SPRING ISD SURVEY

April 28 - May 3, 2022

N = 350 respondents
margin of error: ± 5.2%
OBJECTIVES

1. Measure voter attitudes of Spring I.S.D.

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

3. Measure favorability of potential bond projects.

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

5. Determine which elements of the bond correlate most with support.
DISTRIBUTION OF INTERVIEWS BY REGION

Westfield HS
n=132
38%

Dekaney HS
n=71
20%

Spring HS
n=147
42%
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?

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<thead>
<tr>
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<th>For</th>
<th>Against</th>
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<tbody>
<tr>
<td>Ver X</td>
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<tr>
<td>Ver Y</td>
<td>54%</td>
<td>41%</td>
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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?

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<tr>
<td>Ver Y</td>
<td>53%</td>
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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?

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<td>Ver Y</td>
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## INITIAL BALLOT ON GENERAL

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<tr>
<td>Non-Parent</td>
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<tr>
<td>Voted in just one</td>
<td>79</td>
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<td>24%</td>
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<tr>
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The “Extrap. For” column is derived from averaging:

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

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

This allows us to look at the proportion of those with an opinion, including those with a strong opinion.
## INITIAL BALLOT ON EEC

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<tr>
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*Indicates under 50%*
# INITIAL BALLOT ON TECH

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*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)

- Don’t want taxes to increase: 52% (Biggest reason), 25% (Next biggest reason)
- Don’t know enough about it: 14% (Biggest reason), 19% (Next biggest reason)
- District does not need more money: 13% (Biggest reason), 20% (Next biggest reason)
- It is not the right time: 10% (Biggest reason), 16% (Next biggest reason)
- School facilities are adequate: 10% (Biggest reason), 12% (Next biggest reason)
- Other: 1% (Biggest reason), 1% (Next biggest reason)
- Unsure / Refused: 7% (Biggest reason), 7% (Next biggest reason)
<table>
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<tr>
<th>Q</th>
<th>Description</th>
<th>Total Favor</th>
<th>Total Oppose</th>
</tr>
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<tbody>
<tr>
<td>Q9</td>
<td>(Ver A: The bond / Ver B: A large portion of the bond) could allow for construction of a replacement school for Spring High School.</td>
<td>55%</td>
<td>40%</td>
</tr>
<tr>
<td>Q10</td>
<td>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.</td>
<td>64%</td>
<td>34%</td>
</tr>
<tr>
<td>Q11</td>
<td>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.</td>
<td>65%</td>
<td>32%</td>
</tr>
<tr>
<td>Q12</td>
<td>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.</td>
<td>69%</td>
<td>28%</td>
</tr>
<tr>
<td>Q13</td>
<td>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.</td>
<td>78%</td>
<td>20%</td>
</tr>
<tr>
<td>Q14</td>
<td>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.</td>
<td>80%</td>
<td>19%</td>
</tr>
<tr>
<td>Q15</td>
<td>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.</td>
<td>78%</td>
<td>21%</td>
</tr>
<tr>
<td>Q16</td>
<td>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.</td>
<td>67%</td>
<td>32%</td>
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<tr>
<td>Q17</td>
<td>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.</td>
<td>80%</td>
<td>19%</td>
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<tr>
<td>Q18</td>
<td>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).</td>
<td>78%</td>
<td>20%</td>
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<tr>
<td>Q30</td>
<td>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).</td>
<td>74%</td>
<td>25%</td>
</tr>
<tr>
<td>Q31</td>
<td>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.</td>
<td>69%</td>
<td>30%</td>
</tr>
<tr>
<td>Q19</td>
<td>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.</td>
<td>Favor: 78%</td>
<td>Oppose: 19%</td>
</tr>
<tr>
<td>Q20</td>
<td>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.</td>
<td>Favor: 67%</td>
<td>Oppose: 31%</td>
</tr>
<tr>
<td>Q21</td>
<td>If passed, these bonds will NOT increase tax rates for senior citizens, since their property tax rates are frozen.</td>
<td>Favor: 78%</td>
<td>Oppose: 18%</td>
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<tr>
<td>Q22</td>
<td>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.</td>
<td>Favor: 51%</td>
<td>Oppose: 47%</td>
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<td>Q23</td>
<td>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.</td>
<td>Favor: 67%</td>
<td>Oppose: 30%</td>
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<tr>
<td>Q24</td>
<td>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.</td>
<td>Favor: 70%</td>
<td>Oppose: 27%</td>
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<tr>
<td>Q25</td>
<td>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.</td>
<td>Favor: 65%</td>
<td>Oppose: 31%</td>
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<tr>
<td>Q26</td>
<td>By state law, none of the bond funds can be used to increase teacher pay.</td>
<td>Favor: 32%</td>
<td>Oppose: 65%</td>
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<tr>
<td>Q27</td>
<td>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.</td>
<td>Favor: 37%</td>
<td>Oppose: 60%</td>
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<td>Q28</td>
<td>The tax increase from this bond will be in addition to the increased property taxes that resulted from higher home appraisals.</td>
<td>Favor: 42%</td>
<td>Oppose: 55%</td>
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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?

55%

27% Strongly

27% Somewhat

41%

13% Somewhat

27% Strongly

5%

For

Unsure

Against

65%

28% Somewhat

37% Strongly

33%

12% Somewhat

22% Strongly

For

Unsure

Against

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

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</table>
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?

FOR: 53%
  - Strongly: 27%
  - Somewhat: 26%

AGAINST: 30%
  - Strongly: 3%

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?

FOR: 64%
  - Strongly: 38%
  - Somewhat: 26%

AGAINST: 35%
  - Strongly: 13%
## INITIAL & INFORMED BALLOT ON EEC

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### 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?

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<td>7%</td>
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</tr>
<tr>
<td></td>
<td>Somewhat</td>
<td>25%</td>
<td>Strongly</td>
</tr>
<tr>
<td></td>
<td>Strongly</td>
<td>19%</td>
<td>Somewhat</td>
</tr>
</tbody>
</table>

### 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?

<table>
<thead>
<tr>
<th></th>
<th>For</th>
<th>Unsure</th>
<th>Against</th>
</tr>
</thead>
<tbody>
<tr>
<td>72%</td>
<td>28%</td>
<td>1%</td>
<td>8%</td>
</tr>
<tr>
<td></td>
<td>Strongly</td>
<td>43%</td>
<td>Somewhat</td>
</tr>
<tr>
<td></td>
<td>Somewhat</td>
<td>28%</td>
<td>Strongly</td>
</tr>
<tr>
<td></td>
<td>19%</td>
<td>Strongly</td>
<td></td>
</tr>
</tbody>
</table>

### Survey Results

- **For**:
  - Initial: 50%
  - Informed: 72%
- **Against**:
  - Initial: 20%
  - Informed: 28%
- **Unsure**:
  - Initial: 7%
  - Informed: 1%
## INFORMED BALLOT ON TECH

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

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.

<table>
<thead>
<tr>
<th>Question</th>
<th>Total Sample (N=350)</th>
<th>Parent (n=110)</th>
<th>Non-Parent (n=240)</th>
</tr>
</thead>
<tbody>
<tr>
<td>Q9</td>
<td>(Ver A: The bond / Ver B: A large portion of the bond) could allow for construction of a replacement school for Spring High School.</td>
<td>1.9</td>
<td>4.3</td>
</tr>
<tr>
<td>Q10</td>
<td>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.</td>
<td>0.9</td>
<td>7.4</td>
</tr>
<tr>
<td>Q11</td>
<td>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.</td>
<td>4.8</td>
<td>8.1</td>
</tr>
<tr>
<td>Q12</td>
<td>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.</td>
<td>4.1</td>
<td>6.7</td>
</tr>
<tr>
<td>Q13</td>
<td>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.</td>
<td>11.5</td>
<td>3.3</td>
</tr>
<tr>
<td>Q14</td>
<td>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.</td>
<td>3.0</td>
<td>9.9</td>
</tr>
<tr>
<td>Q15</td>
<td>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.</td>
<td>3.2</td>
<td>10.4</td>
</tr>
<tr>
<td>Q16</td>
<td>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.</td>
<td>2.6</td>
<td>4.7</td>
</tr>
<tr>
<td>Q17</td>
<td>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.</td>
<td>3.8</td>
<td>7.1</td>
</tr>
<tr>
<td>Q18</td>
<td>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).</td>
<td>6.5</td>
<td>10.3</td>
</tr>
<tr>
<td>Q19</td>
<td>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.</td>
<td>2.9</td>
<td>4.6</td>
</tr>
<tr>
<td>Q20</td>
<td>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.</td>
<td>2.4</td>
<td>2.2</td>
</tr>
<tr>
<td>Q21</td>
<td>If passed, these bonds will NOT increase tax rates for senior citizens, since their property tax rates are frozen.</td>
<td>3.9</td>
<td>7.7</td>
</tr>
<tr>
<td>Q22</td>
<td>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.</td>
<td>0.8</td>
<td>0.1</td>
</tr>
<tr>
<td>Q23</td>
<td>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.</td>
<td>8.4</td>
<td>13.3</td>
</tr>
<tr>
<td>Q24</td>
<td>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.</td>
<td>5.2</td>
<td>5.7</td>
</tr>
<tr>
<td>Q25</td>
<td>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.</td>
<td>1.2</td>
<td>2.1</td>
</tr>
<tr>
<td>Q26</td>
<td>By state law, none of the bond funds can be used to increase teacher pay.</td>
<td>-1.2</td>
<td>-1.2</td>
</tr>
<tr>
<td>Q27</td>
<td>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.</td>
<td>-1.1</td>
<td>-1.6</td>
</tr>
<tr>
<td>Q28</td>
<td>The tax increase from this bond will be in addition to the increased property taxes that resulted from higher home appraisals.</td>
<td>-0.2</td>
<td>-0.7</td>
</tr>
</tbody>
</table>
### GENERAL BOND ELEMENT MATRIX

<table>
<thead>
<tr>
<th>Total Sample</th>
<th>Parents</th>
<th>Non-Parents</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>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).</strong></td>
<td><strong>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).</strong></td>
<td><strong>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).</strong></td>
</tr>
<tr>
<td><strong>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).</strong></td>
<td><strong>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).</strong></td>
<td><strong>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).</strong></td>
</tr>
<tr>
<td><strong>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).</strong></td>
<td><strong>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).</strong></td>
<td><strong>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).</strong></td>
</tr>
<tr>
<td><strong>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).</strong></td>
<td><strong>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).</strong></td>
<td><strong>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).</strong></td>
</tr>
</tbody>
</table>
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?