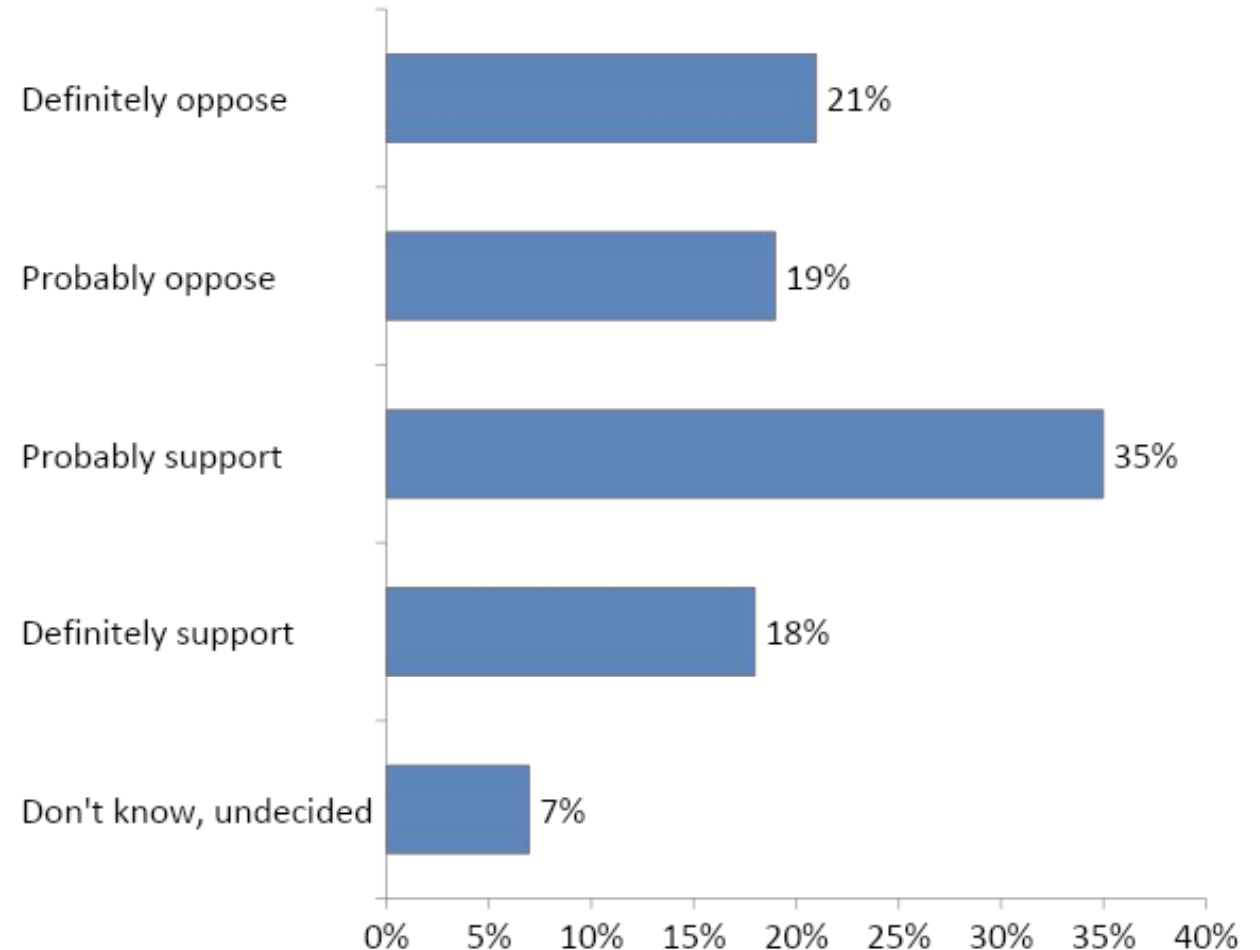
The following information was shared with respondents:

To meet the growing demand for athletic and extracurricular space, the Jordan School District is considering a bond initiative to fund the construction of new fieldhouses at each of its six high schools. This proposal would help by reducing expenses for school groups who currently rely on external venues for practices and training.

The bond proposal would be for approximately 120 million dollars, or 20 million dollars for each school. The fieldhouses would be approximately 35,000 square feet, similar to those found in other districts along the Wasatch Front.

If this bond passes, for the average household with a home valued at \$615,000, it would result in a tax increase of approximately \$98 per year, or \$8.16 a month, paid over the course of 16 years.

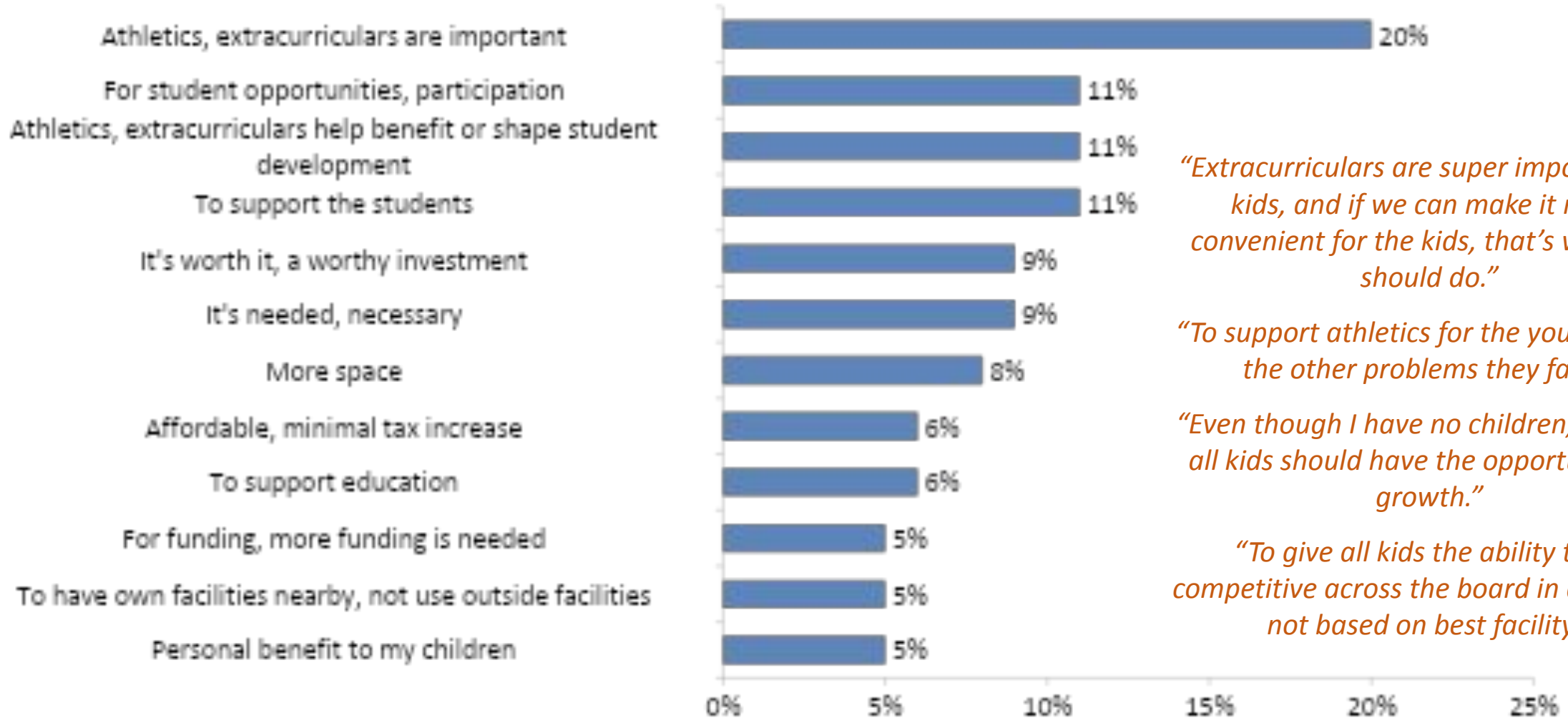
Based on this information, would you support or oppose this bond initiative?



Fieldhouse bond initiative

Why would you support this bond?

Top mentions



“Extracurriculars are super important for kids, and if we can make it more convenient for the kids, that’s what we should do.”

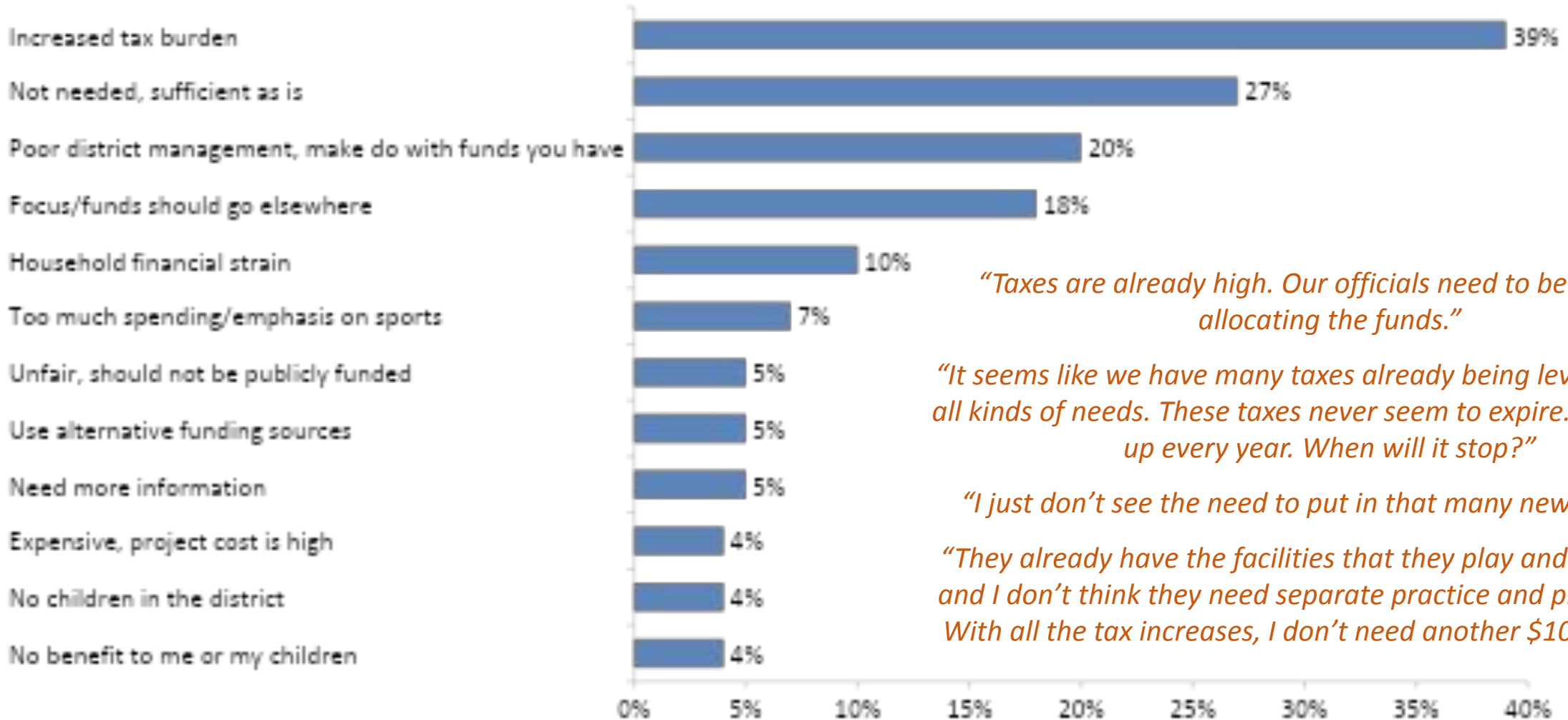
“To support athletics for the youth to help the other problems they face.”

“Even though I have no children, I believe all kids should have the opportunity for growth.”

“To give all kids the ability to be competitive across the board in all sports, not based on best facility.”

Fieldhouse bond initiative

Why would you oppose this bond? Top mentions



"Taxes are already high. Our officials need to be better at allocating the funds."

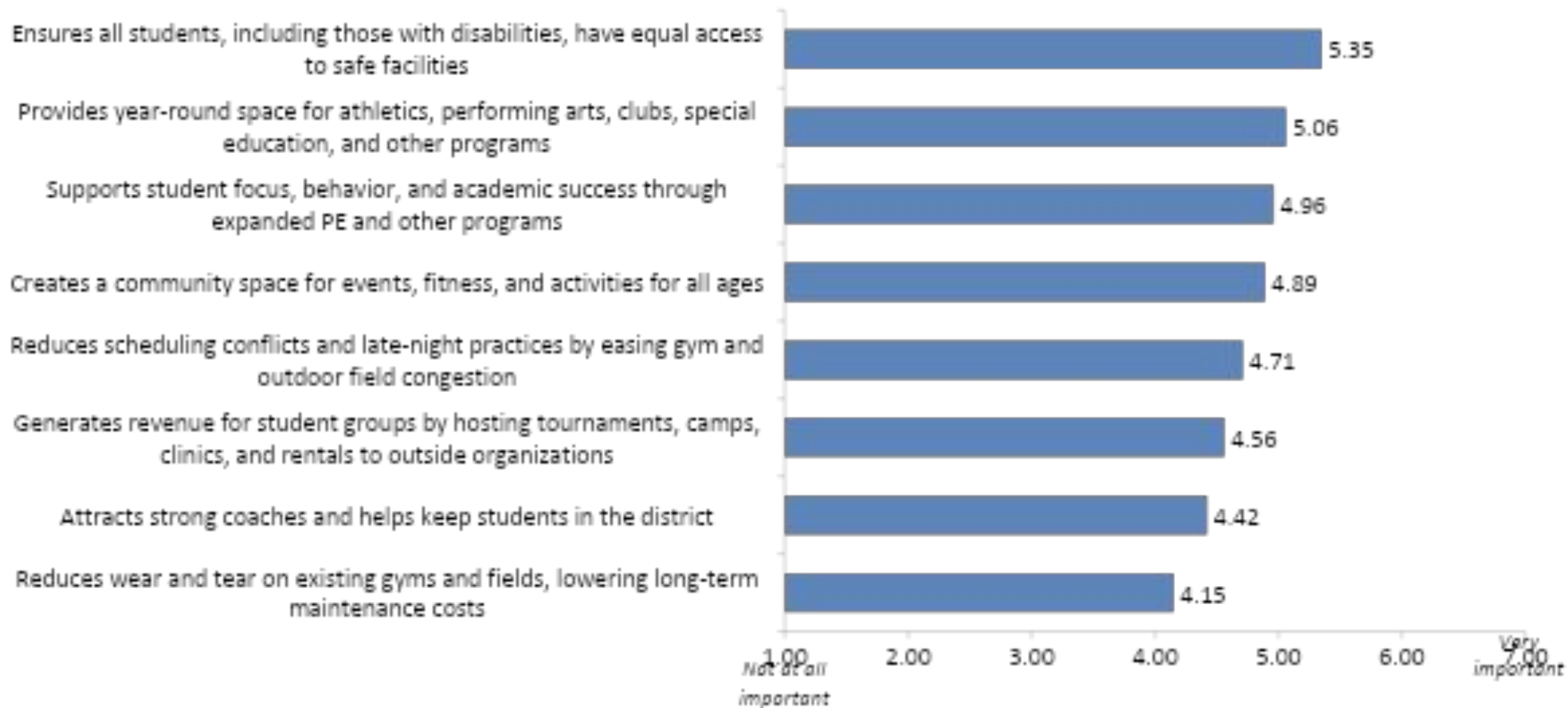
"It seems like we have many taxes already being levied on us for all kinds of needs. These taxes never seem to expire. My taxes go up every year. When will it stop?"

"I just don't see the need to put in that many new facilities."

"They already have the facilities that they play and practice on, and I don't think they need separate practice and playing fields. With all the tax increases, I don't need another \$100 increase."

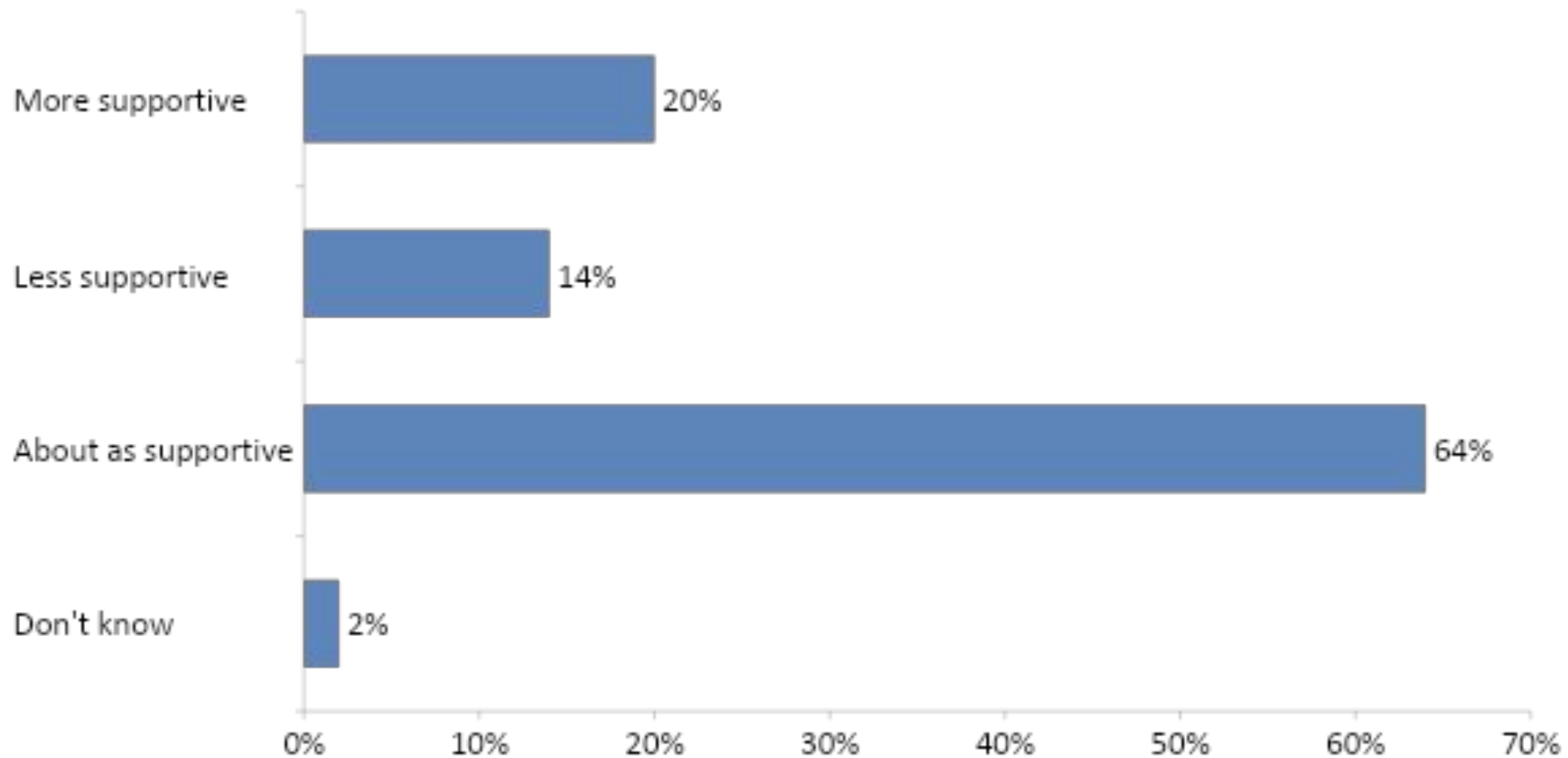
Fieldhouse bond potential benefits

Please rate how important each of the following potential benefits of fieldhouses on District high school campuses would be to you.



Fieldhouse bond initiative

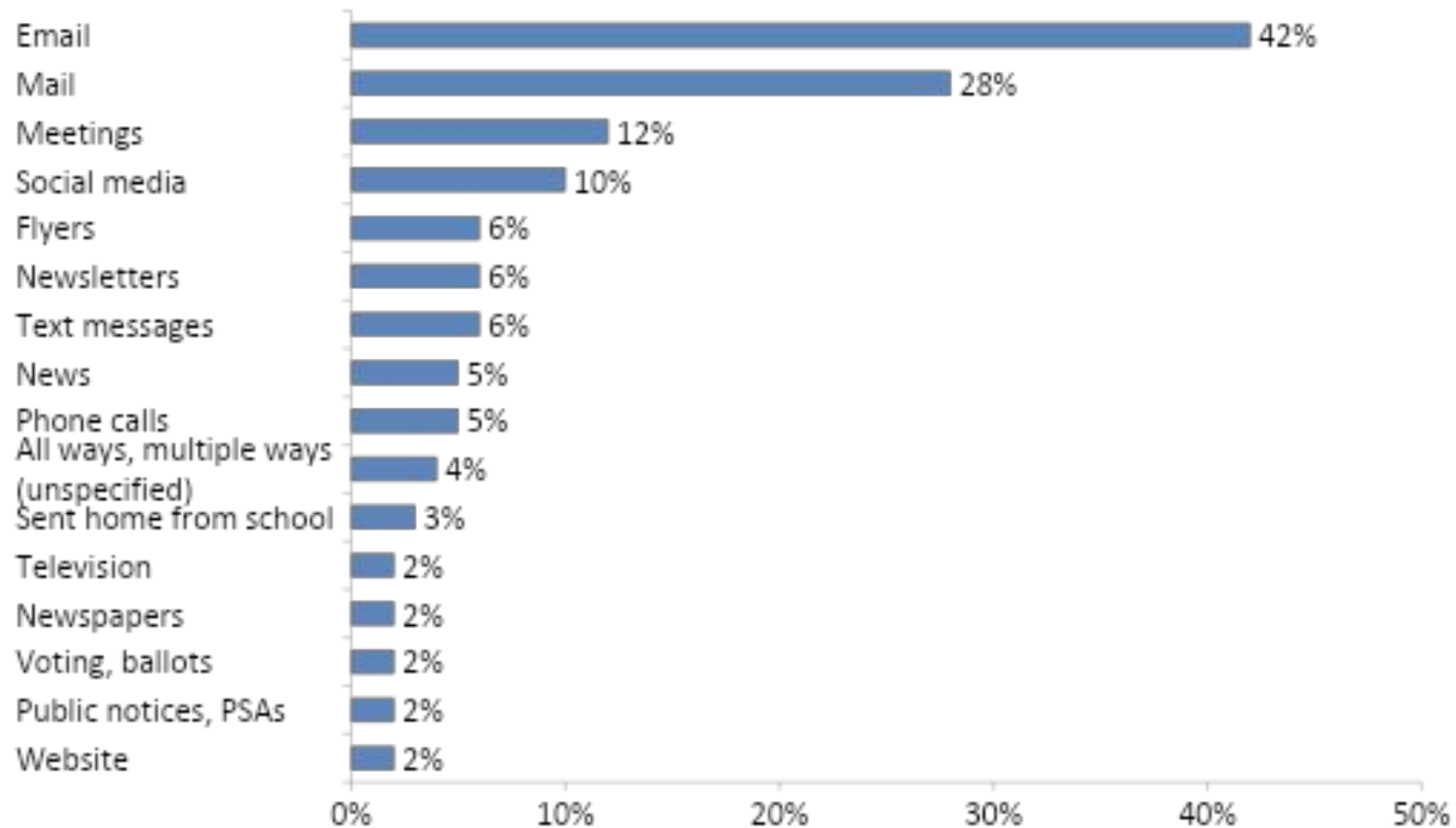
After giving those ratings, are you more supportive, less supportive, or about as supportive of the bond as you were before?



Fieldhouse bond communication

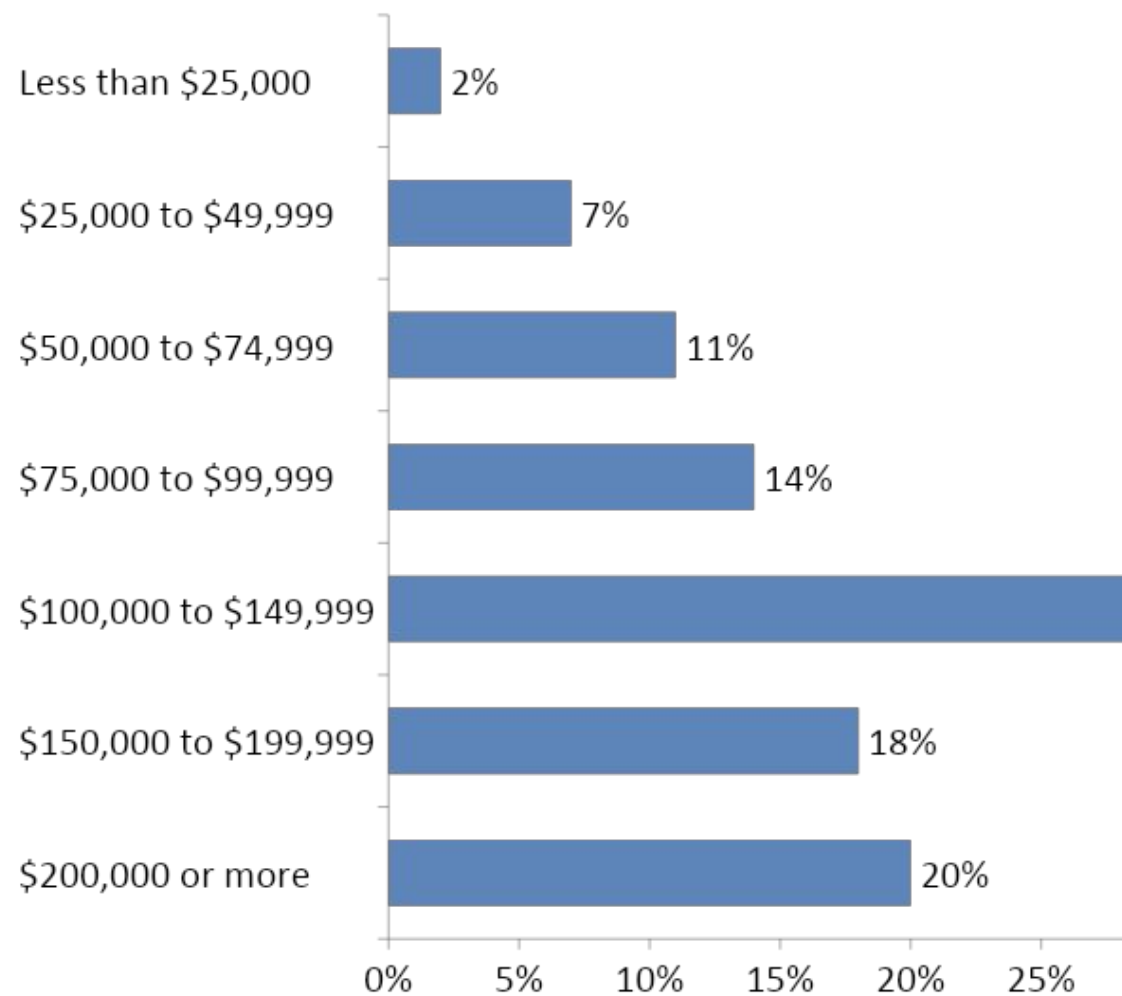
How would you like the District to communicate with residents about this potential bond?

Top mentions

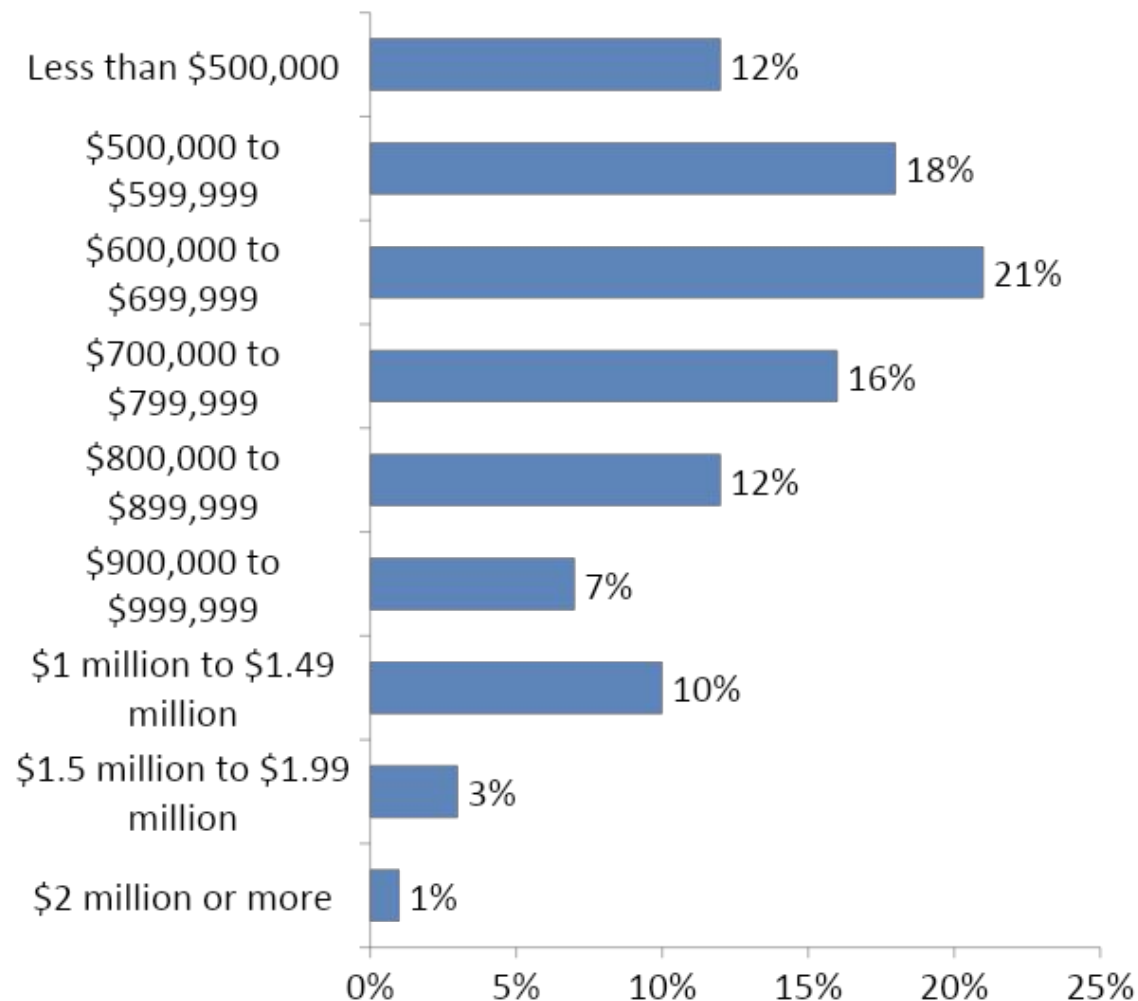


Demographics

Which of the following describes your annual household income?



What is the estimated value of your home?



Segment differences in bond support

More Likely to Support

- ✓ Women
- ✓ Younger respondents (*especially under 40*)
- ✓ Respondents with children (*especially in the District*)
- ✓ Renters
- ✓ Part-time employed respondents

These segments were more likely to “probably support,” see stronger importance in the potential benefits, and were more likely to become more supportive after messaging.

More Likely to Oppose

- ✓ Men
- ✓ Older respondents
- ✓ Respondents with no children
- ✓ Homeowners
- ✓ Retired respondents

These segments were more likely to “definitely oppose,” rated the potential benefits lower, and were more likely to be less supportive after messaging.

How segments respond to messaging and benefits

Benefit Ratings

Rated benefits higher:

- ✓ Women
- ✓ Younger respondents
- ✓ Parents (*especially in the District*)
- ✓ Renters

Rated benefits lower:

- ✓ Older respondents
- ✓ Retired respondents

Movement in Support

Most likely to become more supportive:

- ✓ Women
- ✓ Parents

More likely to move toward opposition:

- ✓ Older respondents
- ✓ Respondents without children
- ✓ Retired respondents
- ✓ Homeowners



THANK YOU