

ABILENE ISD VOTER SURVEY

June 5 - 7, 2018

N = 300 respondents

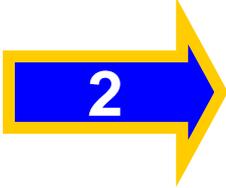
margin of error: $\pm 5.7\%$

OBJECTIVES



1

To assess general attitudes about Abilene ISD.



2

To assess current levels of support for and opposition to a bond proposal of \$132 million.



3

To measure the favorability of bond elements

QUESTIONNAIRE FORMAT

1

Introduction and Screeners

2

General & Specific Issues

3

Initial Ballot (Q6)

4

Impact of Specific Information

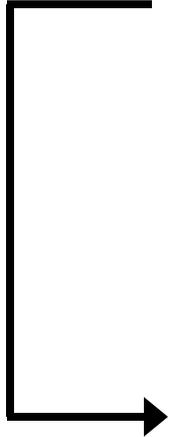
5

Informed Ballot (Q35)

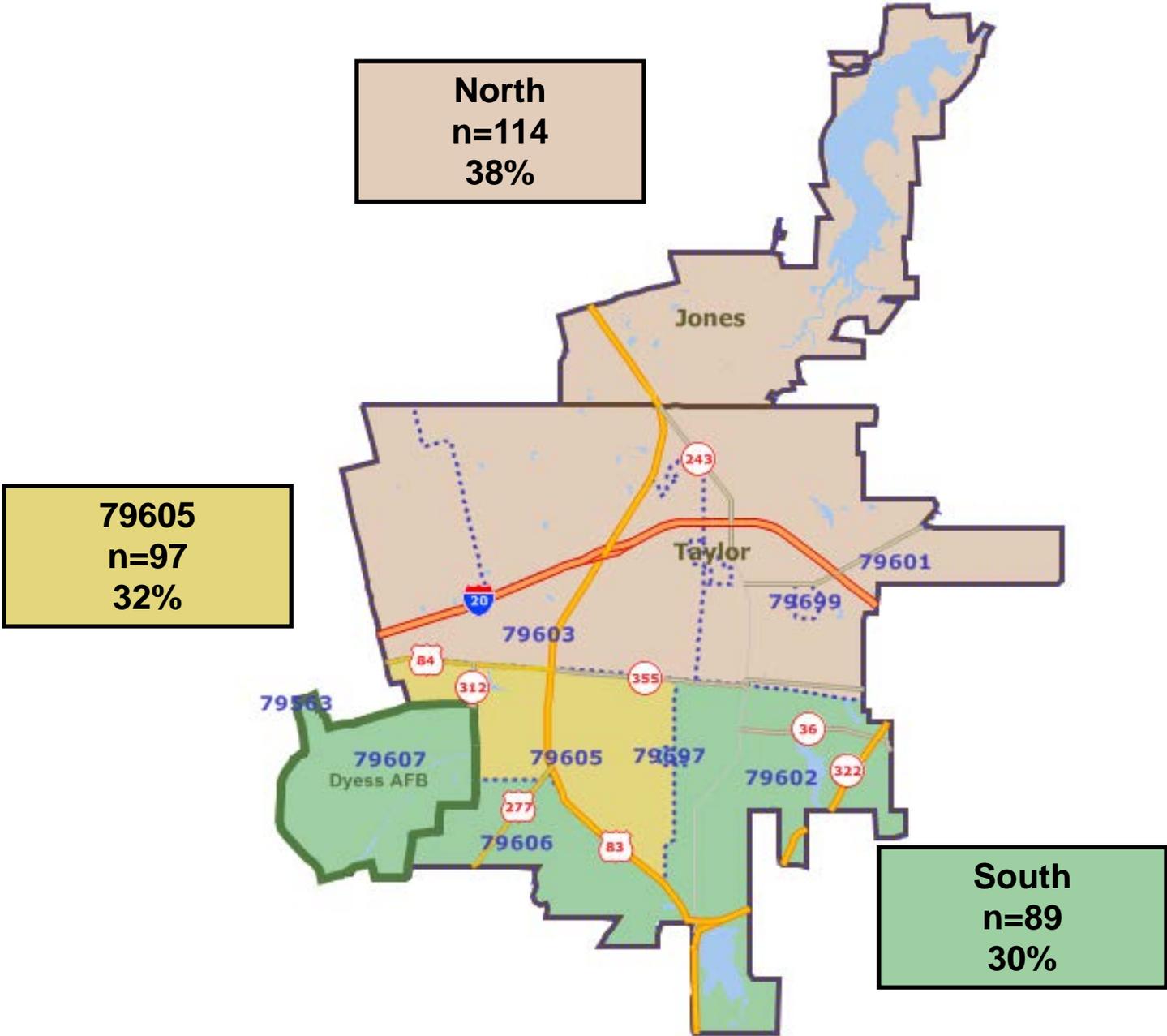
Multiple regression is used to measure importance of specific information between initial and informed ballots

6

Demographics



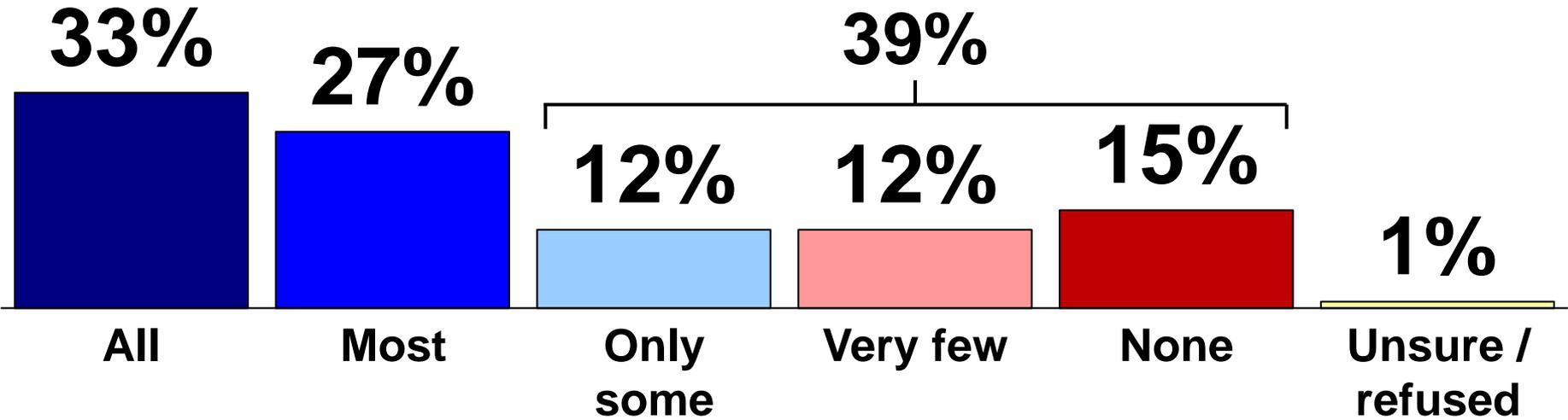
DISTRIBUTION OF INTERVIEWS BY REGION



VOTING BEHAVIOR

Q1. Thinking about local elections for a moment -- would you say that you vote in all, most, only some, very few, or none of the local elections dealing with bond issues, taxes and local development projects?

	Base	All	Most	Some - None	Unsure
Total	300	33%	27%	39%	1%
SCPARENT - Parent of an AISD Student					
Parent	111	23%	23%	53%	1%
Non-Parent	189	39%	30%	31%	1%
RAGE55 - Age					
18-44	64	17%	19%	62%	2%
45-54	41	24%	34%	41%	0%
55-64	67	36%	27%	38%	0%
65 or older	127	43%	29%	28%	1%



NAME AWARENESS LEVELS

(Ranked by Positive % plus Negative %)



Positive /
Negative
Ratio

Abilene Independent
School District



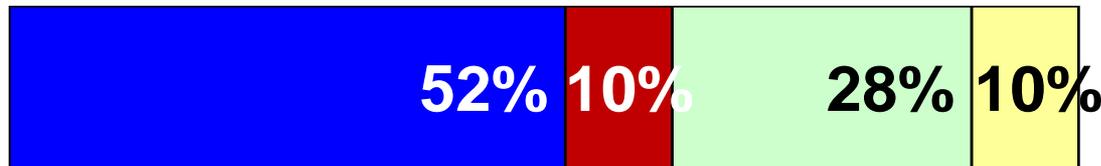
5.4:1

Teachers in
Abilene ISD



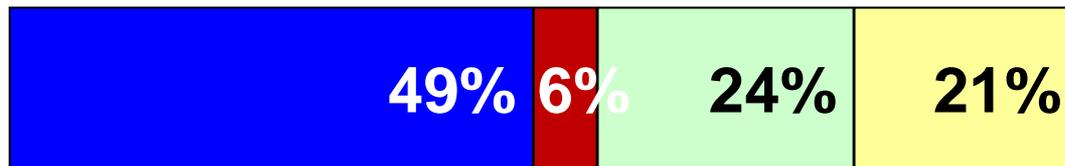
21.3:1

Abilene ISD Board
of Trustees



5.2:1

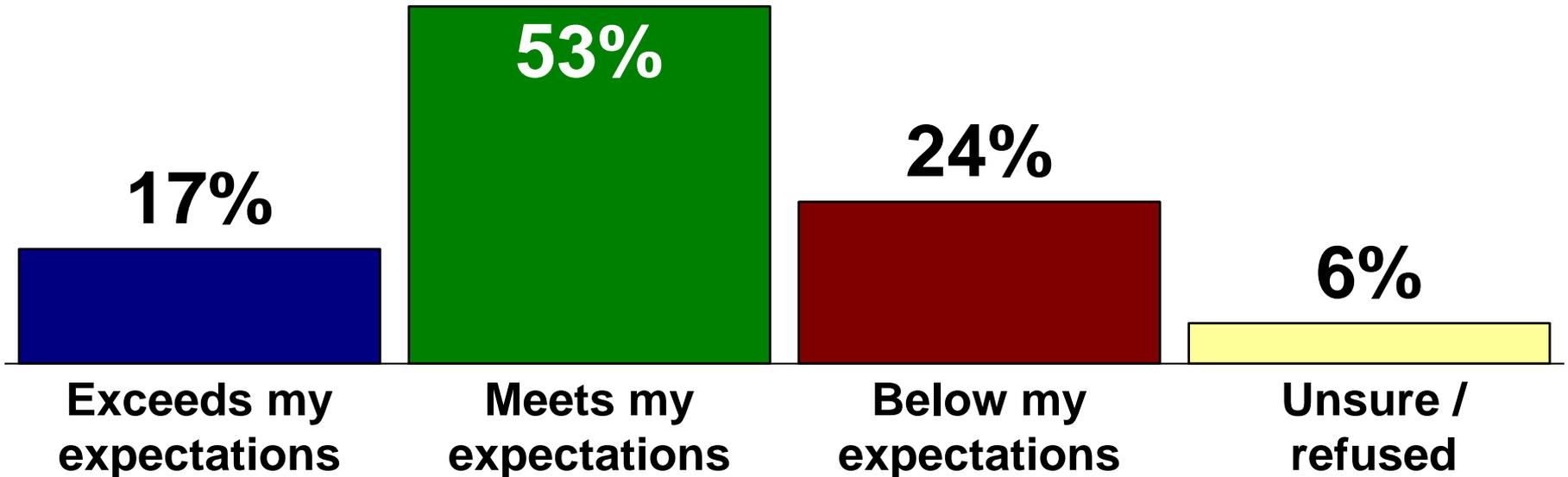
Abilene ISD
Superintendent
David Young



8.2:1

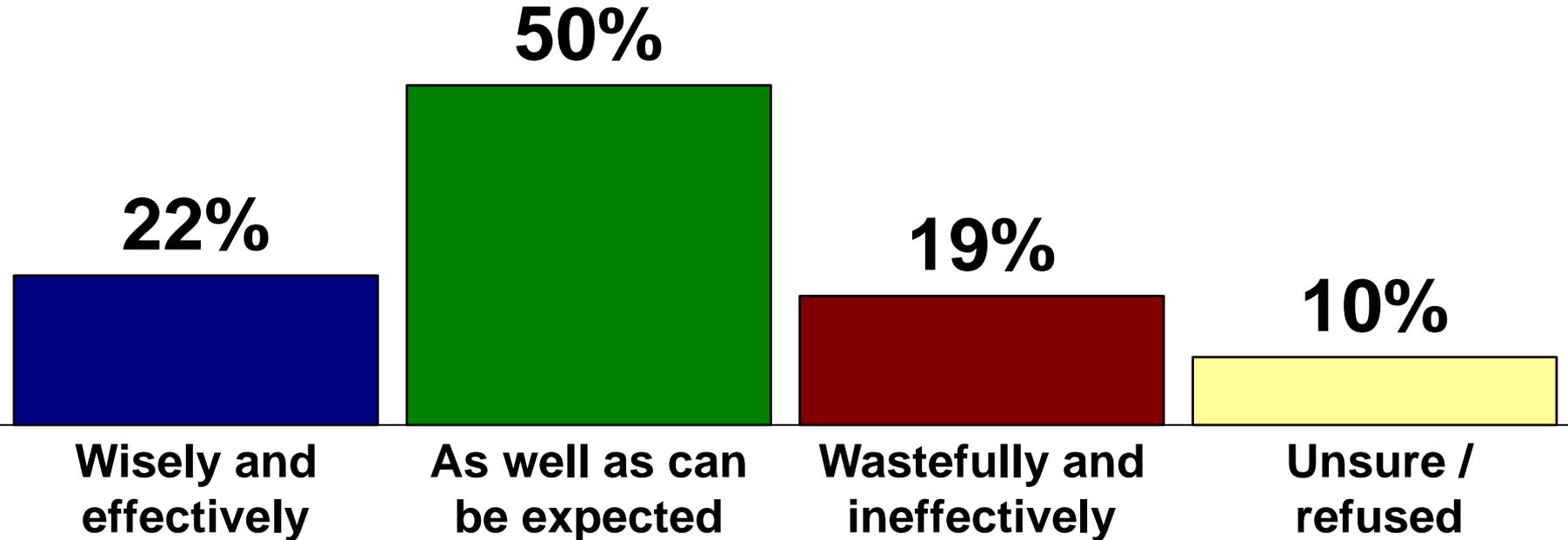
QUALITY OF EDUCATION

Q8. Would you rate the quality of education in Abilene ISD as...



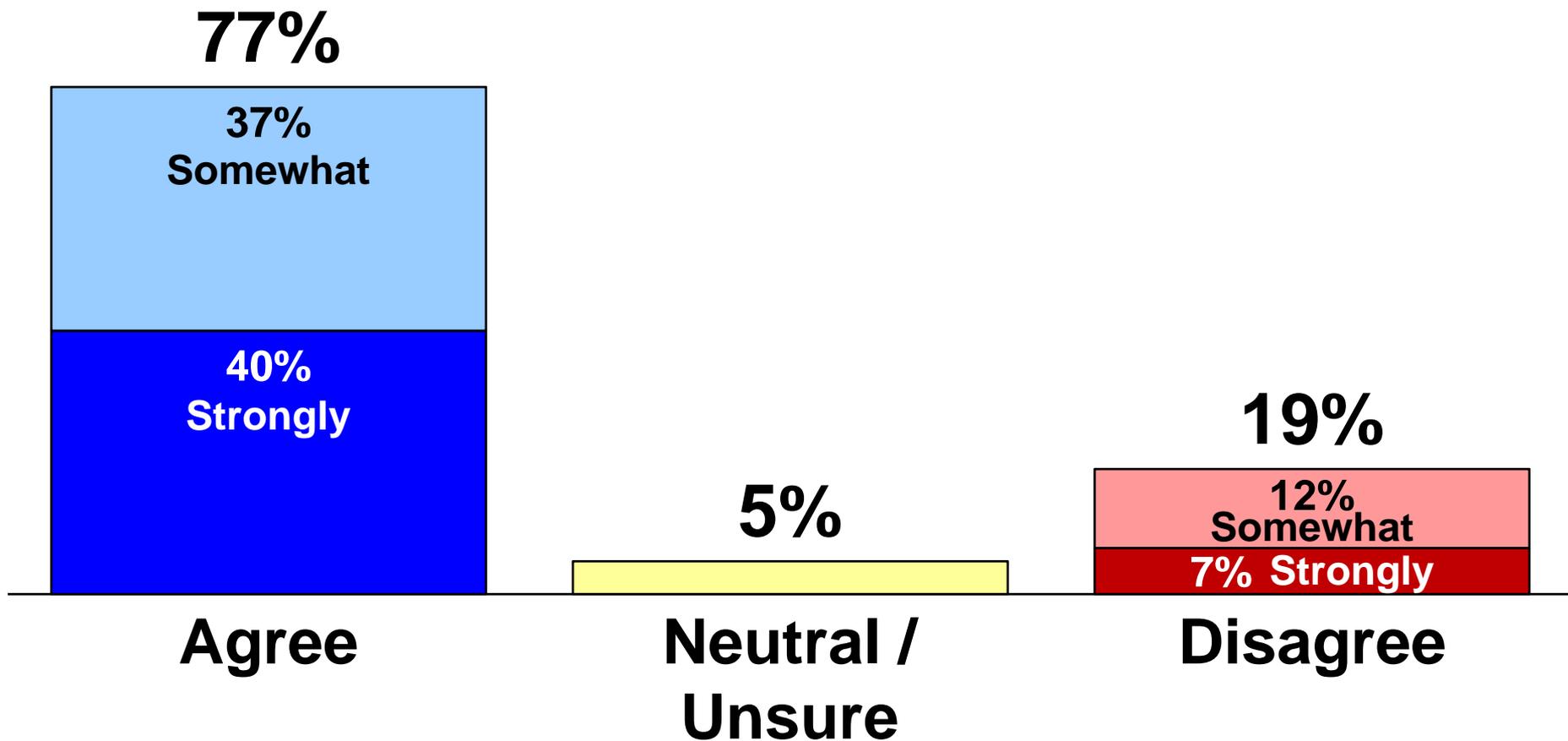
DISTRICT OPERATIONS

Q9. Which of the following best describes your opinion of how Abilene ISD manages the money it has to operate the school district?



ABILENE ISD SCHOOLS

Q10. Please tell me if you strongly agree, somewhat agree, somewhat disagree, or strongly disagree with the following statement...Abilene ISD schools are attractive and well maintained and make families want to live in Abilene.

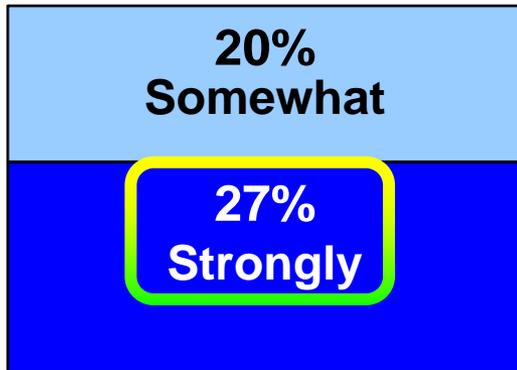


INITIAL BALLOT

Q6. Abilene ISD is considering calling a bond election for November 2018, and no amount has been set yet. But, if an election were held today would you vote for or against the issuance of \$132 million in bonds for constructing, renovating and equipping schools to be financed with property taxes?

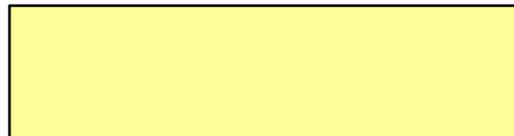
	Base	For / Strongly	Against / Strongly	TOTAL FOR	TOTAL AGAINST	DEPENDS / UNSURE	NET FOR
Total	300	27%	25%	47%	35%	17%	12%
SCPARENT - Parent of an AISD Student							
Parent	111	35%	22%	55%	33%	11%	22%
Non-Parent	189	22%	27%	42%	37%	21%	5%

47%



For

17%



**Depends /
Unsure**

35%

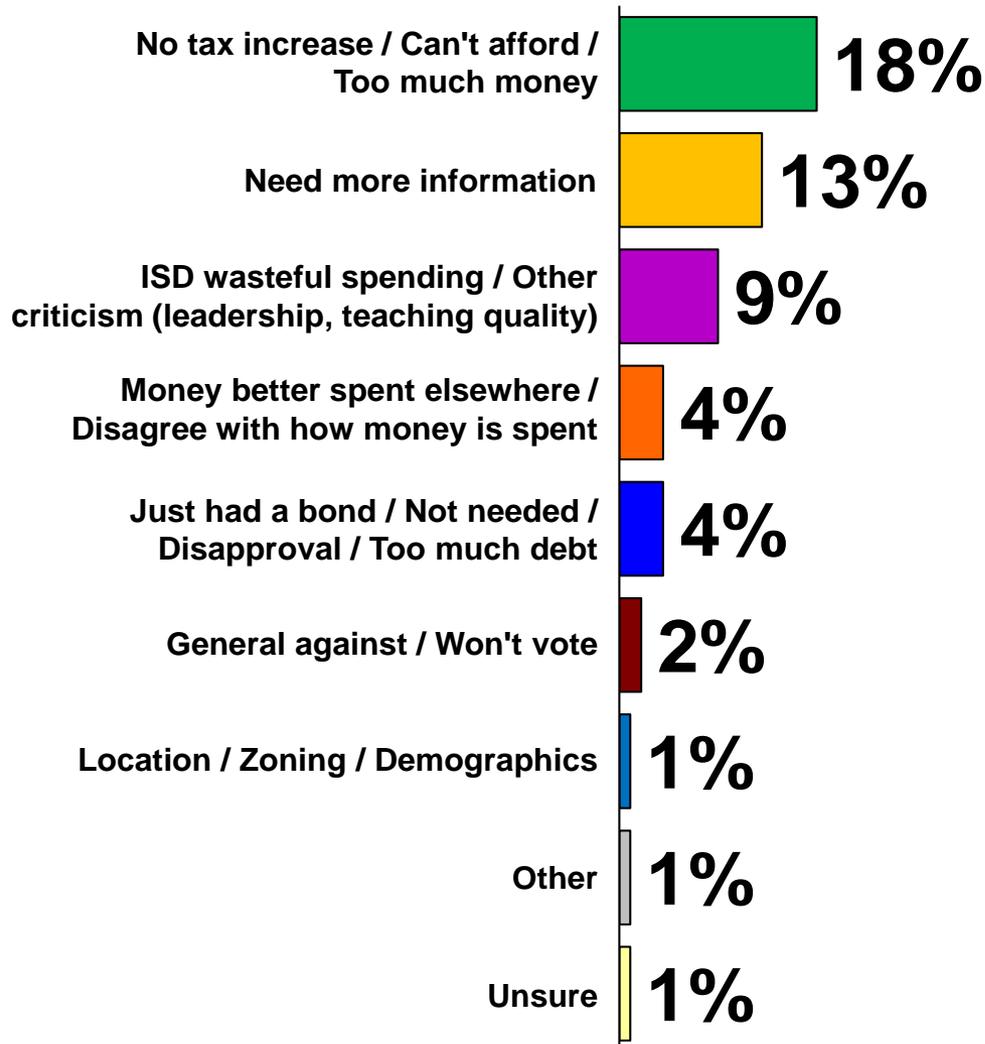


Against

WHY AGAINST / HESITANT

Q7. **IF NOT FOR BOND, ASK:** And in your own words, please tell me why you (would vote against / might be hesitant to support) a bond proposal.

47% not asked, for bond



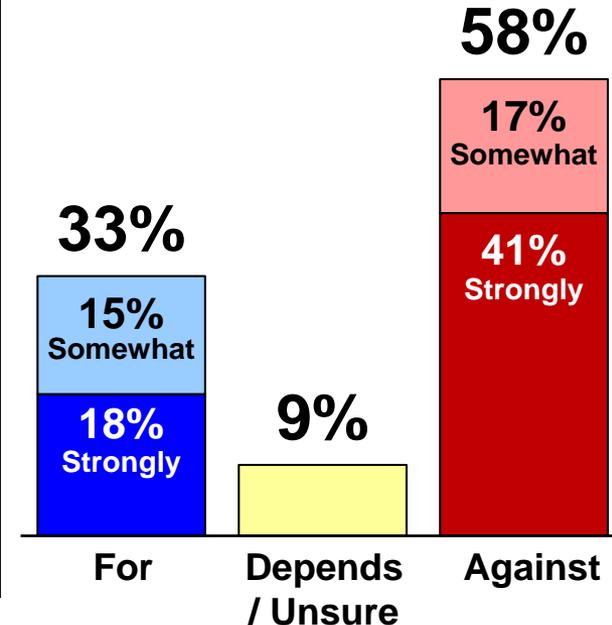
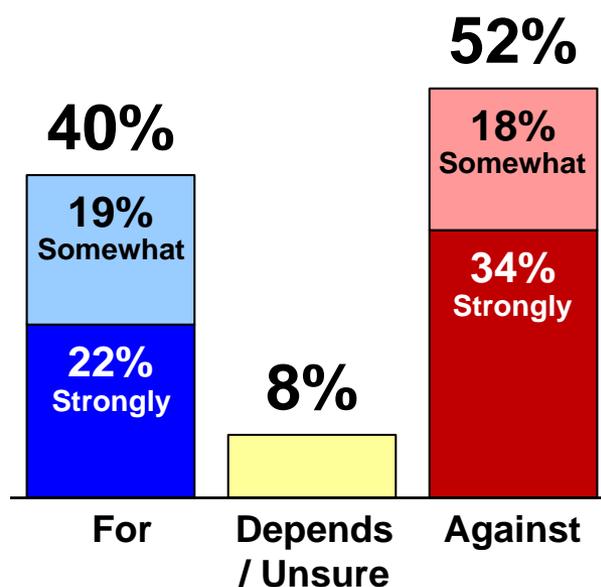
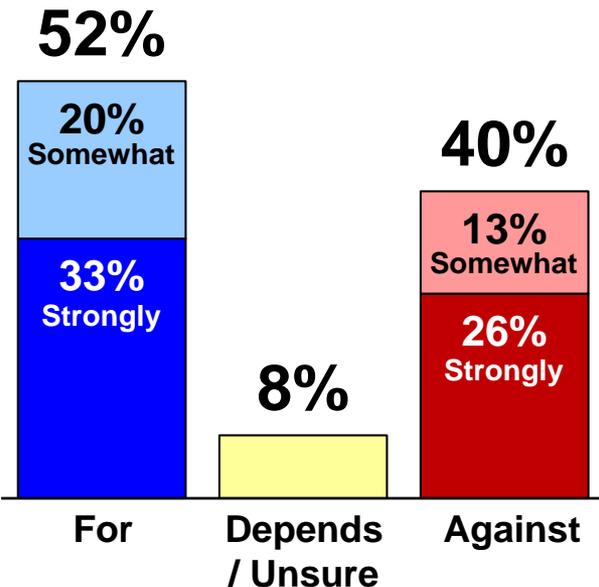
BOND AMOUNTS

Would you vote for or against the issuance of \$_____ million in school bonds, which would increase property taxes by approximately \$_____ per month for the average home value of \$107,000.

\$96 million
\$10.25 per mo.

\$132 million
\$13.67 per mo.

\$164 million
\$17.08 per mo.



BOND ELEMENTS

		Favor	Oppose	Net Favor
Q14	The bond could allow for construction of replacement campuses for as many as three elementary schools that are over 60 years old, in order to bring them to the same standard as newer schools in the district and improve equity for students.	75%	22%	+53%
Q15	New elementary schools will be more energy efficient, include modern learning spaces to support the latest approaches to learning, and will include updated safety and security features.	78%	17%	+61%
Q16	The bond could allow for improvements to CTE, or Career & Technical Education courses which provide students with hands-on-learning in a variety of fields including engineering, robotics, manufacturing, agriculture, culinary arts, and health care.	88%	10%	+79%
Q17	Currently 63% of high school students participate in CTE programs. The bond could allow for construction of a new Career & Technical Education Center to expand program offerings for these popular and innovative programs that prepare students for college and careers.	87%	10%	+77%
Q18	Over 2,200 middle school and high school students participate in musical fine arts and many of the facilities are undersized and outdated. The bond could allow for upgrades to choir, band and orchestra spaces in high schools and middle schools in order to (Ver X: provide facilities comparable to what is offered by other districts of similar size / Ver Y: have modern and appropriate space for these popular programs).	84%	13%	+71%

BOND ELEMENTS

		Favor	Oppose	Net Favor
Q19	Currently there is no lighting at any of the district's baseball and softball fields or tennis courts. The bond could allow for installation of lighting at these facilities at Abilene and Cooper High Schools which would increase safety, reduce the loss of instruction time from having to play earlier in the day, and allow more teams to compete and host games after dark.	74%	22%	+52%
Q20	The bond could allow for installation of (Ver X: synthetic / Ver Y: artificial) turf to the baseball and softball fields and practice football fields at Abilene and Cooper High Schools, resulting in water savings, improved student safety and increased access for other extracurricular student groups.	67%	30%	+37%
Q21	Currently the district's middle schools do not have tracks. The bond could add track and field areas to middle schools and would also allow for a new track and field facility at Shotwell Stadium so the district could host meets.	68%	28%	+39%
Q22	Many of the air conditioning and heating systems in the district's schools are at the end of their life span and this bond would allow for upgrades to these systems, which will increase energy efficiency and keep students and teachers in an optimal learning environment.	87%	11%	+75%

BOND ELEMENTS

		Favor	Oppose	Net Favor
Q23	A diverse citizen advisory committee met seven times over the course of four months to evaluate the needs of the district, and this bond will be based on their recommendations.	66%	24%	+42%
Q24	Existing state law freezes the tax rate of homeowners 65 years of age or older. Senior citizens who file their exemption will not have to pay any additional property taxes associated with this bond package.	85%	9%	+75%
Q25	Because of rising construction costs and inflation, this bond package could save taxpayers money because it is less expensive to construct and renovate facilities now than to wait and do it five or ten years from now.	74%	21%	+52%
Q26	(Ver A: While some of the bond funds will be spent on improving athletics and fine arts facilities, the / Ver B: The) majority of the bond funds will go toward replacing older elementary schools and a new Career and Technical Education Center (Ver B: , while additional funds will be spent on improving athletics and fine arts facilities).	75%	19%	+56%
Q27	The last bond was completed on time and under budget and this bond would be implemented using the same practices.	76%	19%	+56%
Q28	The last bond, which replaced aging elementary schools and updated safety and security at all campuses, was part of a master facilities plan, and this proposed bond is a continuation of that plan to improve and modernize district facilities.	76%	20%	+55%

MESSAGE STATEMENTS

	Favor	Oppose	Net Favor
Q29) Supporters of the bond say that renovations and improvements to school buildings will help attract new families to Abilene ISD and keep the district competitive with surrounding districts, private schools and charter schools.	64%	29%	+35%
Q30) By maintaining and updating facilities, Abilene ISD is able to continue offering unique and varied programs, giving students access to learning experiences that are not available in surrounding districts.	77%	16%	+61%
Q31) Supporters of the bond say that renovations and improvements to school buildings will help the district recruit and retain high-quality teachers.	67%	27%	+40%
Q32) Opponents of the bond say it includes too much spending for fine arts and athletics and includes many things that are not needed.	40%	47%	-7%
Q33) Some people say the bond will increase property taxes that will impact families and small businesses and will increase local debt that we'll be paying for years to come.	47%	44%	+3%
Q34) Some people say the district just had a bond and doesn't need another at this time.	49%	40%	+9%

INFORMED BALLOT

Q35. Having heard more about it would you vote for or against the issuance of \$132 million in bonds for constructing, renovating and equipping schools to be financed with property taxes?

	Base	For / Strongly	Against / Strongly	Net intensity	For / Strongly	Against / Strongly	Net intensity
SCPARENT - Has AISD Student							
Parent	111	35%	22%	13%	38%	20%	18%
Non-Parent	189	22%	27%	-5%	27%	25%	2%

59%

28%
Somewhat

31%
Strongly

6%

35%

12%
Somewhat

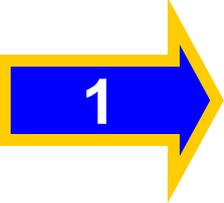
23%
Strongly

For

**Depends /
Unsure**

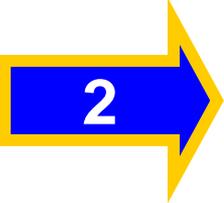
Against

CONCLUSIONS



1

70% say the quality of education in Abilene ISD meets (53%) or exceeds (17%) their expectations while one-quarter (24%) say it is below their expectations.



2

If the election were held today 47% would vote for and 35% would vote against a bond of \$132 million. Intensity figures among the total sample show a toss-up (27% for and 25% against). Parents are more likely to be strongly for it while non-parents are more likely to be strongly against it.



3

A majority of respondents favor all of the potential bond projects tested.



4

After learning more about the bond, 59% would vote for it and 35% are against it. Informed intensity among non-parents is tight while parents are more intensely supportive than opposed.