





CONROE ISD VOTER SURVEY

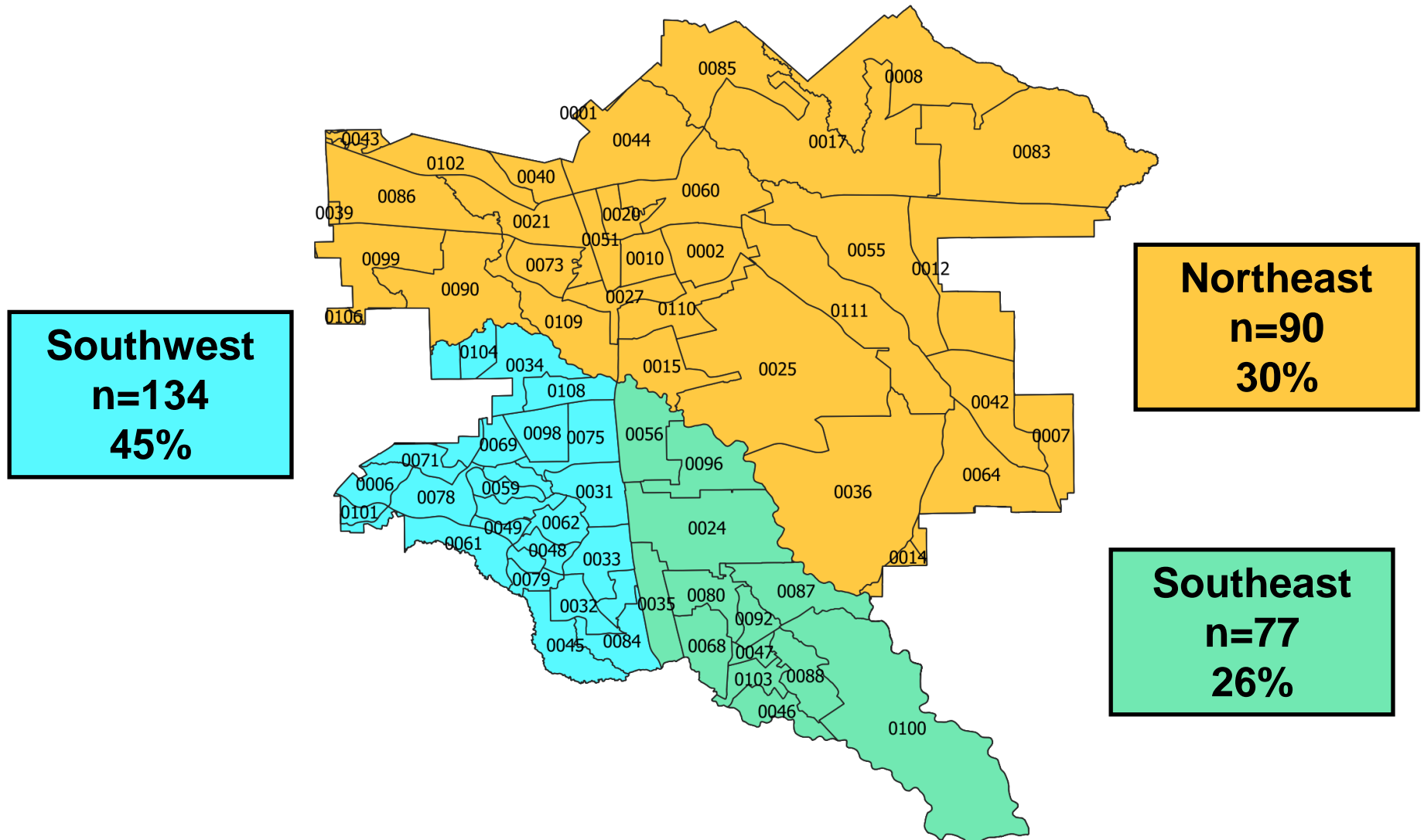
June 27 - July 2, 2023
N = 301 respondents
margin of error: $\pm 5.7\%$
75% cell phone / 25% landline



OBJECTIVES

-  To assess general attitudes about Conroe ISD.
-  To measure **initial** levels of support for various bond proposals, testing ballot language.
-  To test the favorability of potential bond project elements and the impact of additional information about the bonds.
-  To measure **informed** levels of support for bond proposals, after respondents learned more about them.

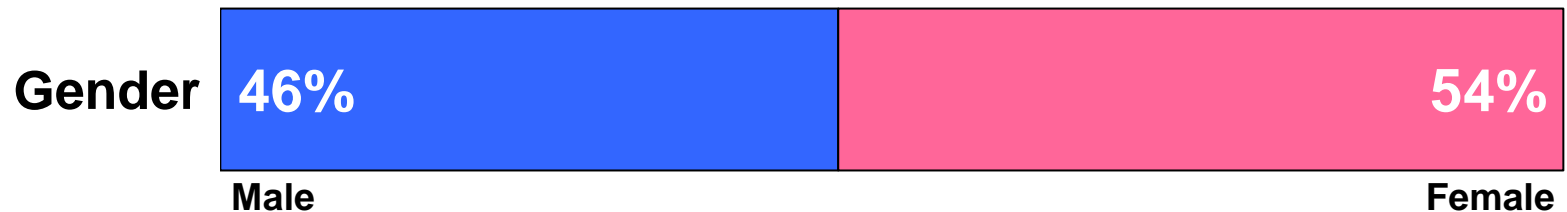
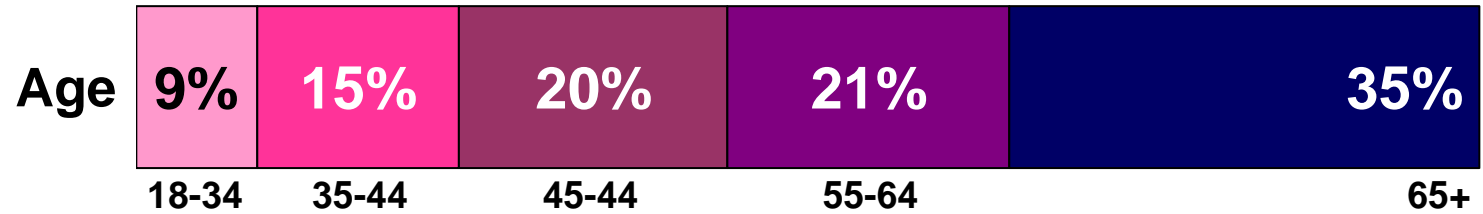
DISTRIBUTION OF INTERVIEWS BY REGION



COMPARISON of SAMPLE FILE to RESPONDENTS

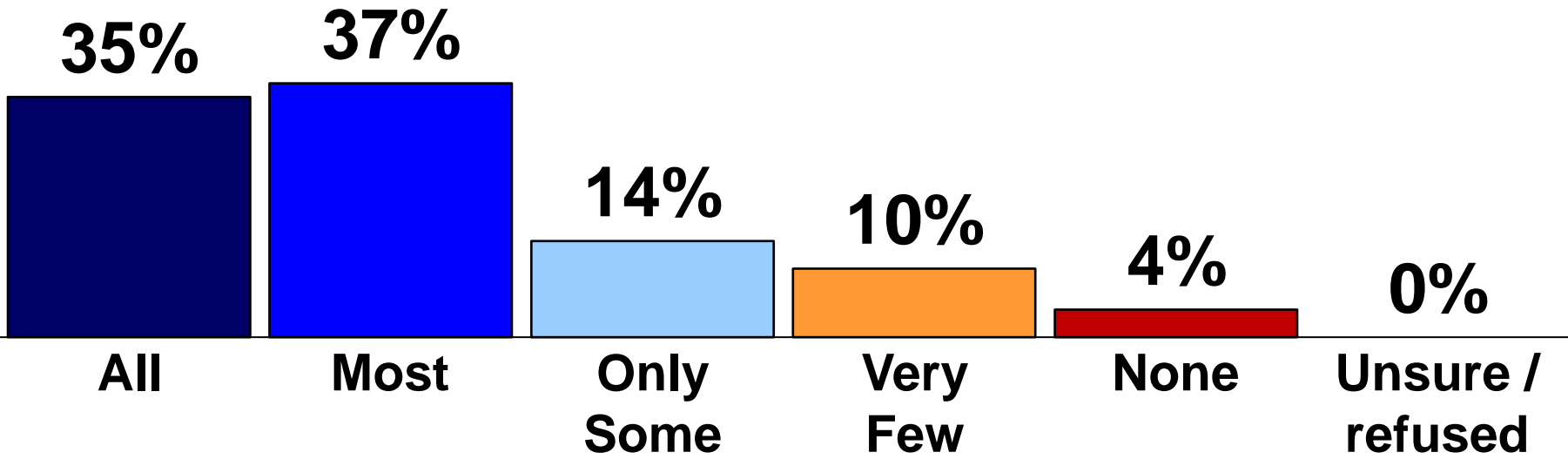
	18-34 yrs	35-44 yrs	45-54 yrs	55-64 yrs	65+ yrs
All registered voters	27%	18%	18%	16%	20%
Nov 2022 (50%)	15%	17%	20%	20%	28%
Nov 2019 (15%)	6%	14%	20%	21%	40%
May 2019 (6%)	4%	11%	19%	21%	45%
2019 Bond Avg	5%	13%	20%	21%	42%
Feb 2023 Survey N=301	10%	15%	20%	21%	35%
July 2023 Survey N=301	9%	15%	20%	21%	35%

DEMOGRAPHICS

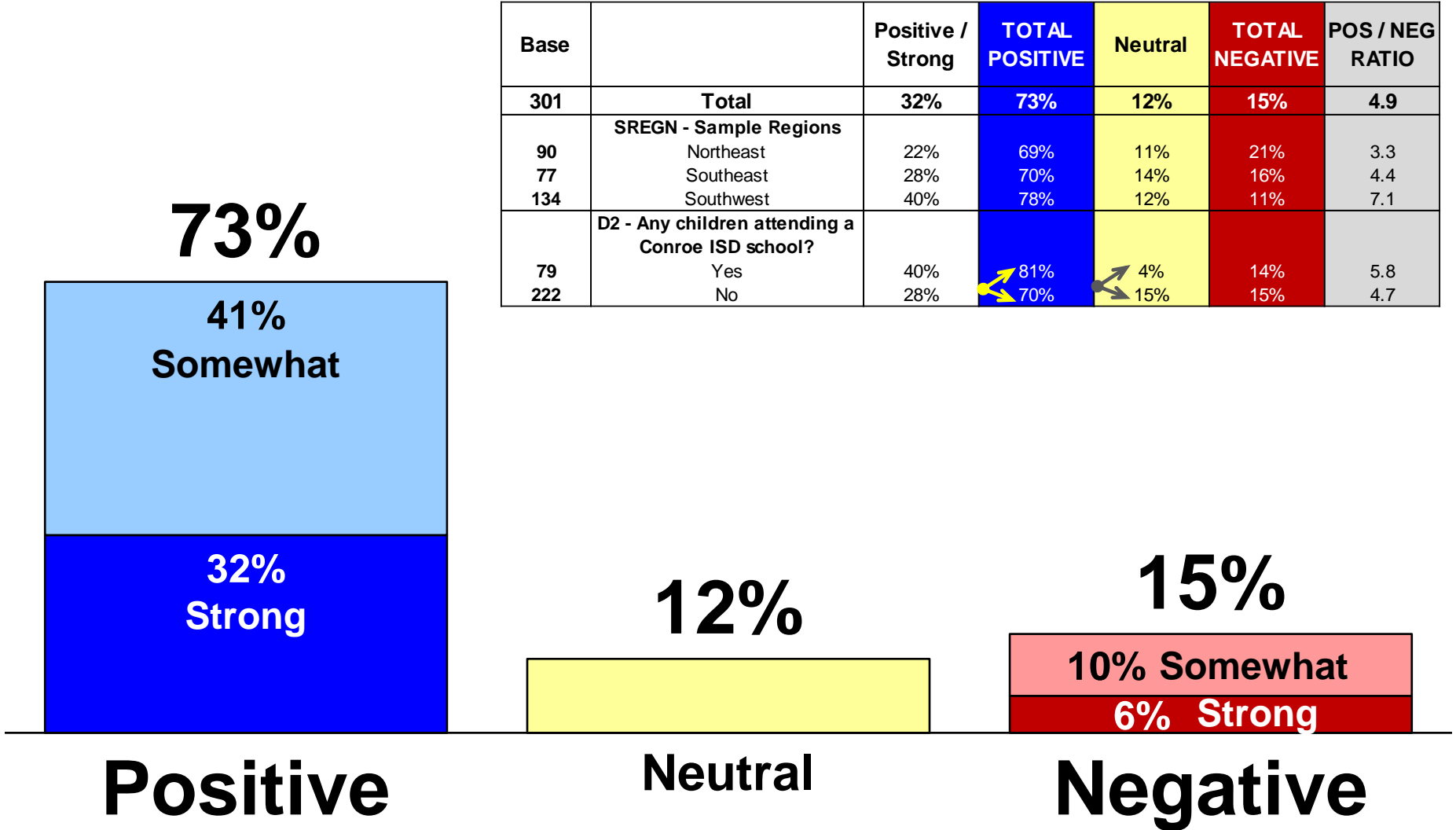


Q1. Thinking about local elections for a moment -- would you say that you vote in all, most, only some, very few, or none of the local elections dealing with bond issues, and city council and school board races?

	Base	All	Most	Only some	Very few	None	Unsure / Refused
Total	301	35%	37%	14%	10%	4%	0%
RAGE49 - Age							
18-49	95	25%	32%	19%	13%	9%	1%
50-64	100	39%	38%	15%	8%	0%	0%
65 or older	105	41%	40%	8%	8%	4%	0%
RCEV3 - CE ELEC. 2019-22							
Voted 1+	170	45%	42%	8%	4%	1%	0%
Voted 0	131	22%	30%	22%	18%	8%	1%



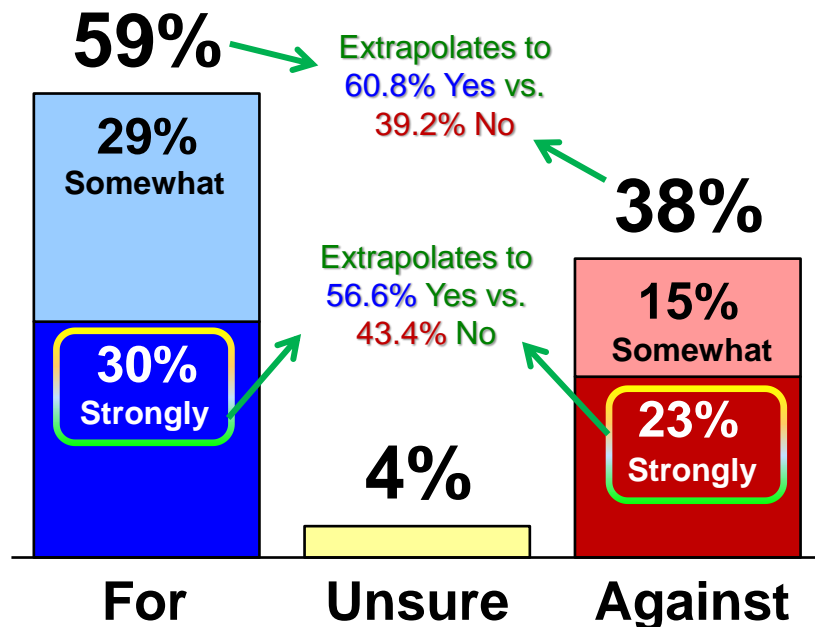
Q2. Do you have a positive or negative impression of Conroe Independent School District?



INITIAL GENERAL BALLOT

Q3. Prop A, the issuance of \$1.8 billion in bonds to construct, renovate, and equip school buildings, and purchase land and buses, which the ballot states is a property tax increase.

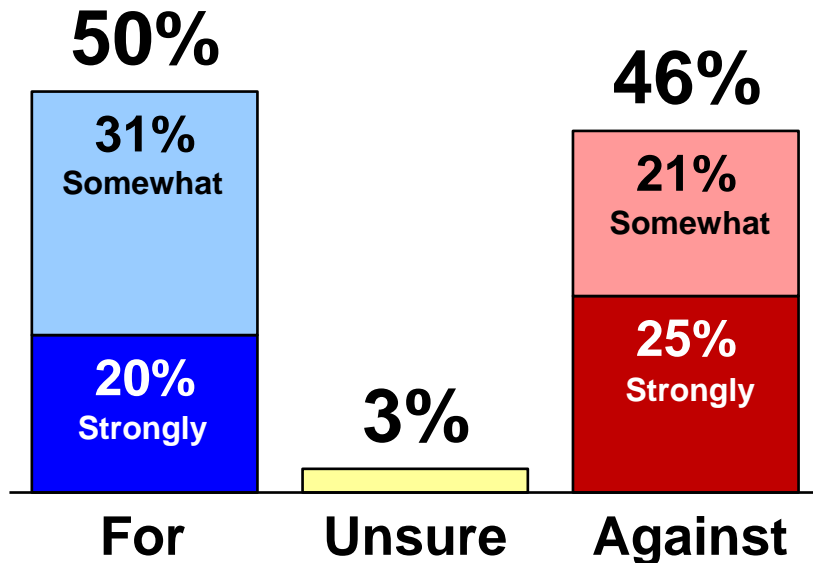
Average Extrapolation:
58.7% Yes vs. 41.3% No



Base		For / Strongly	TOTAL FOR	TOTAL AGAINST	Against / Strongly	NET FOR
301	Total	30%	59%	38%	23%	21%
90	SREGN - Sample Regions					
77	Northeast	26%	53%	45%	28%	8%
134	Southeast	27%	56%	42%	21%	14%
	Southwest	34%	64%	31%	20%	33%
	D2 - Any children attending a Conroe ISD school?					
79	Yes	42%	70%	27%	15%	43%
222	No	26%	55%	41%	25%	13%
	RAGE49 - Age					
95	18-49	31%	60%	38%	16%	22%
100	50-64	28%	54%	43%	28%	10%
105	65 or older	30%	62%	33%	24%	29%
	GENDER - Gender					
139	Male	29%	58%	41%	25%	17%
162	Female	31%	59%	35%	21%	24%
	RR9655 - Age / Gender					
57	Male / 18-54	30%	59%	41%	24%	17%
82	Male / 55+	28%	58%	41%	26%	17%
75	Female / 18-54	36%	60%	33%	15%	27%
87	Female / 55+	27%	58%	36%	26%	22%
	RRRACE - Race & Ethnicity					
222	Anglo	32%	59%	38%	21%	21%
70	Non-Anglo	25%	61%	36%	24%	25%
9	Refused	24%	32%	58%	58%	-25%
	RPARTYTS - Partisan Vote Behavior					
161	Republican	26%	55%	42%	26%	13%
82	Independent	31%	54%	39%	23%	16%
58	Democratic	40%	74%	26%	13%	49%
	RGPRIM3-Gen & Pri '18-'22					
146	GOP	25%	52%	44%	29%	8%
112	Mixed	31%	61%	35%	17%	27%
43	DEM	42%	75%	25%	16%	50%
	RCEV3 - CE ELEC. 2019-22					
170	Voted 1+	34%	61%	35%	22%	27%
131	Voted 0	24%	55%	41%	24%	13%
	RRR1 - Vote local elections?					
105	All	32%	59%	38%	24%	21%
111	Most	31%	59%	38%	24%	21%
85	Some-None	26%	58%	37%	19%	21%
	RR2 - Impression of Conroe ISD					
95	Positive / Strong	41%	68%	28%	13%	40%
125	Positive / Somewhat	27%	62%	35%	25%	27%
81	Not Positive	21%	42%	53%	31%	-11%

INITIAL TECH BALLOT

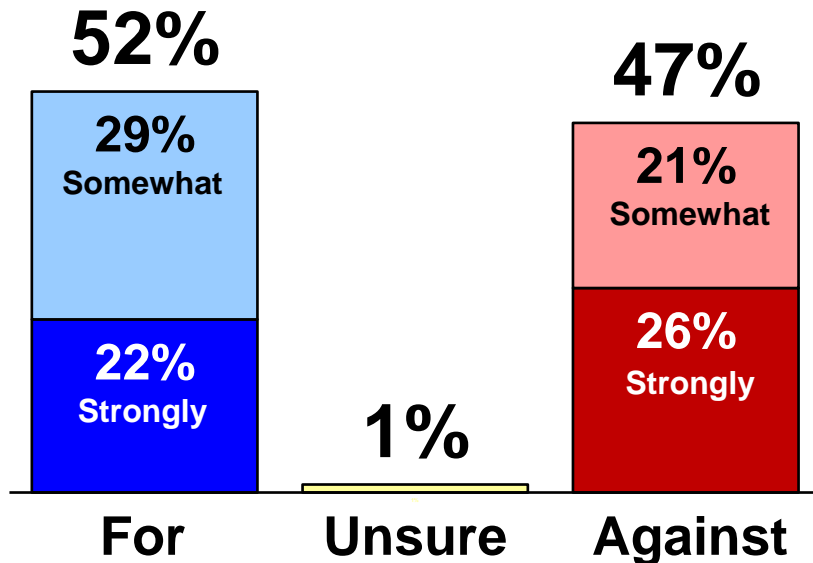
Q4. Prop B, the issuance of \$40 million in bonds for the purchase of instructional devices, which the ballot states is a property tax increase.



Base		For / Strongly	TOTAL FOR	TOTAL AGAINST	Against / Strongly	NET FOR
301	Total	20%	50%	46%	25%	4%
90 77 134	SREGN - Sample Regions Northeast Southeast Southwest	19% 13% 25%	47% 51% 52%	51% 49% 41%	34% 18% 23%	-4% 2% 11%
79 222	D2 - Any children attending a Conroe ISD school? Yes No	25% 18%	60% 47%	36% 50%	17% 28%	24% -3%
95 100 105	RAGE49 - Age 18-49 50-64 65 or older	25% 17% 19%	60% 50% 42%	37% 49% 53%	17% 25% 33%	23% 1% -11%
139 162	GENDER - Gender Male Female	20% 20%	52% 49%	47% 45%	27% 24%	4% 4%
57 82 75 87	RR9655 - Age / Gender Male / 18-54 Male / 55+ Female / 18-54 Female / 55+	19% 21% 24% 16%	54% 50% 60% 41%	46% 48% 36% 54%	25% 28% 13% 33%	8% 2% 24% -13%
222 70 9	RRRACE - Race & Ethnicity Anglo Non-Anglo Refused	21% 18% 11%	51% 50% 32%	45% 50% 58%	24% 24% 58%	6% 1% -25%
161 82 58	RPARTYTS - Partisan Vote Behavior Republican Independent Democratic	17% 18% 32%	44% 46% 74%	52% 50% 25%	28% 30% 11%	-8% -5% 50%
146 112 43	RGPRIM3-Gen & Pri '18-'22 GOP Mixed DEM	15% 19% 38%	45% 51% 68%	50% 47% 30%	30% 24% 11%	-5% 3% 38%
170 131	RCEV3 - CE ELEC. 2019-22 Voted 1+ Voted 0	23% 15%	49% 52%	47% 45%	28% 21%	2% 6%
105 111 85	RRR1 - Vote local elections? All Most Some-None	25% 19% 14%	55% 51% 44%	44% 46% 50%	29% 26% 18%	11% 5% -5%
95 125 81	RR2 - Impression of Conroe ISD Positive / Strong Positive / Somewhat Not Positive	28% 14% 19%	57% 51% 42%	36% 48% 57%	15% 25% 36%	21% 3% -15%

INITIAL AG BARN & GYM BALLOT

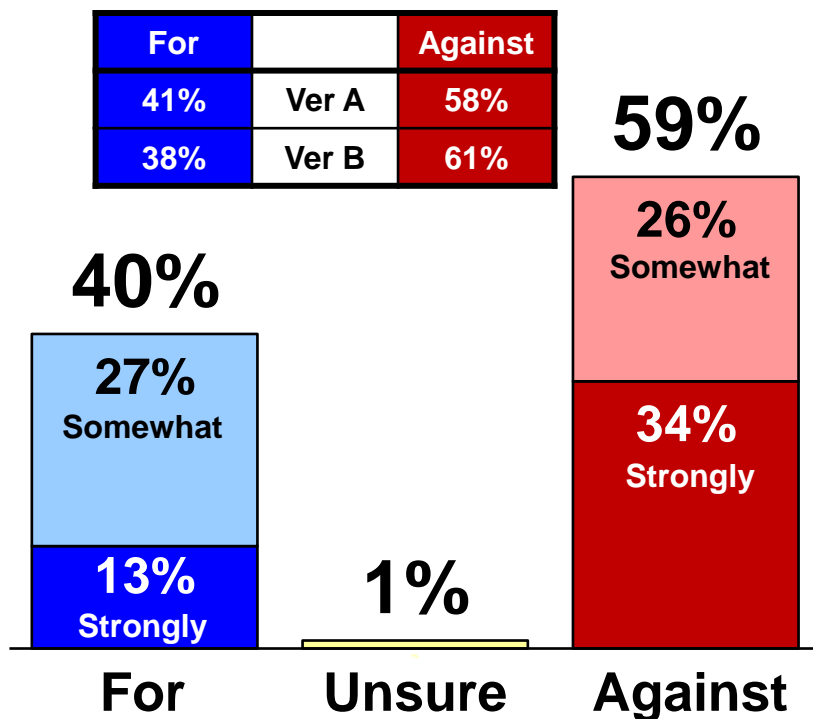
Q5. Prop C, the issuance of \$113 million in bonds for construction and renovation of ag barn facilities and gymnasiums at elementary schools, which the ballot states is a property tax increase.



Base		For / Strongly	TOTAL FOR	TOTAL AGAINST	Against / Strongly	NET FOR
301	Total	22%	52%	47%	26%	4%
90 77 134	SREGN - Sample Regions Northeast Southeast Southwest	21% 20% 25%	49% 54% 52%	51% 45% 46%	34% 24% 22%	-2% 9% 6%
	D2 - Any children attending a Conroe ISD school?					
79 222	Yes No	23% 22%	52% 51%	46% 48%	24% 27%	6% 4%
95 100 105	RAGE49 - Age 18-49 50-64 65 or older	26% 22% 20%	56% 53% 45%	42% 47% 54%	24% 27% 28%	14% 7% -8%
139 162	GENDER - Gender Male Female	27% 19%	55% 48%	45% 49%	29% 24%	10% -1%
57 82 75 87	RR9655 - Age / Gender Male / 18-54 Male / 55+ Female / 18-54 Female / 55+	26% 27% 20% 18%	58% 53% 54% 44%	42% 47% 43% 55%	28% 29% 22% 25%	16% 6% 10% -11%
222 70 9	RRRACE - Race & Ethnicity Anglo Non-Anglo Refused	22% 25% 11%	52% 52% 32%	47% 46% 58%	24% 29% 58%	5% 7% -25%
161 82 58	RPARTYTS - Partisan Vote Behavior Republican Independent Democratic	20% 20% 33%	50% 49% 59%	50% 49% 39%	26% 32% 18%	1% 0% 20%
146 112 43	RGPRIM3-Gen & Pri '18-'22 GOP Mixed DEM	15% 26% 37%	43% 57% 65%	56% 41% 35%	28% 26% 19%	-12% 16% 29%
170 131	RCEV3 - CE ELEC. 2019-22 Voted 1+ Voted 0	23% 22%	52% 51%	48% 47%	26% 26%	4% 5%
105 111 85	RRR1 - Vote local elections? All Most Some-None	27% 21% 18%	50% 56% 48%	50% 44% 48%	31% 22% 25%	0% 12% -1%
95 125 81	RR2 - Impression of Conroe ISD Positive / Strong Positive / Somewhat Not Positive	33% 16% 19%	65% 47% 42%	34% 53% 55%	18% 25% 38%	31% -5% -12%

INITIAL NATATORIUM BALLOT

Q6. Prop D, the issuance of \$23 million in bonds for replacing the current natatorium's mechanical systems and construction of (**Ver A:** an outdoor swimming facility / **Ver B:** a practice pool at the new Conroe area high school), which the ballot states is a property tax increase.



Base		For / Strongly	TOTAL FOR	TOTAL AGAINST	Against / Strongly	NET FOR
301	Total	13%	40%	59%	34%	-20%
90 77 134	SREGN - Sample Regions Northeast Southeast Southwest	6% 9% 19%	37% 37% 43%	63% 62% 55%	40% 33% 29%	-26% -25% -12%
79 222	D2 - Any children attending a Conroe ISD school? Yes No	13% 13%	40% 40%	59% 59%	30% 35%	-20% -20%
95 100 105	RAGE49 - Age 18-49 50-64 65 or older	17% 7% 13%	42% 37% 40%	56% 63% 59%	25% 38% 38%	-15% -27% -19%
139 162	GENDER - Gender Male Female	14% 11%	43% 37%	57% 61%	36% 31%	-14% -24%
57 82 75 87	RR9655 - Age / Gender Male / 18-54 Male / 55+ Female / 18-54 Female / 55+	18% 12% 11% 11%	42% 44% 37% 36%	58% 56% 60% 62%	34% 38% 23% 38%	-17% -12% -23% -26%
222 70 9	RRRACE - Race & Ethnicity Anglo Non-Anglo Refused	11% 16% 24%	39% 43% 24%	60% 56% 66%	32% 35% 58%	-21% -13% -42%
161 82 58	RPARTYTS - Partisan Vote Behavior Republican Independent Democratic	6% 19% 21%	32% 42% 57%	68% 55% 41%	34% 37% 27%	-36% -13% 15%
146 112 43	RGPRIM3-Gen & Pri '18-'22 GOP Mixed DEM	6% 17% 25%	28% 48% 57%	71% 50% 43%	37% 32% 27%	-42% -3% 14%
170 131	RCEV3 - CE ELEC. 2019-22 Voted 1+ Voted 0	16% 8%	41% 38%	58% 60%	32% 36%	-18% -22%
105 111 85	RRR1 - Vote local elections? All Most Some-None	16% 12% 10%	40% 37% 43%	60% 63% 53%	40% 32% 28%	-20% -26% -11%
95 125 81	RR2 - Impression of Conroe ISD Positive / Strong Positive / Somewhat Not Positive	19% 9% 10%	49% 40% 28%	50% 60% 69%	24% 36% 42%	-1% -19% -42%

INITIAL ARTIFICIAL TURF BALLOT

Q7. Prop E, the issuance of \$17.5 million in bonds for artificial turf at (**Ver X**: campus athletic facilities / **Ver Y**: baseball and softball fields), which the ballot states is a property tax increase.

For		Against
28%	Ver X	71%
29%	Ver Y	69%

70%

25%
Somewhat

45%
Strongly

28%

19%
Somewhat

9%
Strongly

2%

For

Unsure

Against

Base		For / Strongly	TOTAL FOR	TOTAL AGAINST	Against / Strongly	NET FOR
301	Total	9%	28%	70%	45%	-41%
90	SREGN - Sample Regions					
77	Northeast	12%	28%	71%	49%	-43%
134	Southeast	5%	28%	69%	46%	-40%
	Southwest	10%	29%	69%	40%	-40%
	D2 - Any children attending a Conroe ISD school?					
79	Yes	9%	35%	64%	37%	-29%
222	No	9%	26%	72%	47%	-46%
	RAGE49 - Age					
95	18-49	11%	36%	63%	40%	-27%
100	50-64	8%	28%	71%	50%	-43%
105	65 or older	8%	23%	74%	45%	-52%
	GENDER - Gender					
139	Male	11%	30%	68%	44%	-39%
162	Female	7%	27%	71%	45%	-44%
	RR9655 - Age / Gender					
57	Male / 18-54	13%	39%	60%	42%	-20%
82	Male / 55+	10%	23%	74%	46%	-51%
75	Female / 18-54	7%	30%	70%	40%	-40%
87	Female / 55+	8%	25%	72%	49%	-47%
	RRRACE - Race & Ethnicity					
222	Anglo	8%	26%	72%	45%	-45%
70	Non-Anglo	10%	35%	63%	43%	-28%
9	Refused	23%	23%	77%	45%	-53%
	RPARTYTS - Partisan Vote Behavior					
161	Republican	7%	29%	71%	43%	-42%
82	Independent	10%	23%	72%	49%	-50%
58	Democratic	13%	34%	63%	41%	-28%
	RGPRIM3-Gen & Pri '18-'22					
146	GOP	6%	22%	76%	47%	-54%
112	Mixed	9%	33%	65%	43%	-32%
43	DEM	20%	38%	62%	40%	-24%
	RCEV3 - CE ELEC. 2019-22					
170	Voted 1+	9%	27%	71%	45%	-44%
131	Voted 0	9%	30%	68%	44%	-38%
	RRR1 - Vote local elections?					
105	All	11%	27%	70%	47%	-42%
111	Most	8%	26%	73%	46%	-47%
85	Some-None	8%	33%	65%	40%	-32%
	RR2 - Impression of Conroe ISD					
95	Positive / Strong	15%	41%	56%	29%	-15%
125	Positive / Somewhat	6%	26%	73%	48%	-47%
81	Not Positive	6%	17%	80%	57%	-63%

BOND PROJECTS AND ELEMENTS

60% Threshold Met

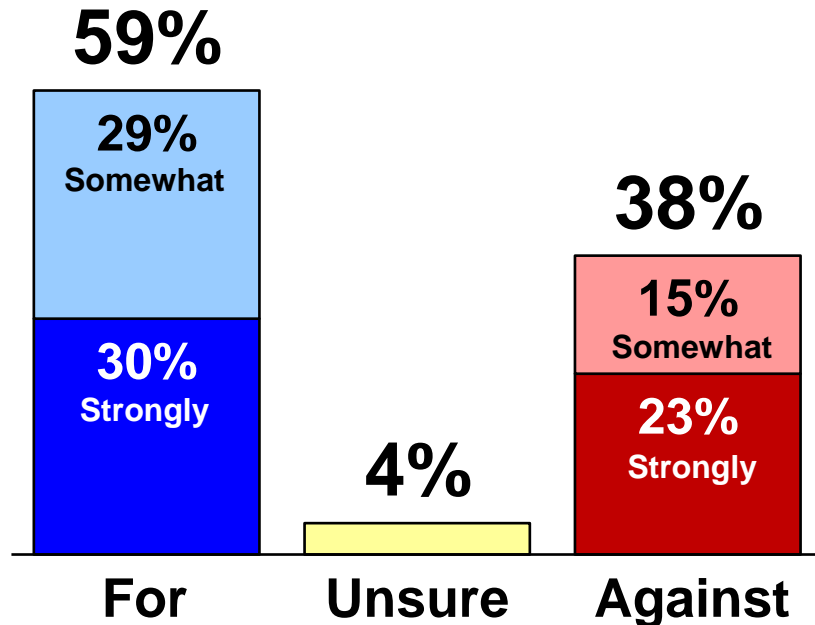
Now I am going to tell you about some projects or elements of Prop A, the bond of \$1.8 billion for general items. Please tell me if you strongly favor, somewhat favor, somewhat oppose or strongly oppose that project or element.		Strongly Favor	Strongly Oppose	Total Favor	Total Oppose	No diff / Unsure	Net Favor
Q8	Currently the district's schools have a collective capacity of 103% and some schools are at 140% capacity. Without new schools, campuses will get more overcrowded, and class sizes will increase. This bond will help alleviate overcrowding in schools.	56%	13%	60%+ 79%	<30% 20%	10% 0%	+59%
Q9	Conroe ISD is one of the fastest growing districts in the state, adding 6,000 students over the last two years alone and it is projected to grow by another 15,000 over the next five years. This bond will allow for the construction of new schools and expansions to existing schools to accommodate current and projected growth.	52%	11%	78%	21%	0%	+57%
Q10	This bond could allow for life cycle replacements to essential school building infrastructure such as heating and air conditioning systems, roofing, electrical, plumbing, and mechanical systems at schools where they are beyond their 20 year useful life and provide replacements and upgrades to technology infrastructure components that ensure continued speed, reliability and security of the network that are beyond their useful life.	53%	11%	84%	16%	0%	+68%
Q11	The legislature just provided schools with some funding for safety and security. This bond includes additional funding for security needs not funded by the state such as upgrading perimeter fencing, enhancing fire alarms, adding protective window glazing, and updating surveillance cameras and emergency communication systems throughout the district.	63%	8%	87%	13%	0%	+73%
Q12	The bond could allow for the purchase of new buses to accommodate new routes and the growing student enrollment and to replace buses that are at the end of their useful life cycle.	49%	14%	77%	23%	0%	+54%
Q13	This bond could allow for major renovations and campus reconfigurations at seven existing schools to update and refresh aging facilities.	38%	12%	77%	23%	1%	+54%

MORE INFORMATION ABOUT THE BONDS

Now I would like to tell you some more information relating to these bond proposals. For each item I read, please tell me if that information makes you strongly favor, somewhat favor, somewhat oppose, or strongly oppose bonds for Conroe ISD.		Strongly Favor	Strongly Oppose	Total Favor	Total Oppose	No diff / Unsure	Net Favor
Q14	If all props pass, they will increase property tax rates by two cents which equates to (Ver X: \$62 per year / Ver Y: approximately \$5 per month) on the average home, which is valued at \$350,000.	44%	17%	73%	27%	0%	X: +41% Y: +51% +46%
Q15	However, current state law will reduce the school property taxes by five and a half cents, so if the bonds pass there will be a NET REDUCTION of three and a half cents which equates to approximately (Ver X: \$108 per year / Ver Y: \$9 per month) less in property taxes on the average home.	55%	11%	81%	18%	1%	X: +61% Y: +66% +64%
Q16	Existing state law places a ceiling on property tax rates of homeowners 65 years of age or older. Seniors who file for this freeze can also receive an additional \$15,000 exemption on their home's assessed value from Conroe ISD.	65%	6%	87%	12%	2%	+75%
Q17	School districts do not receive state funding to build new schools, instead these funds must come from voter approved bonds, which simply allow the district to borrow money for needed projects and pay it back over time, much like a mortgage.	37%	16%	74%	26%	0%	+48%
Q18	A diverse steering committee of 150 citizens, parents, business owners, campus personnel and students met to study and prioritize the district's needs of nearly \$3 billion, and this bond proposal of \$1.995 billion is based on their recommendations that address growth projections and the district's greatest needs.	30%	14%	68%	30%	3%	+38%

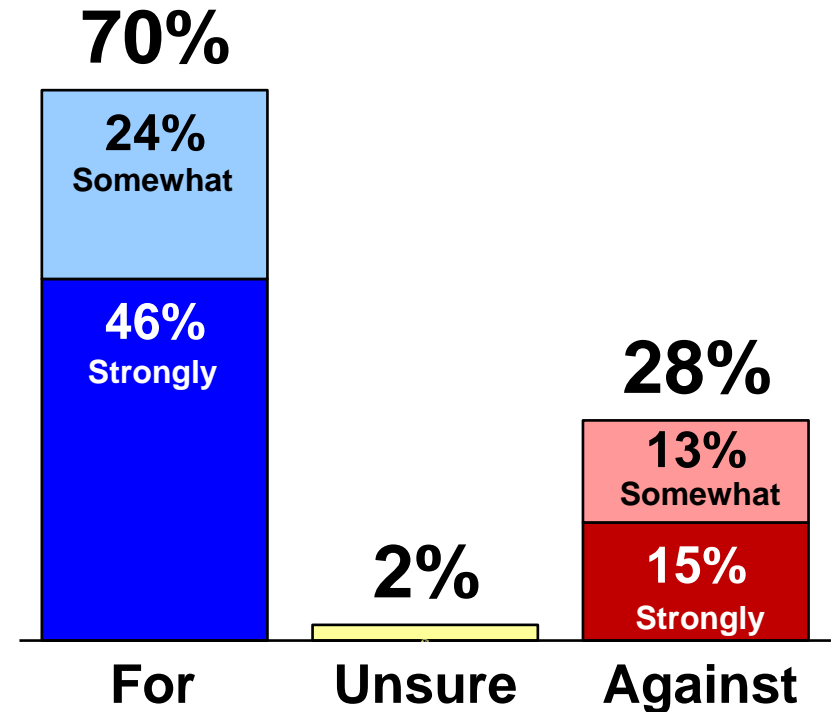
INITIAL GENERAL BALLOT

Q3. Prop A, the issuance of \$1.8 billion in bonds to construct, renovate, and equip school buildings, and purchase land and buses, which the ballot states is a property tax increase.



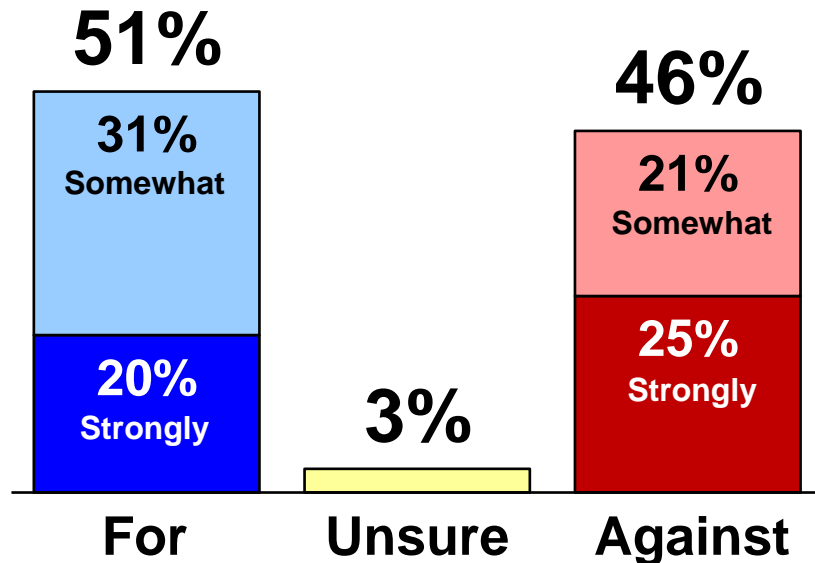
INFORMED GENERAL BALLOT

Q19. Having heard more about it would you vote for or against Prop A, the issuance of \$1.8 billion in bonds to construct, renovate, and equip school buildings, and purchase land and buses, which the ballot states is a property tax increase?



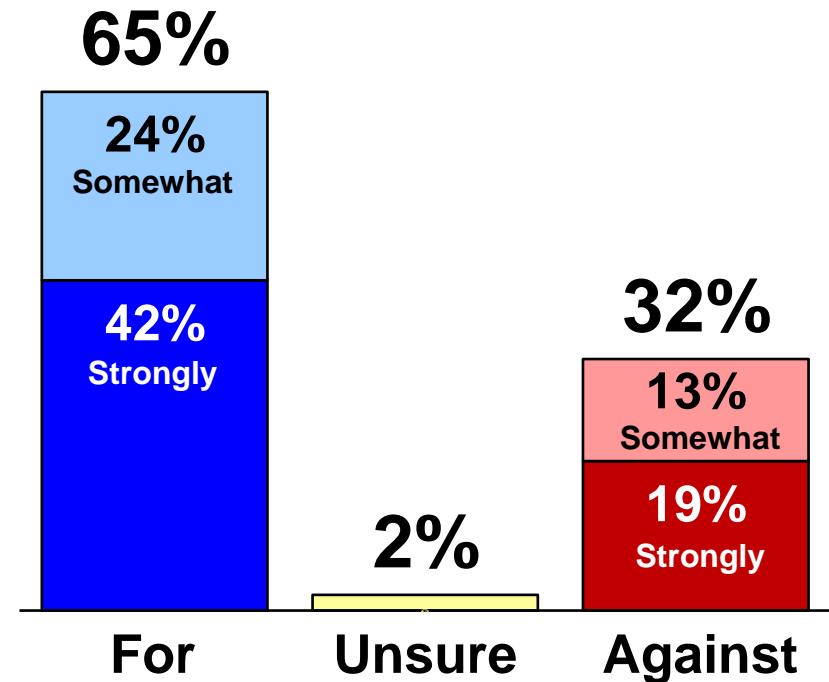
INITIAL TECH BALLOT

Q4. Prop B, the issuance of \$40 million in bonds for the purchase of instructional devices, which the ballot states is a property tax increase.



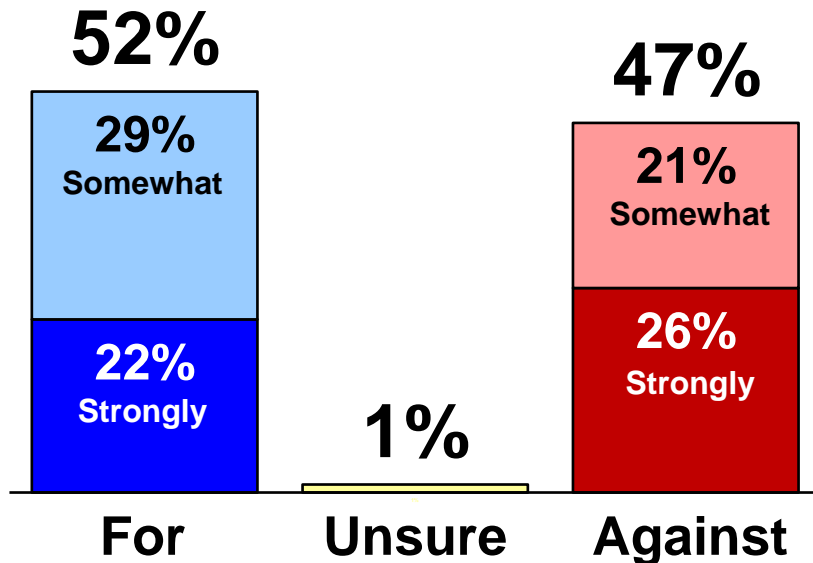
INFORMED TECH BALLOT

Q20. Technology has become a vital element to instruction and the district has over 50,000 student devices that need to be updated on a regular basis. Bonds that fund technology devices are paid off within five years. Hearing this, would you vote for or against Prop B, the issuance of \$40 million in bonds, for the purchase of instructional devices, which the ballot states is a property tax increase?



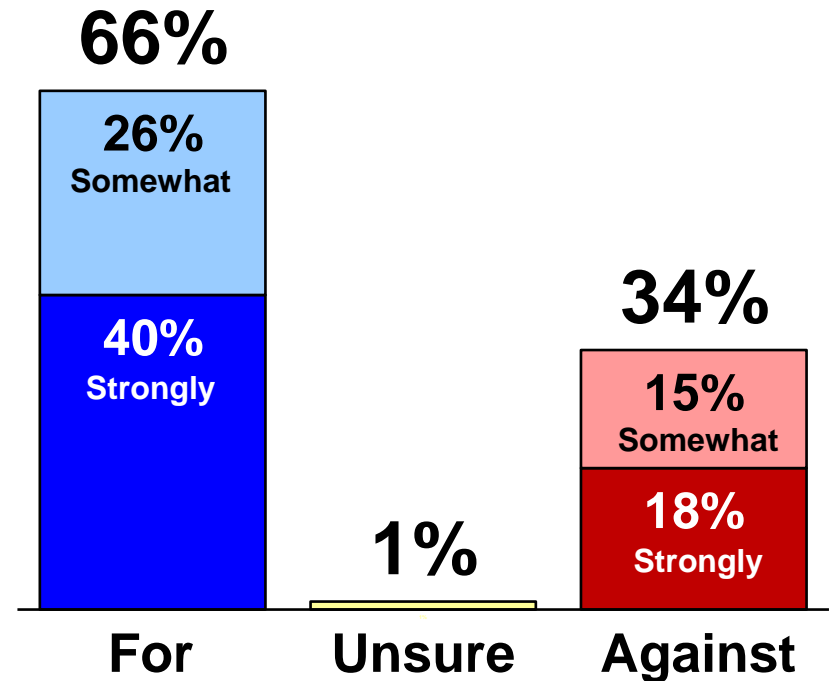
INITIAL AG BARN & GYM BALLOT

Q5. Prop C, the issuance of \$113 million in bonds for construction and renovation of ag barn facilities and gymnasiums at elementary schools, which the ballot states is a property tax increase.



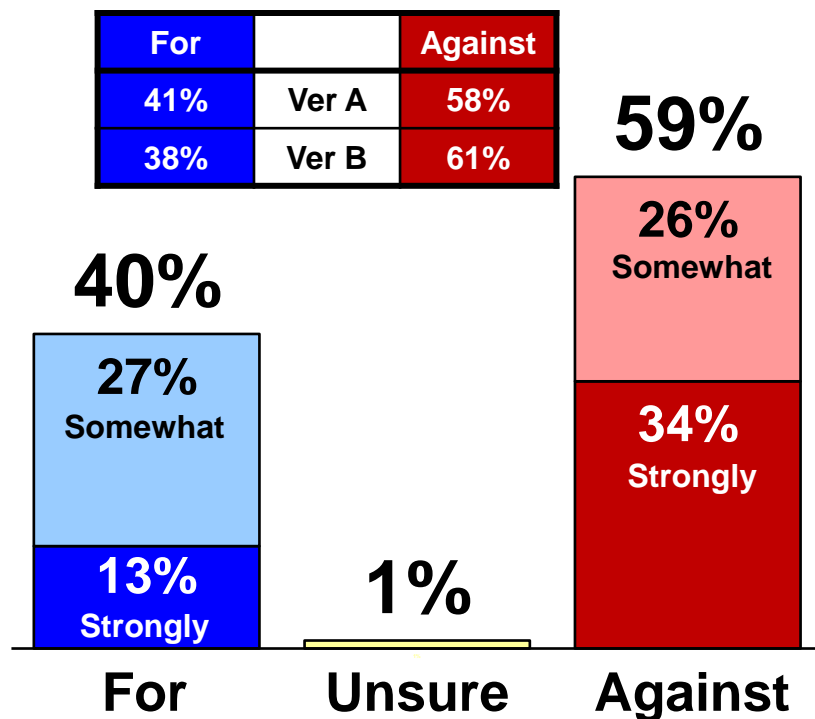
INFORMED AG BARN & GYM BALLOT

Q21. Currently, 16 of the district's elementary schools do not have gymnasiums and must use cafeterias for P.E. classes, creating scheduling conflicts and limiting P.E. time. Additionally, the district's ag program is popular with students but existing facilities are undersized and outdated, and there is no facility serving the Conroe and Caney Creek feeders. Hearing more, would you vote for or against Prop C, the issuance of \$113 million in bonds, for the construction of gymnasiums at 16 elementary schools and the construction and renovation of Ag Barn Facilities, which the ballot states is a property tax increase?



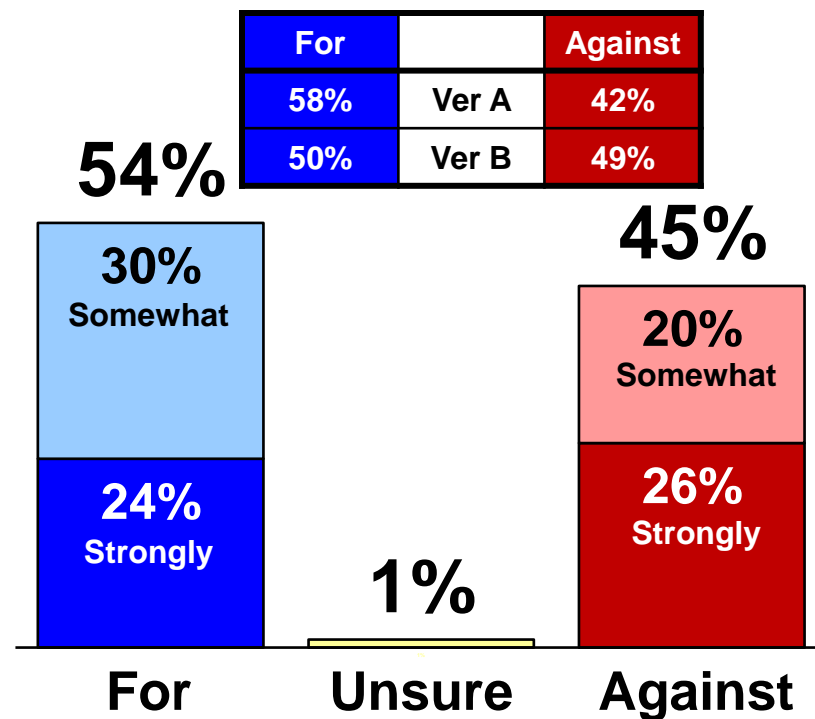
INITIAL NATATORIUM BALLOT

Q6. Prop D, the issuance of \$23 million in bonds for replacing the current natatorium's mechanical systems and construction of (**Ver A:** an outdoor swimming facility / **Ver B:** a practice pool at the new Conroe area high school), which the ballot states is a property tax increase.



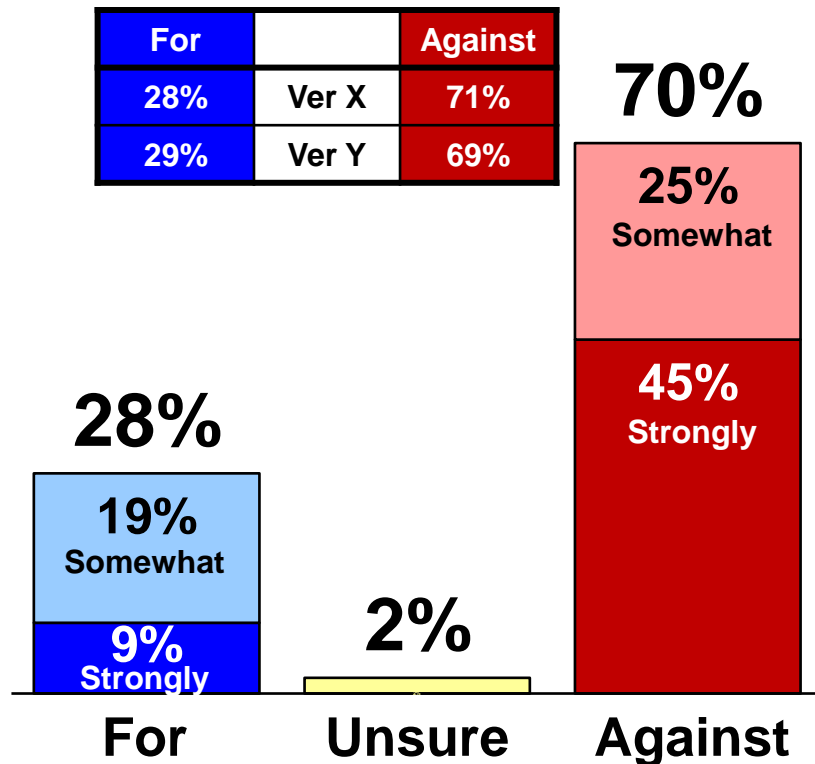
INFORMED NATATORIUM BALLOT

Q22. The district's natatorium infrastructure is aging and the pool is undersized at eight lanes of water to meet the needs of six high school swim programs as other districts with fewer high schools have two to three times more lanes. Would you vote for or against Prop D, the issuance of \$23 million in bonds for replacing the current natatorium's mechanical systems and (**Ver A:** adding an outdoor practice pool next to the natatorium / **Ver B:** building an indoor practice facility in another part of the district) to accommodate and expand student participation, which the ballot states is a property tax increase?



INITIAL ARTIFICIAL TURF BALLOT

Q7. Prop E, the issuance of \$17.5 million in bonds for artificial turf at (**Ver X:** campus athletic facilities / **Ver Y:** baseball and softball fields), which the ballot states is a property tax increase.



INFORMED ARTIFICIAL TURF BALLOT

Q23. Currently baseball and softball fields at five of the district's six high schools have natural grass which limits use, particularly after rain. Tens of thousands of dollars are spent each year resodding and sustaining fields. Would you vote for or against Prop E, the issuance of \$17.5 million in bonds, to install artificial turf on baseball and softball fields in order to allow for year-round, continuous access to these fields, which the ballot states is a property tax increase?

