


Citizens' Bond Committee

School Bond 2010 Northside ISD


Raymond Turco & Associates
Community Survey Results

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Northside ISD 2009 Bond Awareness Survey Results



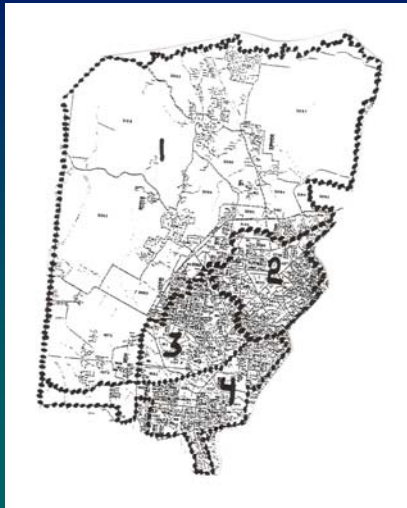
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Survey Methodology

- 402 randomly selected voting households with telephone numbers
- Error rate of +/-5 with 95% confidence
- Voting history included municipal/school related and primary elections
- Study area divided into 4 attendance zones
- 10,737 telephone attempts (9,292 in 2006)
- Fieldwork took place 8/31/09-9/11/09
- Average length of interview - 19 minutes

Study Area



- Area 1 – SW Loop 1604; FM 1957 north – 6% of sample (13% in 2009)
- Area 2 – SW Loop 1604 south; east of Bandera to NW Loop 410 – 45% (39%)
- Area 3 – South of SW Loop 1604; west of Bandera – 29% (27%)
- Area 4 – South of FM 1957; south of NW Loop 410 – 20% (22%)

Respondent Profile 2009 – 2006 - 2003

- 24% ages 36-55 (44%-37%)
- 45% over age 65 (28%-33%)
- 5% under 5 year resident (6%-12%)
- 54% over 20 year resident (86%-84% over 7)
- 15% had children attending NISD schools; 45% graduates; 4% private/home schooled; 42% none (26%, 54%, 4%, and 26% and 25%, 43%, 5% and 35%)

Trending General Attitudes About The District

- 78% were satisfied (49%) or very satisfied (29%) with quality of public schools
- Ratings from previous surveys: 61% (1995) - 69% (1998) - 71% (2001) – 76% (2003) – 71% (2006)
- Highest ever very satisfied ratings: (17%-21%-25%-22%-29%)
- Range of satisfaction ratings: Area I (7.3:1, 87%-12%) to Area Area II (5.1:1, 76%-15%) (5.6:1 in Area II, to 2.3:1 in Area IV in 2006)
- Satisfaction by school status – 95% (parents of NISD students), 88% (parents of graduates), and 67% (without children in school) – 90%, 76%, 69% and 82%, 74%, 65%

Trending Improvement Attitudes About The District

- 41% rated quality of education improved (41% in 2003 and 40% in 2006)
- 29% considered it the same (34%-33%)
- 21% believed it to have declined (19%-18%)
- Improved ratings since 2001: improvement in Area IV (40%-54%-50%-57%); lower in Area I (43%-37%-34%-38%); little change in Areas II (38%-36%-39%-39%) or III (32%-43%-37%-33%)
- Improved ratings among parents were the same (48%-50%-50%-49%); parents of graduates improved (40%-42%-46%-48%); nonparents declined (35%-37%-33%-32%)

Issues Critical To School District[®] Highest Rated By Ratio

- Keeping technology in schools current and up to date - 93%-5%, 32.0:1 (13.0:1-32.0:1 in 2003 and 2006)
- Constructing new schools to meet expanding student enrollment - 83%-14%, 5.9:1 (6.7:1-10.0:1)
- Installing video security systems at all elementary schools - 78%-16%, 4.9:1 (4.9:1 for middle schools in 2006)
- Constructing additions at campuses in order to reduce use of portables - 80%-18%, 4.4:1 (4.8:1-5.5:1)

Issues Critical To School District Lowest Rated By Ratio

- Taking advantage of funds previously approved by Bexar County voters and constructing an outdoor swimming and diving facility – 42%-48%, 0.9:1
- Building a multi-use, special events center – 41%-44%, 0.9:1 (1.0:1 in 2006)
- Air conditioning boys and girls physical education dressing rooms at all secondary schools – 77%-18%, 4.3:1 (5.1:1 for air conditioning secondary school gyms in 2006)

Are NISD School Facilities At Or Over Capacity?

- Strong agreement – 23% (33% in 2003 and 31% in 2006)
- Agree – 51% (44%-48%)
- Disagree or strong disagreement – 10% (9%-9%)
- No opinion – 15% (13%-13%)
- Agreement ratings in previous surveys – 73% (1995) – 78% (1998) – 84% (2001) – 77% (2003) – 79% (2006)
- Since 1998, parent agreement ratings have declined (92%-95%-81%-89%-81%); nonparents (70%-81%-71%-75%-73%) and parents of graduates (77%-85%-78%-78%-76%) have also declined, but less so

Agreement With 2010 Bond Election Support Statement

“Based on the management of the last bond program, I would support the district if another bond election was held in 2010.”

- Strongly agree (14%) + agree (41%) = 55%
- Strongly disagree (13%) + disagree (22%) = 35%
- No opinion – 9%
- Agreement ratio – 1.6:1
- Variance – 60% (Area II) to 49% (Area III)

Satisfaction With Various District Actions – Top Rated

- Maintained current facilities – 83%-7%, 11.9:1 (6.8:1 in 2003 and 8.3:1 in 2006)
- Addressed student growth – 79%-11%, 7.2:1 (3.8:1-4.2:1)
- Managed district funds – 67%-11%, 6.1:1 (1.7:1-2.0:1)
- Planned for the future – 69%-15%, 4.6:1 (3.0:1-2.6:1)

Satisfaction With Various District Actions – Lowest Rated

- Communicated with district residents – 67%-25%, 2.7:1 (2.2:1-2.4:1)
- Addressing the student needs of the entire district – 68%-15%, 4.5:1 (3.6:1-3.2:1)
- Did what they said they would do – 67%-15%, 4.5:1 (3.4:1-3.2:1)

Establishing Bond Election Dollar Threshold

- Under \$350 million – 51%-34%, 1.5:1 (32% in 2006)
- \$350 - \$400 million – 35%-48%, 0.7:1 (47%)
- \$400 - \$450 million – 25%-55%, 0.5:1 (58%)
- \$450 - \$500 million – 20%-60%, 0.3:1 (63%)
- Over \$500 million – 16%-62%, 0.3:1 (68%)
- Threshold for various groups:
 - Supporters – over \$500 million (49%)
 - Opponents – Under \$350 million (74%)
 - Undecideds - \$450-\$500 million (51%)
 - Parents - \$450-\$500 million (56% and 55% with graduates)
 - Nonparents - \$400-\$450 million (53%)

Likelihood To Support Bond Election Based on Range Of Monthly Tax Increases

- Under \$8.00 – 48% likely versus 25% unlikely
- \$8.00 - \$12.00 – 35%-39%
- \$13.00 - \$16.00 – 20%-53% (60% in 2003 and 57% in 2006)
- \$17.00 - \$20.00 – 16%-58%
- Over \$20.00 – 10%-63%
- Thresholds among various groups
 - Supporters – over \$20 per year – 54% unlikely
 - Opponents – under \$8 dollars – 63%
 - Undecideds - \$13.00-\$16.00 – 56%

Support Or Opposition To Bond Election Of Up To \$450 Million – Pre- Test Straw Poll

- Strongly support (15%) + support (37%) = 52%
- Strongly oppose (16%) + oppose (16%) = 32%
- Undecided = 16%
- Support ratio of 1.6:1 (57%-31%, 1.8:1 in 2006)
- Support ratio by subsector: 1.3:1-2.0:1-1.2:1-1.8:1
- Since 2003, nonparents similarly supportive (54%-51%-52%); parents of current students (63%-67%-63%) and graduates (53%-62%-52%) less supportive this year than last

Support For Funding Various Bond Items – Top Tier

- Replace roofs at older campuses – 89%-7%, 12.7:1 (12.9:1 in 2003 and 5.9:1 in 2006)
- Provide modern computer technology and support for teachers and students – 90%-8%, 11.3:1 (8.8:1-11.0:1)
- Improve safety and security measures at school campuses – 86%-8%, 10.1:1 (7.9:1-11.0:1)
- Build classroom additions at campuses in order to provide comparable programs at campuses – 84%-13%, 6.5:1 (6.5:1-5.9:1)

Support For Funding Various Bond Items – Second Tier

- Install video camera systems at all elementary schools – 77%-17%, 4.5:1 (4.1:1 for cameras in middle schools in 2006)
- Purchase land for future schools – 76%-19%, 4.0:1 (4.6:1-5.2:1)
- Build new schools to meet expanding student enrollment – 75%-21%, 3.6:1 (5.1:1-6.5:1)
- Provide air conditioning for boys and girls dressing rooms at all secondary schools - 75%-21%, 3.6:1

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Support For Multi-use, Special Events Facility From 9 Item List

- Construct a multi-use, special events facility large enough to hold high school graduation ceremonies and other district-wide events. Know that half would be paid by UT San Antonio for joint use with NISD – 59%-33%, 1.8:1 (last statement new in 2009. Without new information, ratios of 0.8:1 in 2003 and 0.9:1 in 2006)
- Bond supporters (72%) and undecideds (69%) positive; not opponents (33%)

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Likelihood Of Supporting Facility Based On Information – Most Influential

- The facility would be a joint partnership with UTSA and the university would finance one-half of the project – 61%-34%, 1.8:1 (new for 2009)
- The facility could be used as a part of a performing arts center for students – 60%-36%, 1.7:1 (1.0:1 in 2006)
- Parts of the facility could be rented out as meeting space for large groups, businesses, or community use to help recoup costs – 59%-37%, 1.6:1 (new)

Likelihood Of Supporting Facility Based On Information – Least Influential

- The district does not have a facility large enough to hold high school graduation activities – 45%-51%, 0.9:1 (0.7:1 in 2006)
- The estimated cost of the district's portion of the project would be \$60 million – 45%-48%, 0.9:1 (new)
- Facilities such as the Alamodome are designed to hold extremely large crowds, but there are none in the area designed for crowds of 10,000-15,000 – 46%-48%, 1.0:1 (new)

Likelihood Of Voting For Multi-Use, Special Events Center

- Very likely (14%) + likely (34%) = 48%
- Very unlikely (26%) + unlikely (21%) = 47%
- No opinion = 5%
- Support ratio of 1.0:1
- Support ratio by subsector – 1.0:1-1.0:1-1.1:1-1.1:1
- Parents of current students (61%-38%) and nonparents (52%-41%) likely to support; non parents of graduates (44%-50%)

Support For Funding School Construction and Safety Improvements

- 4 elementary schools - 70%-22%, 3.2:1 (3.1:1 for 9 elementary schools in 2006)
- 2 middle schools – 69%-22%, 3.1:1 (4.4:1 in 2006)
- Safety and security measures such as cameras and door control devices for elementary schools – 77%-18%, 4.3:1
- Installing digital video systems on the district's 800 school buses - 73%-21%, 3.5:1

Support Or Opposition To Additions, Roofs, And Air Conditioning Items

- Strongly support (27%) + support (57%) = 84%
- Strongly oppose (4%) + oppose (8%) = 12%
- No opinion = 4%
- Support ratio of 7.0:1
- Support ratio by subsector: 3.4:1-8.6:1-6.8:1-6.1:1
- Parents of current students most enthusiastic (47%), more so than parents of graduates (31%) or nonparents (19%); overall 91%, 84%, and 83%

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Support For Funding Athletic Facilities And Air Conditioning

Athletic Facilities

- A new tennis center – 37%-56%, 0.7:1
- An outdoor swimming and diving facility, known as the National Swim Stadium - 45%-49%, 0.9:1

Air Conditioning

- 64% very likely (26%) or likely (38%) to approve bond funds to air condition all boys and girls locker rooms at the district's 29 secondary schools, at estimated cost of \$22 million; 15% very unlikely and 17% unlikely

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Support For Other Districtwide Improvements

- Technology enhancements and improvements throughout the district – 76%-15%, 5.1:1
- Replace playground equipment at several elementary schools – 75%-20%, 3.8:1
- Purchase new buses to replace older models – 72%-22%, 3.3:1
- Construct a new school bus transportation station, to address future student transportation needs – 53%-34%, 1.6:1

Likelihood Of Supporting Bond Election Based On Facts

- The district must continue to replace roofs on the older campuses to extend the life of school buildings and protect taxpayer investment – 84%- 12%, 7.0:1
- Classroom computer technology becomes outdated in five years – 74%-22%, 3.4:1
- Northside schools are projected to grow by over 3,000 new students each year for the next 3 years – 72%-23%, 3.1:1
- Least influential was that projected tax rate increases to pay off the 2007 bond debt are way below projections – 56%-33%, 1.7:1

Agreement With Bond Related Statements – Highest Rated

- Students need to learn with the most current technology – 81%-17%, 4.8:1
- I will support the bond election if all parts of the district see improvement – 68%-22%, 3.1:1
- I will support the bond election because we must address student growth – 71%-26%, 2.7:1
- I will support the bond election because the district has done a good job implementing the 2007 bond program – 57%-27%, 2.1:1

Agreement With Bond Related Statements – Lowest Rated

- I will not support the bond election because I don't want to see my taxes increasing - 34%-60%, 0.6:1
- I will not support the bond election because I believe \$450 million is too much money - 39%-53%, 0.7:1
- I will support a bond election because construction costs are low and we can get more for what we spend – 50%-38%, 1.3:1
- I will support the bond election because I trust the district to do the right thing for our students – 59%-35%, 1.7:1

Willingness To Support Bond Package Based On \$10 Monthly Increase

- Yes – 51% No – 38% No opinion – 11%
- Yes comments by subsector – 54%-51%-50%-49%
- No comments by subsector – 38%-34%-41%-41%
- Parents more likely to affirm support (61%-29%) than parents of graduates (51%-40%) or nonparents (49%-36%)
- Supporters positive (78%-14%); not opponents (7%-86%) or undecided voters (23%-36%)

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Support Or Opposition To Bond Election In Range Of \$450 Million – Post-Test

Pre-Test

- Strong support – 15% (20%)
- Support – 37% (37%)
- Oppose – 16% (18%)
- Strongly oppose – 16% (13%)
- Undecided – 16% (12%)
- Ratio – 1.5:1 (1.8:1)

Post-Test

- Strong support – 23% (26%)
- Support – 36% (40%)
- Oppose – 15% (14%)
- Strongly oppose – 16% (12%)
- Undecided – 10% (7%)
- Ratio – 1.9:1 (2.5:1)

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Items Most Frequently Opposed By Opponents (32% of Sample)

- Bonds in general – 24%
- New school construction – 19%
- Tax increases – 10%
- Swimming and Diving Facility – 9%
- Multi-use center – 9%
- Technology - 7%
- Amounts of bonds – too much money – 6%

Support Or Opposition To Bond Election In Range Of \$500 Million Including Multi-Use Facility

- Strongly support (11%) + support (25%) = 36%
- Strongly oppose (24%) + oppose (26%) = 50%
- Undecided = 12%
- Support ratio of 0.7:1
- Support ratio by subsector: 0.6:1-0.7:1-0.7:1-0.8:1
- Parents of current students more positive (46%-37%) than parents of graduates (36%-55%) or nonparents (37%-46%)

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