

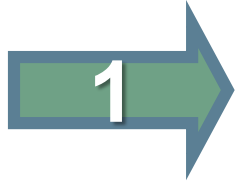
SPRING ISD SURVEY

April 28 - May 3, 2022

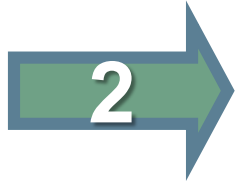
N = 350 respondents

margin of error: $\pm 5.2\%$

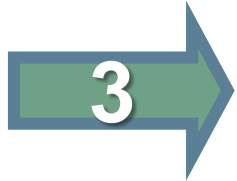
OBJECTIVES



Measure voter attitudes of Spring I.S.D.



Measure current levels of support/opposition to potential bond proposals, testing ballot language (INITIAL BALLOTS).



Measure favorability of potential bond projects.



Re-test support of bond proposals after respondents have learned more about the projects (INFORMED BALLOTS).



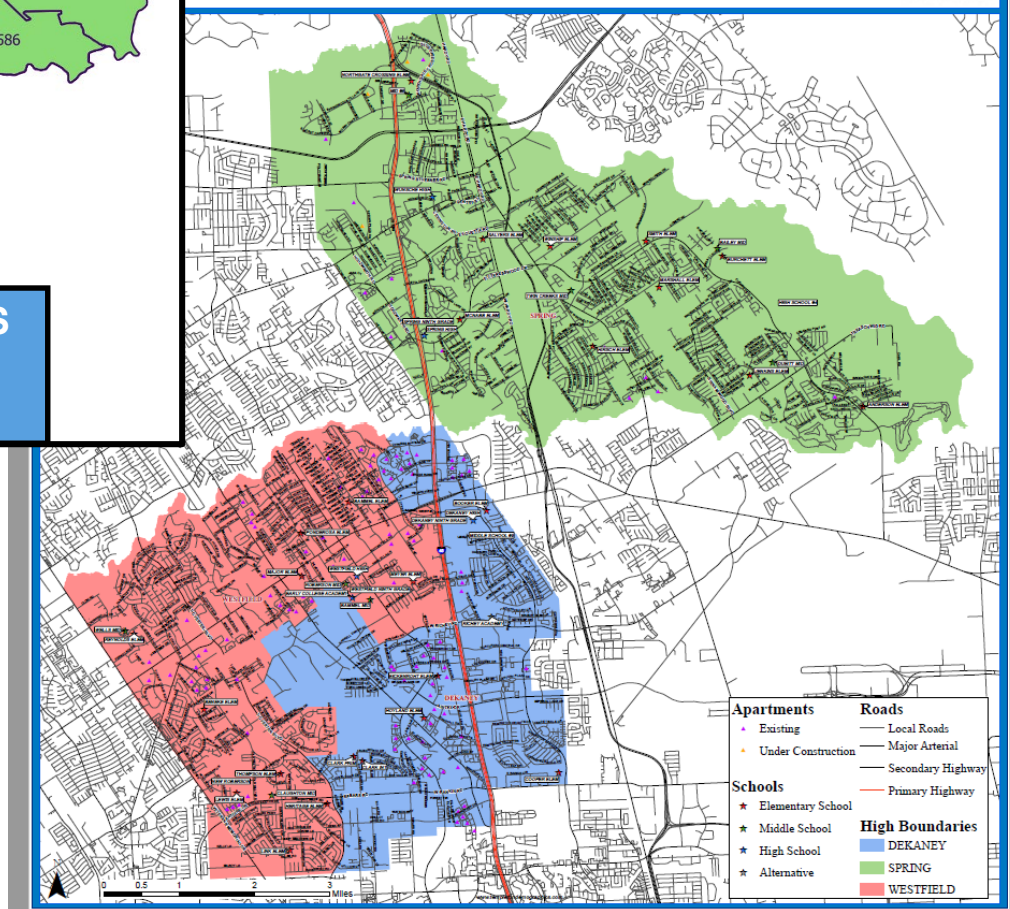
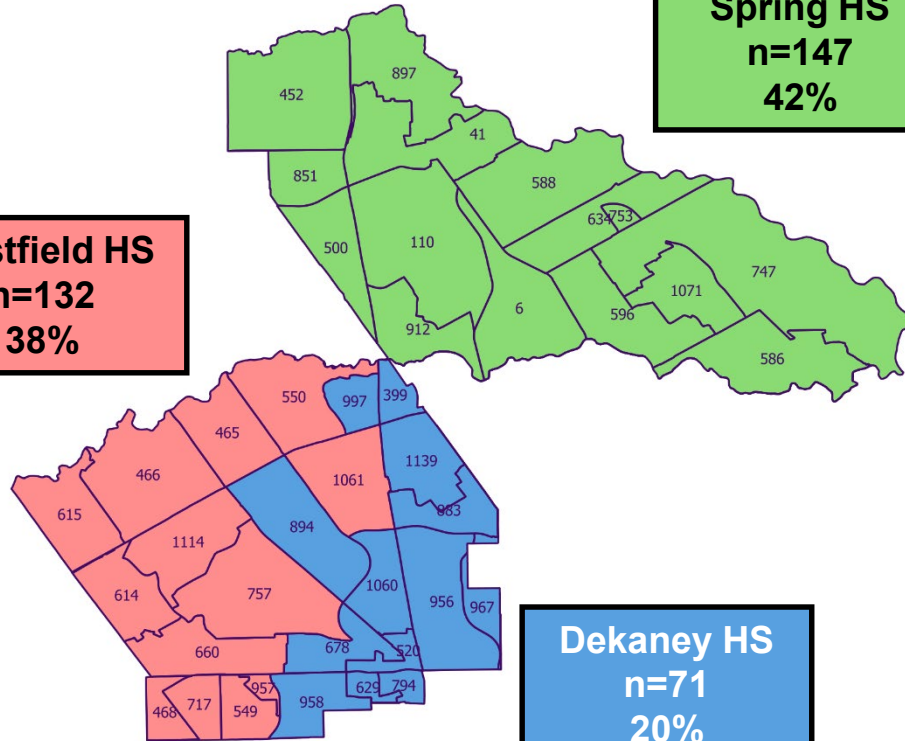
Determine which elements of the bond correlate most with support.

DISTRIBUTION OF INTERVIEWS BY REGION

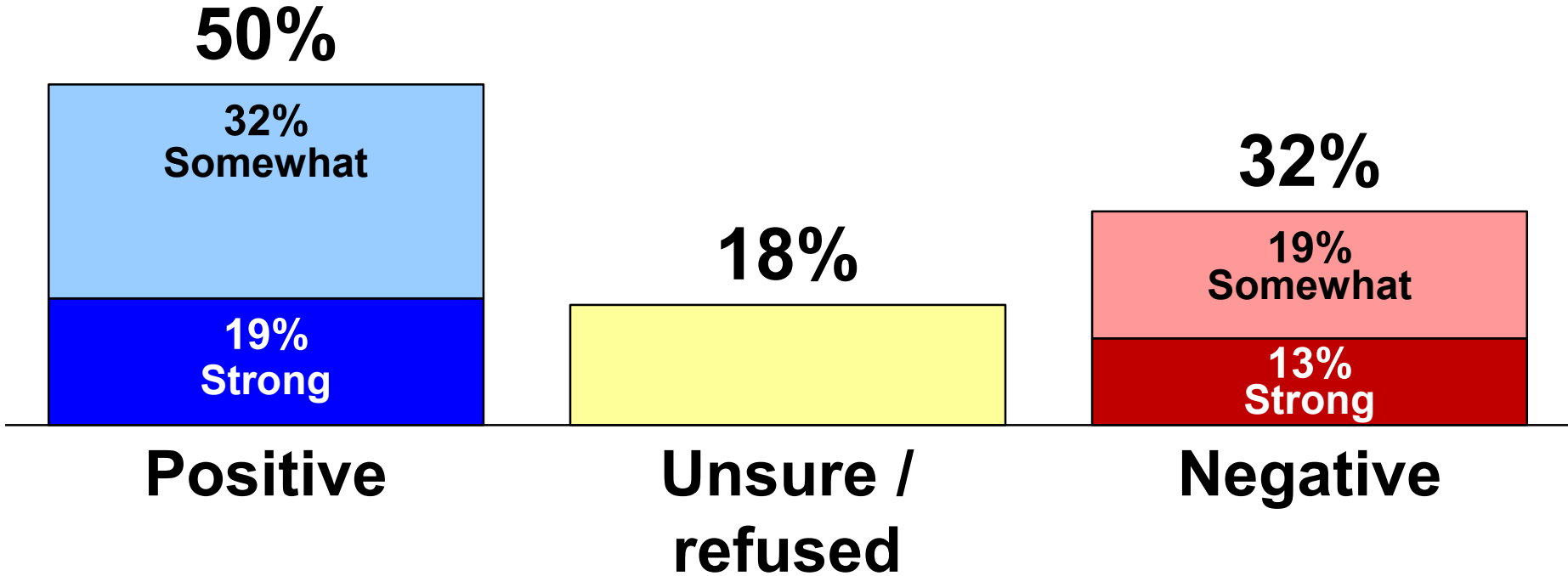
Spring HS
n=147
42%

Westfield HS
n=132
38%

Dekaney HS
n=71
20%



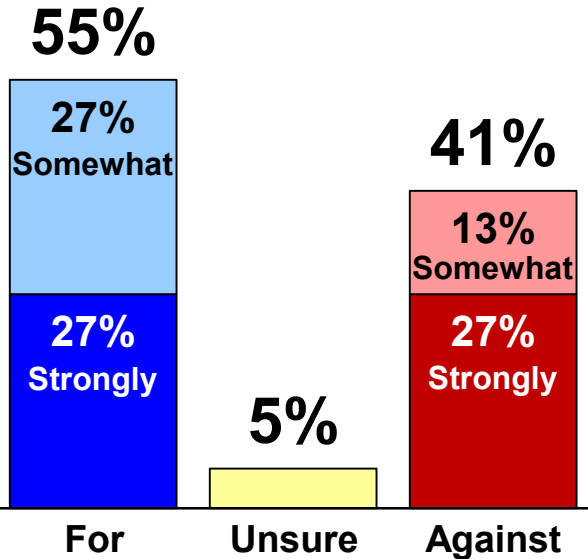
Q1. Do you have a positive or negative impression of the Spring Independent School District?



INITIAL BALLOT ON \$490/\$460M

Q4. Would you vote for or against the issuance of (**Ver X: \$490 / Ver Y: \$460**) million in bonds for the construction, renovation and equipment of school buildings and the purchase of school buses, and the levying of a property tax increase to pay for the bonds?

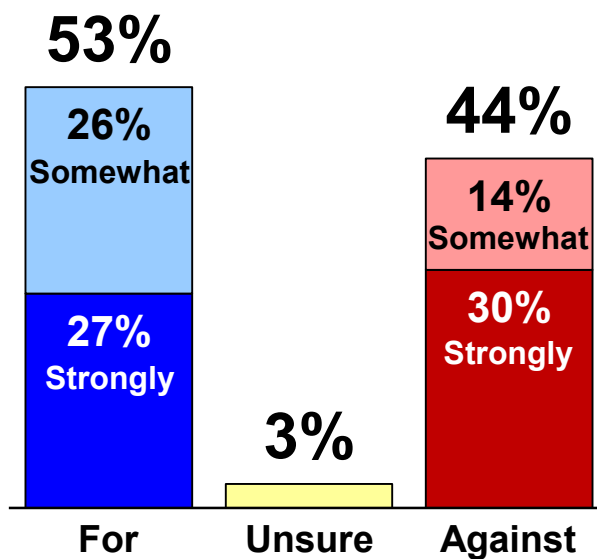
For		Against
55%	Ver X	40%
54%	Ver Y	41%



INITIAL BALLOT ON \$80/\$110M

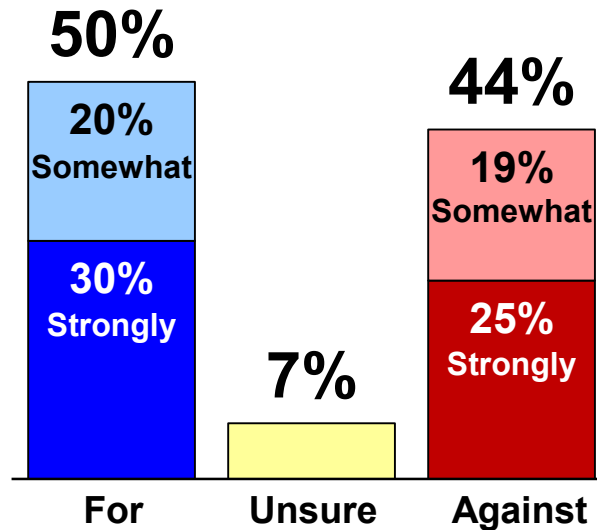
Q5. Would you vote for or against the issuance of (**Ver X: \$80 / Ver Y: \$110**) million in bonds for the construction and equipment of an All-purpose events and education center for performances, concerts, science fairs, robotics and career and technology exhibitions, indoor athletic competitions, graduations and convocations, and levying of a property tax increase to pay for the bonds?

For		Against
54%	Ver X	43%
53%	Ver Y	45%



INITIAL BALLOT ON \$30M

Q6. Would you vote for or against the issuance of \$30 million in bonds for the acquisition and improvement of instructional technology, and the levying of a property tax increase to pay for the bonds?



INITIAL BALLOT ON GENERAL

	Base	For / Strongly	Against / Strongly	TOTAL FOR	TOTAL AGAINST	Extrap. For
Total	350	27%	27%	55%	41%	53.6%
SCPARENT - Parent of a SISD Student						
Parent	110	36%	25%	59%	36%	60.6%
Non-Parent	240	23%	28%	52%	43%	49.9%★
NOV1820 - NOV 2018 & 2020						
Voted in both	214	23%	30%	51%	44%	48.5%★
Voted in just one	79	32%	24%	55%	38%	58.1%
Voted in neither	56	37%	23%	66%	32%	64.5%
R3N1820						
Nov 18&20 / All-Most	151	20%	33%	50%	45%	45.2%★
Others	199	33%	23%	58%	38%	59.7%
RAGE49 - Age						
18-49	143	30%	23%	61%	35%	60.1%
50-64	116	29%	34%	50%	46%	49.1%★
65 or older	87	21%	24%	51%	41%	51.1%
SREGN - Sample Regions						
Spring HS	147	21%	37%	44%	48%	42.0%★
Dekaney HS	71	30%	23%	64%	36%	60.3%
Westfield HS	132	33%	19%	61%	35%	63.5%
RRACE - Race & Ethnicity						
Anglo	93	21%	37%	46%	49%	42.3%★
African-American	148	30%	21%	60%	35%	61.0%
Hispanic	70	30%	23%	54%	41%	56.7%
Other	39	28%	38%	56%	42%	49.8%
RPARTYTS - PARTISAN VOTE BEHAVIOR						
Republican	84	14%	50%	31%	66%	26.9%★
Independent	97	25%	30%	52%	42%	50.4%
Democratic	169	35%	15%	68%	28%	70.4%

★ Indicates under 50%

The "Extrap. For" column is derived from averaging:

- The Extrapolated Percentage of the Strongly For which is derived by this formula: [% Strong For / (% Strong For + Strong Against)]

and

- The Extrapolated Percentage of Total For which is derived by this formula: [% Total For / (% Total For + % Total Against)].

This allows us to look at the proportion of those with an opinion, including those with a strong opinion.

INITIAL BALLOT ON EEC

	Base	For / Strongly	Against / Strongly	TOTAL FOR	TOTAL AGAINST	Extrap. For
Total	350	27%	30%	53%	44%	51.0%
SCPARENT - Parent of a SISD Student						
Parent	110	33%	24%	60%	38%	59.6%
Non-Parent	240	24%	33%	50%	46%	47.1%★
NOV1820 - NOV 2018 & 2020						
Voted in both	214	22%	35%	50%	48%	44.8%★
Voted in just one	79	35%	22%	58%	39%	60.6%
Voted in neither	56	32%	21%	59%	36%	61.2%
R3N1820						
Nov 18&20 / All-Most	151	22%	40%	49%	49%	42.7%★
Others	199	30%	22%	57%	40%	58.2%
RAGE49 - Age						
18-49	143	26%	23%	56%	41%	55.4%
50-64	116	32%	34%	55%	45%	51.7%
65 or older	87	21%	35%	47%	46%	44.0%★
SREGN - Sample Regions						
Spring HS	147	19%	42%	42%	56%	37.0%★
Dekaney HS	71	38%	23%	63%	37%	62.6%
Westfield HS	132	30%	20%	61%	35%	61.8%
RRACE - Race & Ethnicity						
Anglo	93	14%	43%	35%	57%	31.3%★
African-American	148	35%	21%	66%	34%	64.3%
Hispanic	70	25%	25%	53%	44%	52.3%
Other	39	28%	41%	48%	52%	44.3%
RPARTYTS - PARTISAN VOTE BEHAVIOR						
Republican	84	10%	50%	28%	67%	23.1%★
Independent	97	21%	32%	48%	47%	45.1%★
Democratic	169	39%	19%	68%	30%	68.3%

★ Indicates under 50%

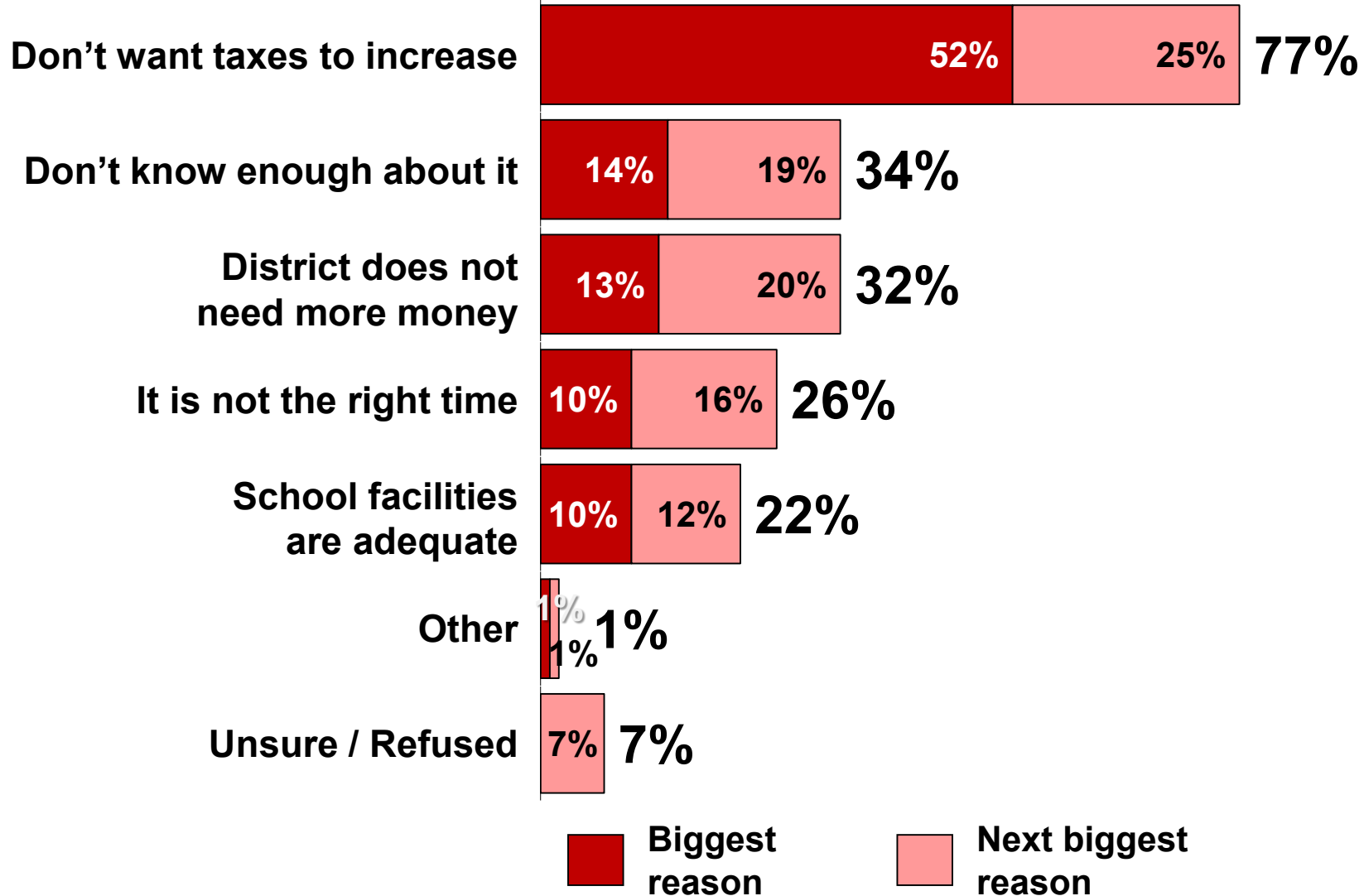
INITIAL BALLOT ON TECH

	Base	For / Strongly	Against / Strongly	TOTAL FOR	TOTAL AGAINST	Extrap. For
Total	350	30%	25%	50%	44%	53.9%
SCPARENT - Parent of a SISD Student						
Parent	110	33%	17%	57%	38%	63.0%
Non-Parent	240	28%	29%	46%	47%	49.3%★
NOV1820 - NOV 2018 & 2020						
Voted in both	214	29%	27%	47%	47%	50.9%
Voted in just one	79	31%	22%	50%	41%	56.7%
Voted in neither	56	33%	22%	57%	38%	60.0%
R3N1820						
Nov 18&20 / All-Most	151	30%	30%	46%	47%	49.7%★
Others	199	30%	21%	52%	42%	57.1%
RAGE49 - Age						
18-49	143	33%	16%	55%	40%	62.6%
50-64	116	26%	33%	47%	49%	46.5%★
65 or older	87	29%	29%	45%	44%	50.3%
SREGN - Sample Regions						
Spring HS	147	27%	35%	41%	52%	43.8%★
Dekaney HS	71	35%	21%	55%	41%	59.9%
Westfield HS	132	30%	16%	56%	37%	62.7%
RRACE - Race & Ethnicity						
Anglo	93	22%	34%	37%	52%	40.4%★
African-American	148	35%	16%	61%	36%	65.8%
Hispanic	70	30%	25%	44%	46%	51.7%
Other	39	30%	40%	45%	49%	45.4%
RPARTYTS - PARTISAN VOTE BEHAVIOR						
Republican	84	12%	45%	24%	68%	23.6%★
Independent	97	30%	29%	51%	39%	53.8%
Democratic	169	39%	13%	62%	34%	69.8%

★ Indicates under 50%

Q7. Which one of the following is the biggest reason you would vote against the bond proposal of (**Ver X: \$490 / Ver Y: \$460**) million in bonds to construct, renovate and equip school buildings?

(n=142 respondents who would vote against)



PROJECTS AND ELEMENTS

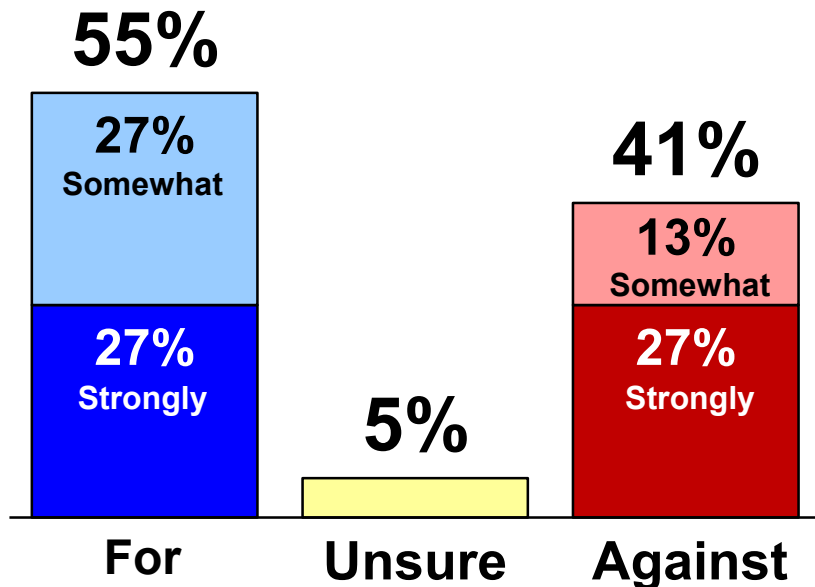
		Total Favor	Total Oppose
Q9	(Ver A: The bond / Ver B: A large portion of the bond) could allow for construction of a replacement school for Spring High School.	55%	40%
Q10	Spring High School has exceeded its useful life and is in need of continual repair, so instead of spending millions of dollars on this old building the bond could allow for investment in a new school.	64%	34%
Q11	Spring High School is outdated and does not meet current education standards, and a new school would (Ver A: be more comparable to other schools in the region / Ver B: have modern features) and expand academic program offerings.	65%	32%
Q12	This bond would be the first step in the district's plan to eventually bring all its high schools to modern standards, and this bond would allow for the design plans for a future new Westfield High School.	69%	28%
Q13	In the growing northeast portion of the district over 700 new homes were added last year alone and many schools are or nearing capacity. This bond could allow for either new schools or expansions to accommodate this growth.	78%	20%
Q14	The bond could allow for improvements to campus safety and security including enhanced fencing and gates, upgrades to the emergency communication system, and more secure entrances to schools.	80%	19%
Q15	This bond could allow for addressing deferred maintenance of aging school buildings such as repairs and upgrades to mechanical, electrical, and plumbing systems, roofing, flooring, paint and other interior finishes.	78%	21%
Q16	This bond could allow for construction of an Elementary School of Choice with a focus on either fine arts, STEM or foreign language, as continuation of the district's commitment to have more opportunities and choice.	67%	32%
Q17	Ver A: 40% of Spring ISD students rely on the bus to get to school. This bond could allow for the purchase of new buses to keep the district on their bus replacement schedule. / Ver B: Each year the district's bus fleet travels over 2.5 million miles. This bond could allow for the purchase of buses to replace those which have reached the end of their 17-year life span.	80%	19%
Q18	This bond could allow for improvements to technology infrastructure throughout the district to improve access, speed, (Ver A: reliability and cyber security of the network / Ver B: and reliability of the network which supports modern classrooms).	78%	20%
Q30	A majority of high school students participate in either fine arts, athletics, career and technology programs or extracurricular academic programs. The events and education center (Ver X: can be used by many of these programs which enrich the development, character and education of students / Ver Y: will allow the district to enhance program offerings for students).	74%	25%
Q31	The district does not have a venue large enough for districtwide fine arts performances nor does it have an appropriate space for large academic meets and exhibitions. The events and education center would include a theater, athletic court and other flexible spaces and rooms for academic and special events.	69%	30%

MORE INFORMATION

		Total Favor	Total Oppose
Q19	A diverse steering committee of citizens, community leaders and parents will meet to study and prioritize the district's needs, and the bond will include their recommendations.	78%	19%
Q20	Because construction costs increase each year, delaying projects makes them more expensive to complete in the future, so this bond will save taxpayer dollars by addressing needs now.	67%	31%
Q21	If passed, these bonds will NOT increase tax rates for senior citizens, since their property tax rates are frozen.	78%	18%
Q22	If all three bonds pass they will total \$600 million and increase property taxes by \$50 per year for every \$100,000 of taxable property value.	51%	47%
Q23	The district has used a conservative estimate for the expected tax increase, just as they did with the last bond which actually came in with a lower tax rate than was projected.	67%	30%
Q24	The district completed all the projects promised in the last bond, delivering them on time and on budget and this bond would be implemented by the same team, using the same practices.	70%	27%
Q25	The district's current tax rate is similar to many other peer districts in the area, and even if these bonds pass, the rate will still be similar.	65%	31%
Q26	By state law, none of the bond funds can be used to increase teacher pay.	32%	65%
Q27	The last bond passed in 2016 is still being paid off and this bond will increase local debt that will take 30 years to pay off.	37%	60%
Q28	The tax increase from this bond will be in addition to the increased property taxes that resulted from higher home appraisals.	42%	55%

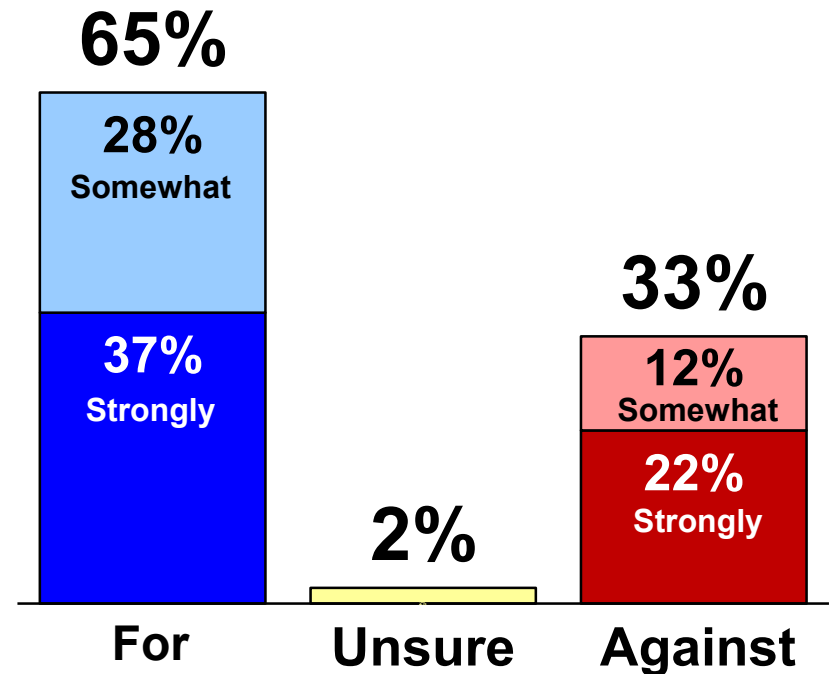
INITIAL BALLOT ON GENERAL

Q4. Would you vote for or against the issuance of (**Ver X: \$490 / Ver Y: \$460**) million in bonds for the construction, renovation and equipment of school buildings and the purchase of school buses, and the levying of a property tax increase to pay for the bonds?



INFORMED BALLOT ON GENERAL

Q29. Having heard more about it, would you vote for or against the issuance of (**Ver X: \$490 / Ver Y: \$460**) million in bonds for the construction, renovation and equipment of school buildings and the purchase of school buses, and the levying of a property tax increase to pay for the bonds?



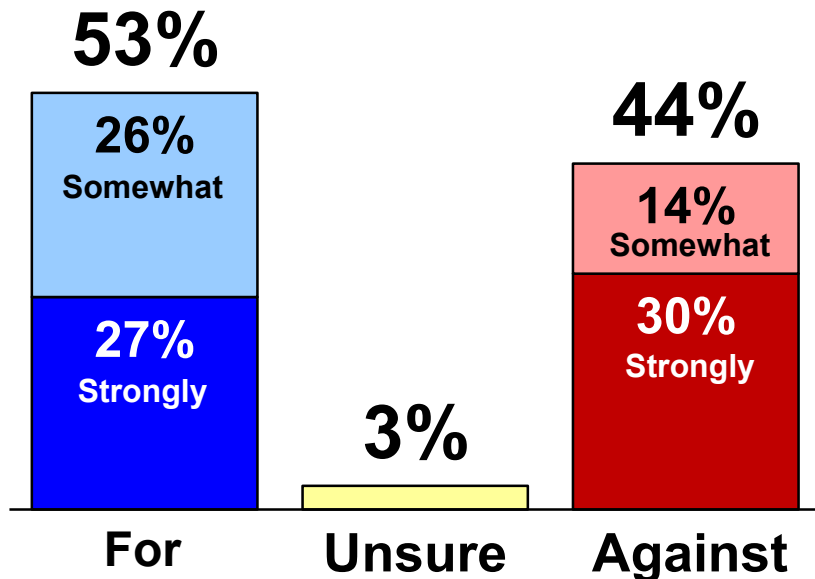
INFORMED BALLOTS ON GENERAL

★ Indicates under 50%

	Base	For / Strongly	Against / Strongly	TOTAL FOR	TOTAL AGAINST	Extrap. For	Increase from Initial
Total	350	37%	22%	65%	33%	64.5%	11%
SCPARENT - Parent of a SISD Student							
Parent	110	45%	16%	73%	27%	73.4%	13%
Non-Parent	240	34%	24%	61%	36%	60.8%	11%
NOV1820 - NOV 2018 & 2020							
Voted in both	214	31%	24%	61%	38%	59.0%	10%
Voted in just one	79	43%	22%	68%	31%	67.4%	9%
Voted in neither	56	52%	11%	78%	20%	81.1%	17%
R3N1820							
Nov 18&20 / All-Most	151	29%	27%	57%	40%	55.3%	10%
Others	199	43%	18%	71%	28%	71.1%	11%
RAGE49 - Age							
18-49	143	43%	17%	70%	28%	71.5%	11%
50-64	116	33%	27%	58%	40%	57.1%	8%
65 or older	87	34%	21%	67%	30%	65.4%	14%
SREGN - Sample Regions							0%
Spring HS	147	33%	27%	58%	40%	57.1%	15%
Dekaney HS	71	44%	13%	75%	25%	76.1%	16%
Westfield HS	132	38%	21%	67%	31%	66.4%	3%
RRACE - Race & Ethnicity							
Anglo	93	28%	32%	55%	43%	51.4%	9%
African-American	148	40%	13%	74%	25%	75.1%	14%
Hispanic	70	46%	23%	65%	33%	66.5%	10%
Other	39	31%	30%	53%	43%	53.0%	3%
RPARTYTS - PARTISAN VOTE BEHAVIOR							
Republican	84	20%	42%	43%	57%	37.6%★	11%
Independent	97	41%	22%	64%	33%	65.5%	15%
Democratic	169	43%	11%	77%	21%	79.1%	9%

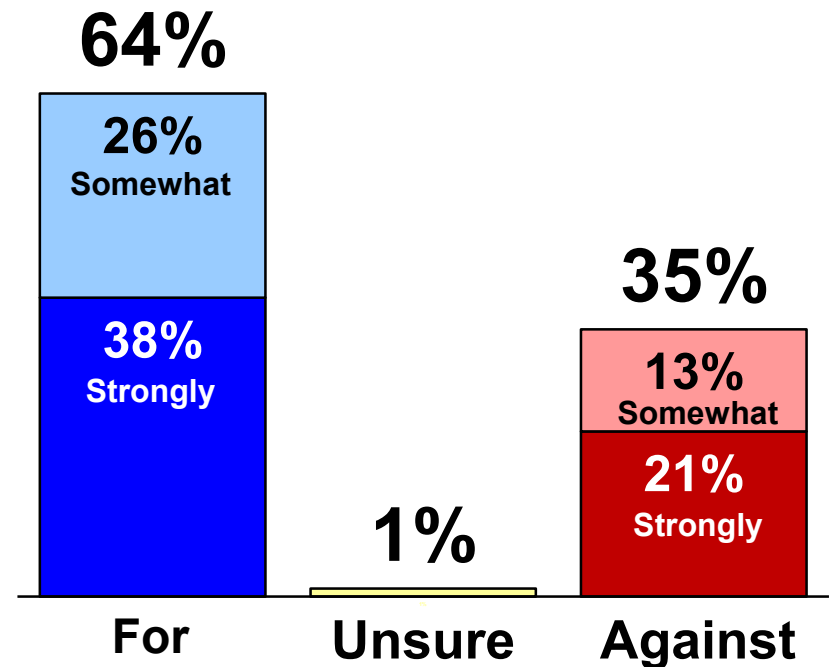
INITIAL BALLOT ON EEC

Q5. Would you vote for or against the issuance of (**Ver X: \$80 / Ver Y: \$110**) million in bonds for the construction and equipment of an All-purpose events and education center for performances, concerts, science fairs, robotics and career and technology exhibitions, indoor athletic competitions, graduations and convocations, and levying of a property tax increase to pay for the bonds?



INFORMED BALLOT ON EEC

Q32. Having heard more about it, would you vote for or against the issuance of (**Ver X: \$80 / Ver Y: \$110**) million in bonds for the construction and equipment of an All-purpose events and education center for performances, concerts, science fairs, robotics and career and technology exhibitions, indoor athletic competitions, graduations and convocations, and levying of a property tax increase to pay for the bonds?



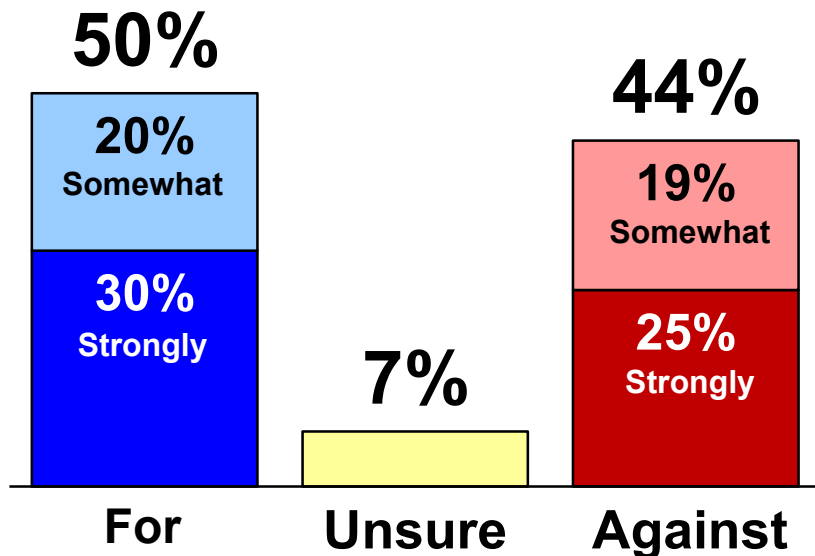
INITIAL & INFORMED BALLOT ON EEC

★ Indicates under 50%

	Base	For / Strongly	Against / Strongly	TOTAL FOR	TOTAL AGAINST	Extrap. For	Increase from Initial
Total	350	38%	21%	64%	35%	64.5%	14%
SCPARENT - Parent of a SISD Student							
Parent	110	49%	20%	65%	34%	68.3%	9%
Non-Parent	240	33%	22%	64%	35%	62.3%	15%
NOV1820 - NOV 2018 & 2020							
Voted in both	214	32%	24%	59%	39%	58.7%	14%
Voted in just one	79	46%	19%	70%	29%	70.7%	10%
Voted in neither	56	49%	14%	73%	27%	75.4%	14%
R3N1820							
Nov 18&20 / All-Most	151	30%	26%	59%	39%	56.9%	14%
Others	199	44%	18%	68%	31%	69.8%	12%
RAGE49 - Age							
18-49	143	42%	17%	69%	31%	70.1%	15%
50-64	116	38%	26%	61%	38%	60.5%	9%
65 or older	87	31%	22%	62%	35%	61.2%	17%
SREGN - Sample Regions							
Spring HS	147	30%	33%	53%	47%	50.3%	13%
DeKaney HS	71	49%	9%	76%	24%	80.2%	18%
Westfield HS	132	41%	15%	71%	27%	72.8%	11%
RRACE - Race & Ethnicity							
Anglo	93	27%	30%	51%	48%	49.4%★	18%
African-American	148	48%	14%	75%	24%	76.6%	12%
Hispanic	70	37%	22%	64%	35%	63.7%	11%
Other	39	25%	29%	54%	41%	51.6%	7%
RPARTYTS - PARTISAN VOTE BEHAVIOR							
Republican	84	19%	38%	39%	61%	36.2%★	13%
Independent	97	39%	24%	61%	36%	62.4%	17%
Democratic	169	46%	12%	78%	21%	79.0%	11%

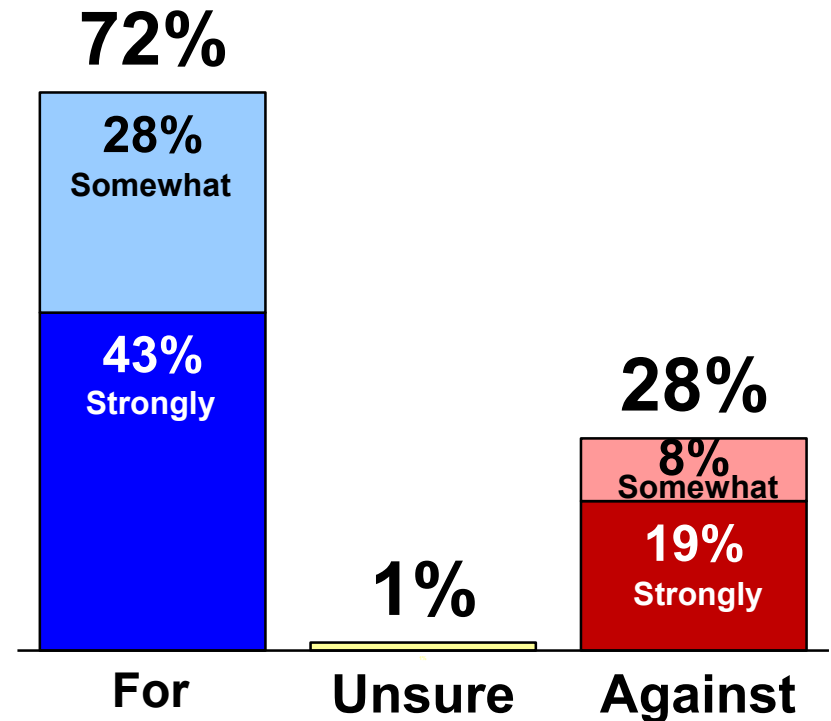
INITIAL BALLOT ON TECH

Q6. Would you vote for or against the issuance of \$30 million in bonds for the acquisition and improvement of instructional technology, and the levying of a property tax increase to pay for the bonds?



INFORMED BALLOT ON TECH

Q33. Now, on another matter, a bond for technology would allow for (**Ver A:** replacing outdated and worn out / **Ver B:** the purchase of) electronic learning devices, so students have access to the tools they need for modern learning. Hearing this, would you vote for or against the issuance of \$30 million in bonds for the acquisition and improvement of instructional technology, and the levying of a property tax increase to pay for the bonds?



INFORMED BALLOT ON TECH

★ Indicates under 50%

	Base	For / Strongly	Against / Strongly	TOTAL FOR	TOTAL AGAINST	Extrap. For	Increase from Initial
Total	350	43%	19%	72%	28%	70.7%	17%
SCPARENT - Parent of a SISD Student							
Parent	110	53%	14%	76%	24%	77.6%	15%
Non-Parent	240	39%	22%	69%	29%	67.2%	18%
NOV1820 - NOV 2018 & 2020							
Voted in both	214	39%	20%	70%	29%	68.4%	18%
Voted in just one	79	53%	21%	71%	29%	71.3%	15%
Voted in neither	56	49%	14%	79%	21%	78.4%	18%
R3N1820							
Nov 18&20 / All-Most	151	39%	21%	69%	29%	67.7%	18%
Others	199	47%	18%	74%	26%	73.2%	16%
RAGE49 - Age							
18-49	143	47%	14%	75%	24%	76.4%	14%
50-64	116	43%	23%	69%	31%	67.1%	21%
65 or older	87	40%	22%	71%	27%	68.5%	18%
SREGN - Sample Regions							
Spring HS	147	42%	25%	68%	32%	65.3%	22%
Dekaney HS	71	47%	16%	75%	25%	74.8%	15%
Westfield HS	132	43%	15%	74%	24%	74.8%	12%
RRACE - Race & Ethnicity							
Anglo	93	35%	27%	63%	35%	60.4%	20%
African-American	148	47%	13%	81%	19%	79.7%	14%
Hispanic	70	53%	20%	67%	32%	70.1%	18%
Other	39	33%	24%	64%	34%	61.6%	16%
RPARTYTS - PARTISAN VOTE BEHAVIOR							
Republican	84	29%	38%	48%	51%	45.9%★	22%
Independent	97	40%	16%	73%	24%	73.3%	20%
Democratic	169	52%	12%	82%	18%	81.6%	12%

General Bond Correlation Scores

<i>The top four scores are highlighted in light blue. The scores are relative measures that should be compared within a subgroup, not compared between different subgroups.</i>		Total Sample (N=350)	Parent (n=110)	Non-Parent (n=240)
Q9	(Ver A: The bond / Ver B: A large portion of the bond) could allow for construction of a replacement school for Spring High School.	1.9	4.3	0.7
Q10	Spring High School has exceeded its useful life and is in need of continual repair, so instead of spending millions of dollars on this old building the bond could allow for investment in a new school.	0.9	7.4	0.3
Q11	Spring High School is outdated and does not meet current education standards, and a new school would (Ver A: be more comparable to other schools in the region / Ver B: have modern features) and expand academic program offerings.	4.8	8.1	5.8
Q12	This bond would be the first step in the district's plan to eventually bring all its high schools to modern standards, and this bond would allow for the design plans for a future new Westfield High School.	4.1	6.7	4.0
Q13	In the growing northeast portion of the district over 700 new homes were added last year alone and many schools are or nearing capacity. This bond could allow for either new schools or expansions to accommodate this growth.	11.5	3.3	9.4
Q14	The bond could allow for improvements to campus safety and security including enhanced fencing and gates, upgrades to the emergency communication system, and more secure entrances to schools.	3.0	9.9	2.8
Q15	This bond could allow for addressing deferred maintenance of aging school buildings such as repairs and upgrades to mechanical, electrical, and plumbing systems, roofing, flooring, paint and other interior finishes.	3.2	10.4	11.3
Q16	This bond could allow for construction of an Elementary School of Choice with a focus on either fine arts, STEM or foreign language, as continuation of the district's commitment to have more opportunities and choice.	2.6	4.7	4.3
Q17	Ver A: 40% of Spring ISD students rely on the bus to get to school. This bond could allow for the purchase of new buses to keep the district on their bus replacement schedule. / Ver B: Each year the district's bus fleet travels over 2.5 million miles. This bond could allow for the purchase of buses to replace those which have reached the end of their 17-year life span.	3.8	7.1	2.2
Q18	This bond could allow for improvements to technology infrastructure throughout the district to improve access, speed, (Ver A: reliability and cyber security of the network / Ver B: and reliability of the network which supports modern classrooms).	6.5	10.3	3.0
Q19	A diverse steering committee of citizens, community leaders and parents will meet to study and prioritize the district's needs, and the bond will include their recommendations.	2.9	4.6	3.6
Q20	Because construction costs increase each year, delaying projects makes them more expensive to complete in the future, so this bond will save taxpayer dollars by addressing needs now.	2.4	2.2	2.5
Q21	If passed, these bonds will NOT increase tax rates for senior citizens, since their property tax rates are frozen.	3.9	7.7	2.1
Q22	If all three bonds pass they will total \$600 million and increase property taxes by \$50 per year for every \$100,000 of taxable property value.	0.8	0.1	1.3
Q23	The district has used a conservative estimate for the expected tax increase, just as they did with the last bond which actually came in with a lower tax rate than was projected.	8.4	13.3	5.1
Q24	The district completed all the projects promised in the last bond, delivering them on time and on budget and this bond would be implemented by the same team, using the same practices.	5.2	5.7	8.6
Q25	The district's current tax rate is similar to many other peer districts in the area, and even if these bonds pass, the rate will still be similar.	1.2	2.1	1.8
Q26	By state law, none of the bond funds can be used to increase teacher pay.	-1.2	-1.2	-2.0
Q27	The last bond passed in 2016 is still being paid off and this bond will increase local debt that will take 30 years to pay off.	-1.1	-1.6	-1.4
Q28	The tax increase from this bond will be in addition to the increased property taxes that resulted from higher home appraisals.	-0.2	-0.7	-1.3

GENERAL BOND ELEMENT MATRIX

Total Sample

In the growing northeast portion of the district over 700 new homes were added last year alone and many schools are or nearing capacity. This bond could allow for either new schools or expansions to accommodate this growth (Q13).

The district has used a conservative estimate for the expected tax increase, just as they did with the last bond which actually came in with a lower tax rate than was projected (Q23).

This bond could allow for improvements to technology infrastructure throughout the district to improve access, speed, (Ver A: reliability and cyber security of the network / Ver B: and reliability of the network which supports modern classrooms) (Q18).

The district completed all the projects promised in the last bond, delivering them on time and on budget and this bond would be implemented by the same team, using the same practices (Q24).

Parents

The district has used a conservative estimate for the expected tax increase, just as they did with the last bond which actually came in with a lower tax rate than was projected (Q23).

This bond could allow for addressing deferred maintenance of aging school buildings such as repairs and upgrades to mechanical, electrical, and plumbing systems, roofing, flooring, paint and other interior finishes (Q15).

This bond could allow for improvements to technology infrastructure throughout the district to improve access, speed, (Ver A: reliability and cyber security of the network / Ver B: and reliability of the network which supports modern classrooms) (Q18).

The bond could allow for improvements to campus safety and security including enhanced fencing and gates, upgrades to the emergency communication system, and more secure entrances to schools (Q14).

Non-Parents

This bond could allow for addressing deferred maintenance of aging school buildings such as repairs and upgrades to mechanical, electrical, and plumbing systems, roofing, flooring, paint and other interior finishes (Q15).

In the growing northeast portion of the district over 700 new homes were added last year alone and many schools are or nearing capacity. This bond could allow for either new schools or expansions to accommodate this growth (Q13).

The district completed all the projects promised in the last bond, delivering them on time and on budget and this bond would be implemented by the same team, using the same practices (Q24).

Spring High School is outdated and does not meet current education standards, and a new school would (Ver A: be more comparable to other schools in the region / Ver B: have modern features) and expand academic program offerings (Q11).

CONCLUSIONS



1

A majority of respondents are for all three props on initial ballot tests. However, intensity measures and the viewpoints among the most likely voters show these props to be toss-ups if the election were held today.



2

A majority of respondents favor all the potential bond projects tested. Initial support for a new Spring HS is narrow (55% favor – 40% oppose) but when respondents here more about it support increases (65%-33% in Q12).



3

Support of all three props increases after respondents learn more about the projects associated with the bonds. Regression analysis show the most effective messages for bond support.

QUESTIONS?