



# CONROE ISD SURVEY

**February 9 - 13, 2023**

**N = 300 respondents**

**margin of error:  $\pm 5.7\%$**

# OBJECTIVES

**1**

**Assess general attitudes about Conroe ISD.**

**2**

**Assess perceptions relating to growth in the district.**

**3**

**To measure awareness of various aspects of school bonds.**

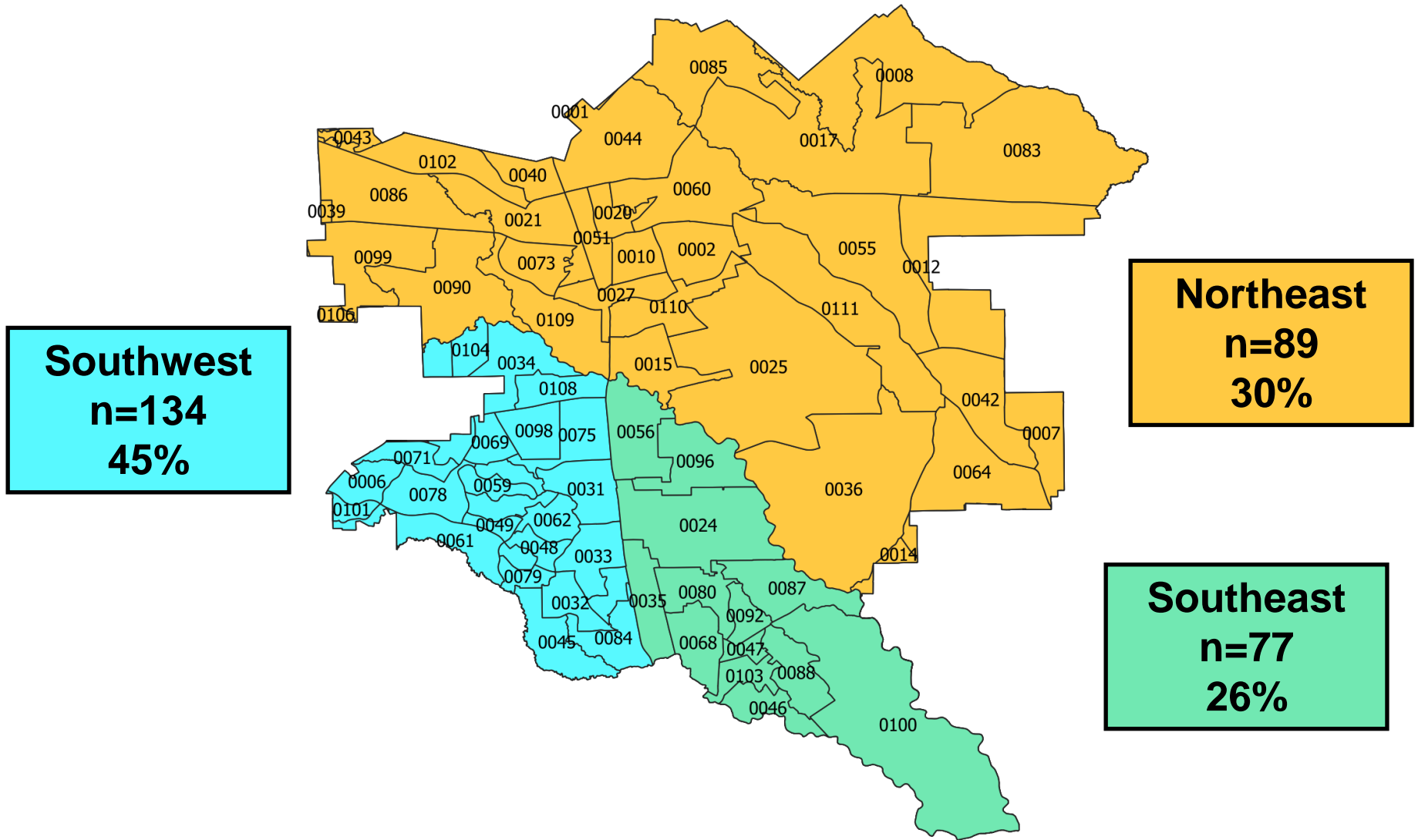
**4**

**To measure various price points for potential bond.**

**5**

**To measure initial versus informed attitudes regarding a potential bond proposal.**

# DISTRIBUTION OF INTERVIEWS BY REGION

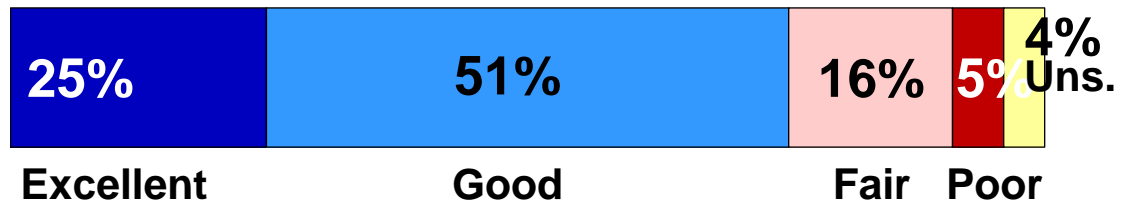


# GENERAL VIEWS ABOUT CONROE ISD

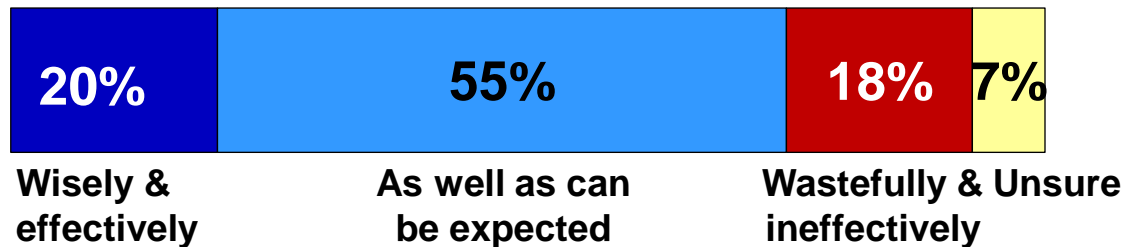
Q2. Do you have a positive or negative impression of the Conroe Independent School District?



Q10. Would you rate the quality of education in Conroe ISD as...

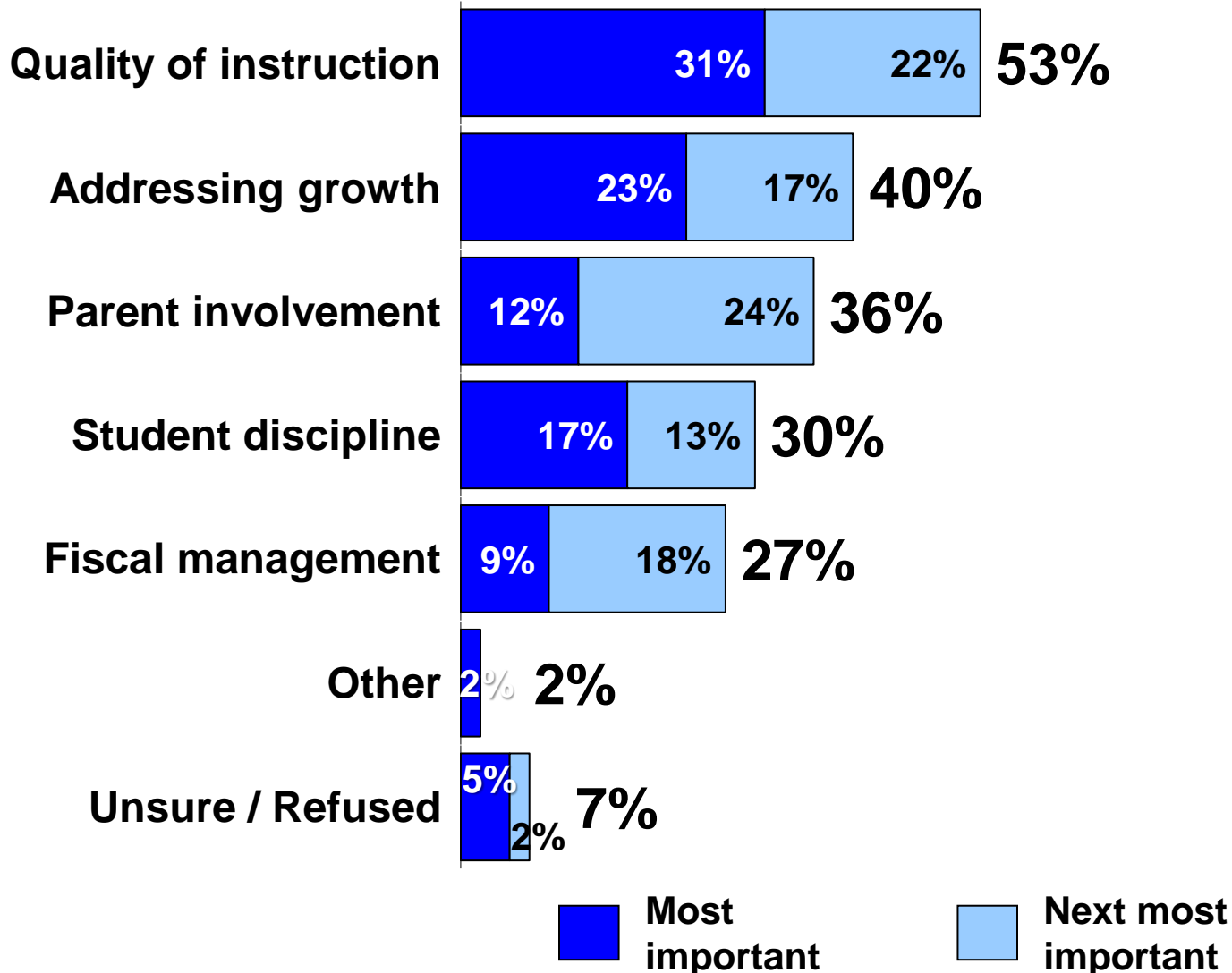


Q11. Which of the following best describes your opinion of how Conroe ISD manages the money it has to operate the school district?



# MOST IMPORTANT ISSUE

Q3. Which one of the following is the most important issue facing Conroe ISD?

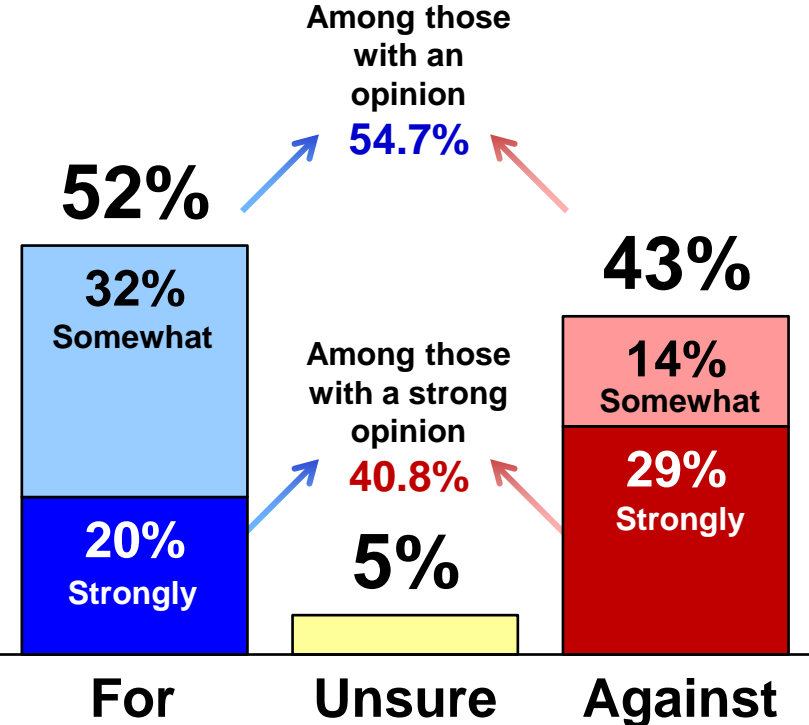


# INITIAL BALLOT

## INITIAL BALLOT

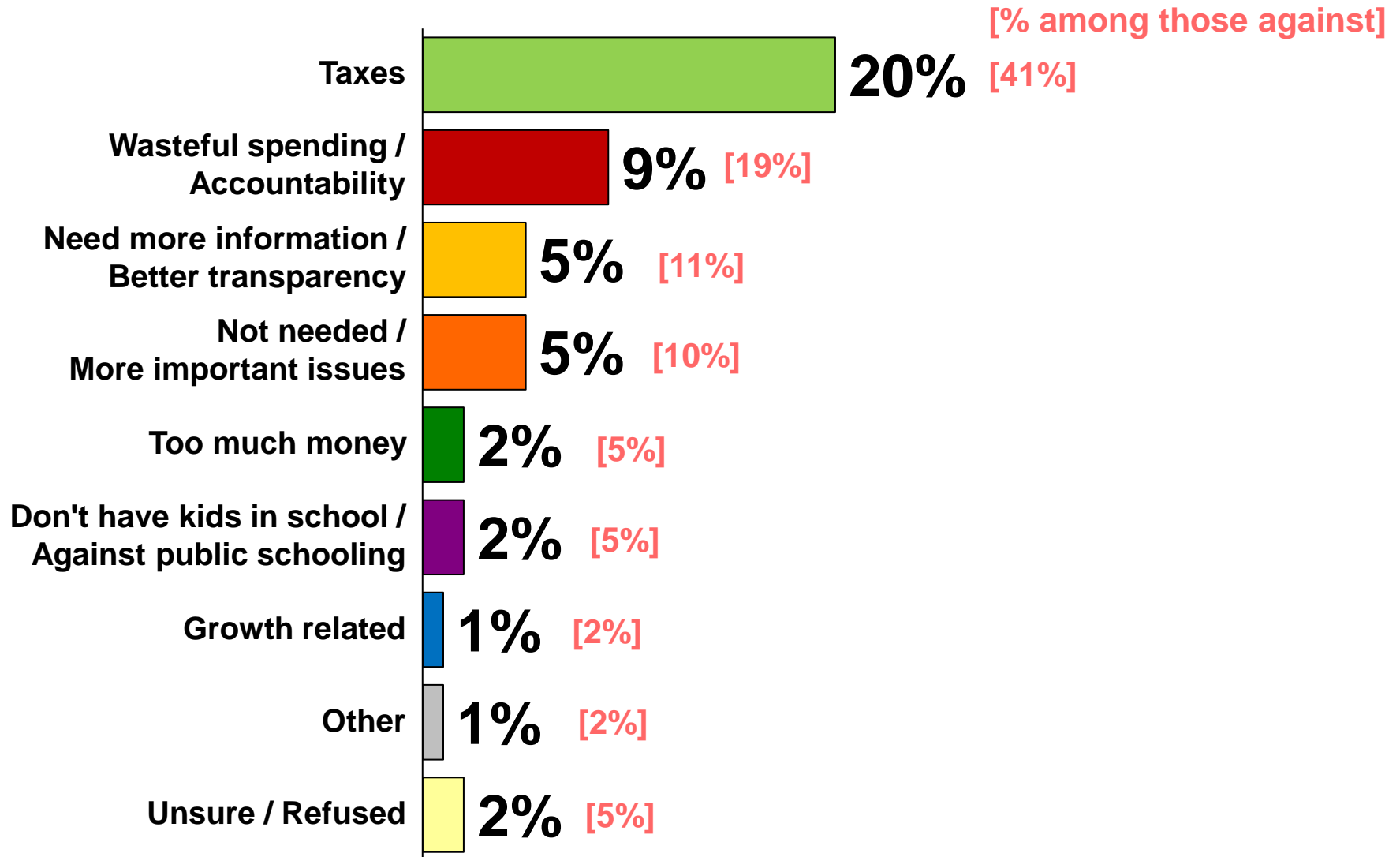
Q4. At some point over the next year or two, Conroe ISD may call for a bond election. If an election were held today would you vote for or against the issuance of \$1.5 billion in bonds to construct, renovate and equip schools, which would be a property tax increase?

Average both (1x total & 2x strong) is 45.5%



# WHY AGAINST

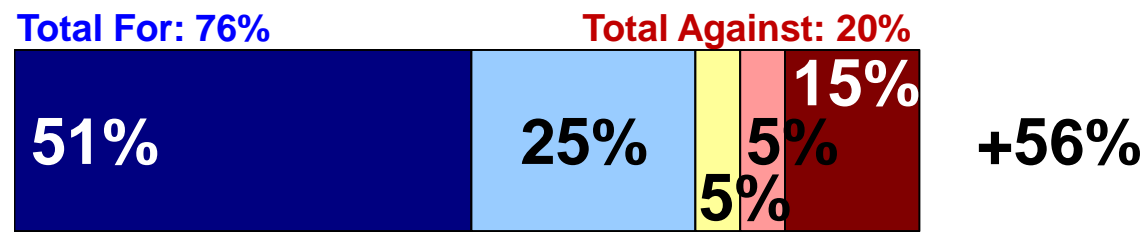
Q5. IF AGAINST \$1.5B IN Q4, ASK: And in your own words, please tell me why you [would vote against / are hesitant to vote for] this proposal. (52% not asked)



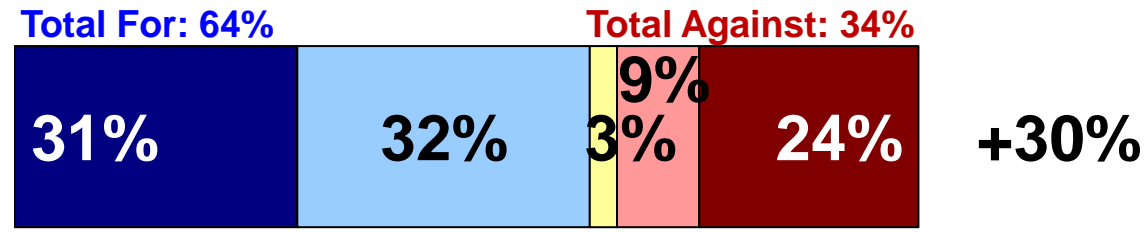
Please, tell me if you would vote for or against the following bond amounts for Conroe ISD knowing the associated tax impact of each amount on the average home which is valued at \$350,000.  
**VERSION S: READ IN QUESTION ORDER / VERSION T: READ IN REVERSE ORDER.**



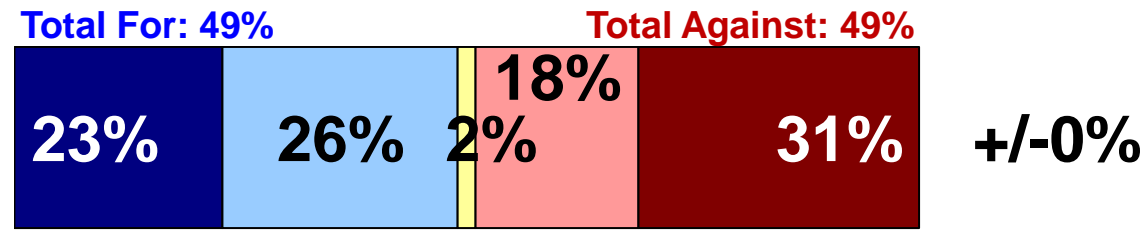
**Q6. Would you vote for or against the issuance of \$1.3 billion in bonds with no increase in the property tax rate?**



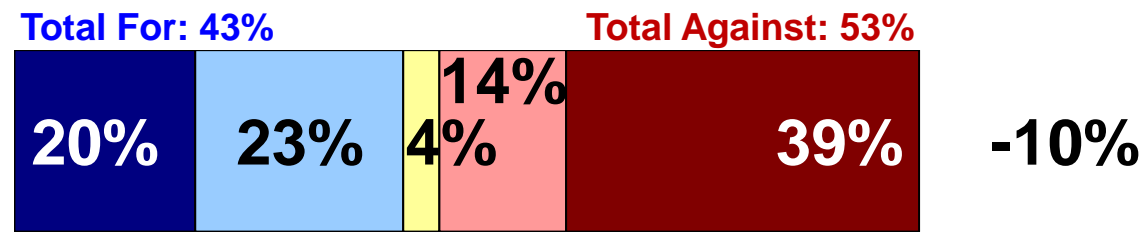
**Q7. Would you vote for or against the issuance of \$1.5 billion with a 1-cent increase in the tax rate, which is another (Ver X: \$31 per year / Ver Y: \$2.57 per month) in property taxes on the average home?**



**Q8. Would you vote for or against the issuance of \$1.6 billion with a 2-cent increase in the tax rate, which is another (Ver X: \$62 per year / Ver Y: \$5.13 per month) in property taxes on the average home?**



**Q9. Would you vote for or against the issuance of 1.7 billion with a 3-cent increase in the tax rate, which is another (Ver X: \$92 per year / Ver Y: \$7.70 per month) in property taxes on the average home?**



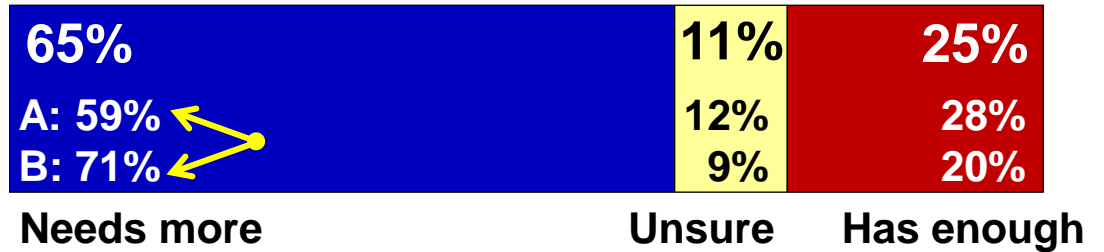


# BOND AMOUNTS

Read Lowest to Highest Amount (Ver S)				Read Highest to Lowest Amount (Ver T)		
For	Against	Net		For	Against	Net
78%	19%	+59%	Q6. Would you vote for or against the issuance of <b>\$1.3 billion</b> in bonds with no increase in the property tax rate?	74%	20%	+54%
62%	35%	+27%	Q7. Would you vote for or against the issuance of <b>\$1.5 billion with a 1-cent increase</b> in the tax rate, which is another (Ver X: \$31 per year / Ver Y: \$2.57 per month) in property taxes on the average home?	65%	32%	+32%
39%	60%	-21%	Q8. Would you vote for or against the issuance of <b>\$1.6 billion with a 2-cent increase</b> in the tax rate, which is another (Ver X: \$62 per year / Ver Y: \$5.13 per month) in property taxes on the average home?	59%	37%	+22%
28%	69%	-41%	Q9. Would you vote for or against the issuance of <b>\$1.7 billion with a 3-cent increase</b> in the tax rate, which is another (Ver X: \$92 per year / Ver Y: \$7.70 per month) in property taxes on the average home?	59%	37%	+22%

# GENERAL POSITIONS ON GROWTH

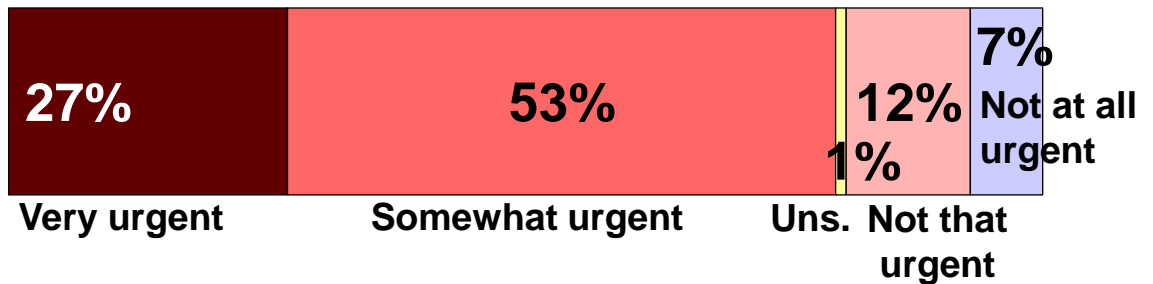
**Q12.** Do you think Conroe ISD has enough schools and classrooms to meet the needs of the district over the next (Ver A: two to four years / Ver B: five to ten years) or do you think it needs more?











**Q13.** Which one of the following do you most prefer as a way to address growth...



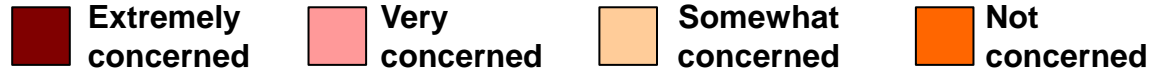
**Q14.** Would you describe the growth challenges in Conroe ISD as...



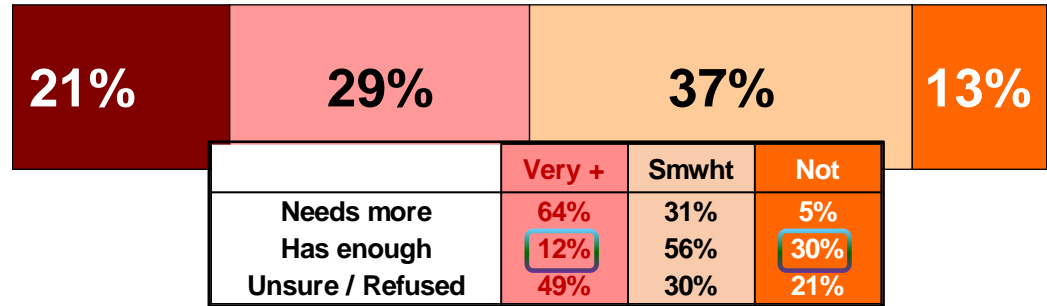
# GENERAL POSITIONS ON GROWTH

	Base	Building schools	Adding portables
<b>Total</b>	<b>300</b>	<b>69%</b>	<b>27%</b>
<b>D2 - Current CISD parent</b>			
<b>Current CISD Parent</b>	<b>76</b>	<b>85%</b>	<b>12%</b>
<b>Non-Parent</b>	<b>222</b>	<b>65%</b>	<b>32%</b>
<b>Q12 - Enough vs. More</b>			
<b>Needs more</b>	<b>195</b>	 <b>82%</b>	<b>17%</b>
<b>Has enough</b>	<b>74</b>	 <b>36%</b>	<b>58%</b>
<b>Unsure / Refused</b>	<b>32</b>	<b>69%</b>	<b>23%</b>
<b>Q14 - Growth challenges</b>			
<b>Very urgent</b>	<b>81</b>	 <b>89%</b>	 <b>10%</b>
<b>Somewhat urgent</b>	<b>160</b>	 <b>69%</b>	 <b>28%</b>
<b>TOTAL NOT URGENT</b>	<b>55</b>	 <b>45%</b>	 <b>51%</b>

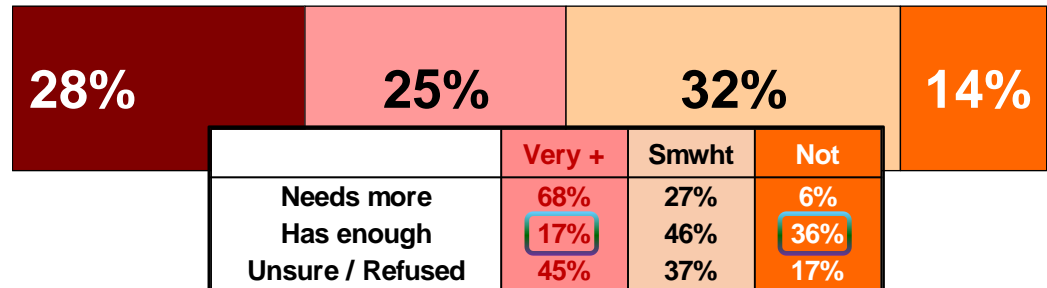
# CONCERN REGARDING GROWTH STATS



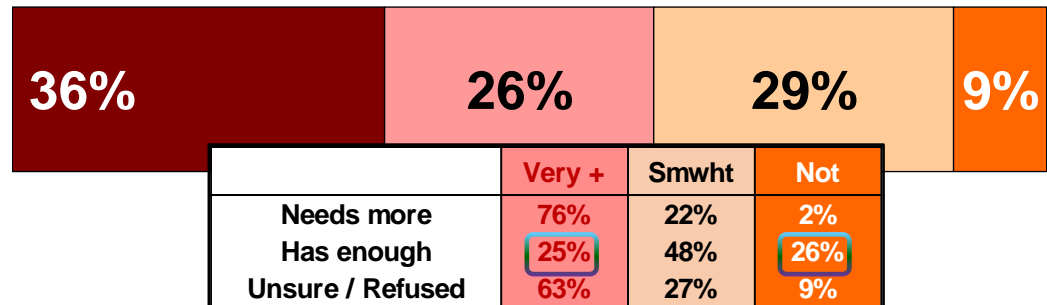
**Q15. Which best describes your level of concern when you hear that Conroe ISD has grown by 1,500 students a year for the last decade and over 3,000 students a year for the last two years?**



**Q16. Which best describes your level of concern when you hear that demographic projections show that Conroe ISD will add 30,000 students over the next ten years?**

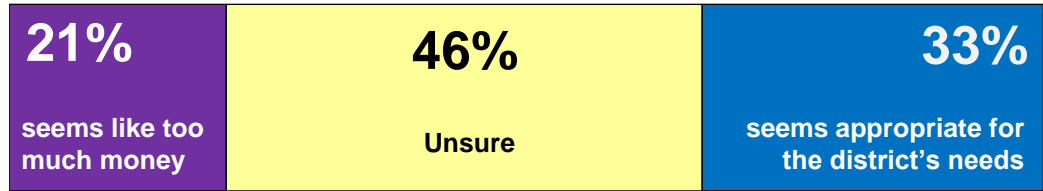


**Q17. Which best describes your level of concern when you hear that collectively, Conroe ISD schools are at 103% capacity and some are at or over 140% capacity?**

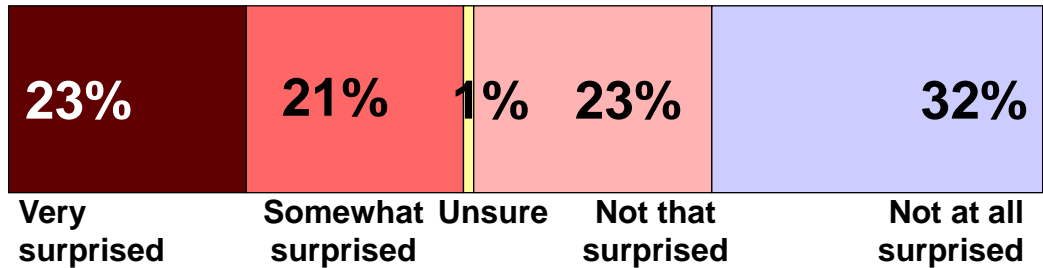


# BOND AMOUNT TOO MUCH vs. APPROPRIATE

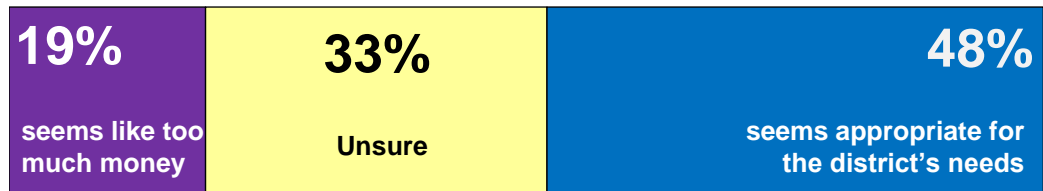
**Q18. Do you think a bond of over \$1 billion...?**



**Q19. Which best describes how surprised you are to learn that the average statewide cost of building an elementary school is now \$60 million and the average cost for a high school is now \$250 million?**

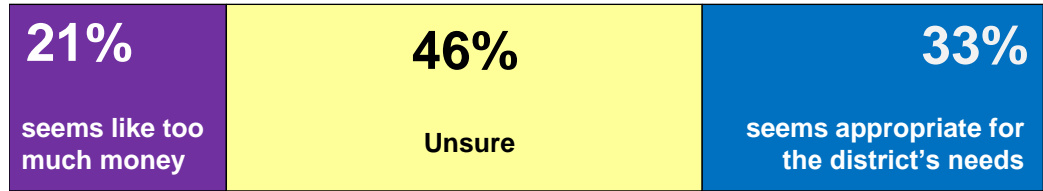


**Q20. Hearing this, and knowing that the district is projected to need to build at least 9 more elementary schools, 9 more middle schools and 2 more high schools over the next 10 years...do you think a bond for over \$1 billion...**



# BOND AMOUNT TOO MUCH vs. APPROPRIATE

Q18. Do you think a bond of over \$1 billion...?



Q18					Q20			
Too much	Unsure	Approp.	Approp - Too Much		Too much	Unsure	Approp.	Approp - Too Much
9% 37%	38% 53%	53% 10%	44% -27%	R4 - Initial Ballot: \$1.5B For Against	5% 35%	28% 38%	67% 27%	62% -8%
2% 17% 50%	54% 47% 28%	44% 35% 21%	42% 18% -29%	Q11 - Fiscal Management Wisely and effectively As well as can be expected Wastefully and ineffectively	0% 14% 50%	42% 31% 28%	58% 55% 22%	0% 58% 41% -28%

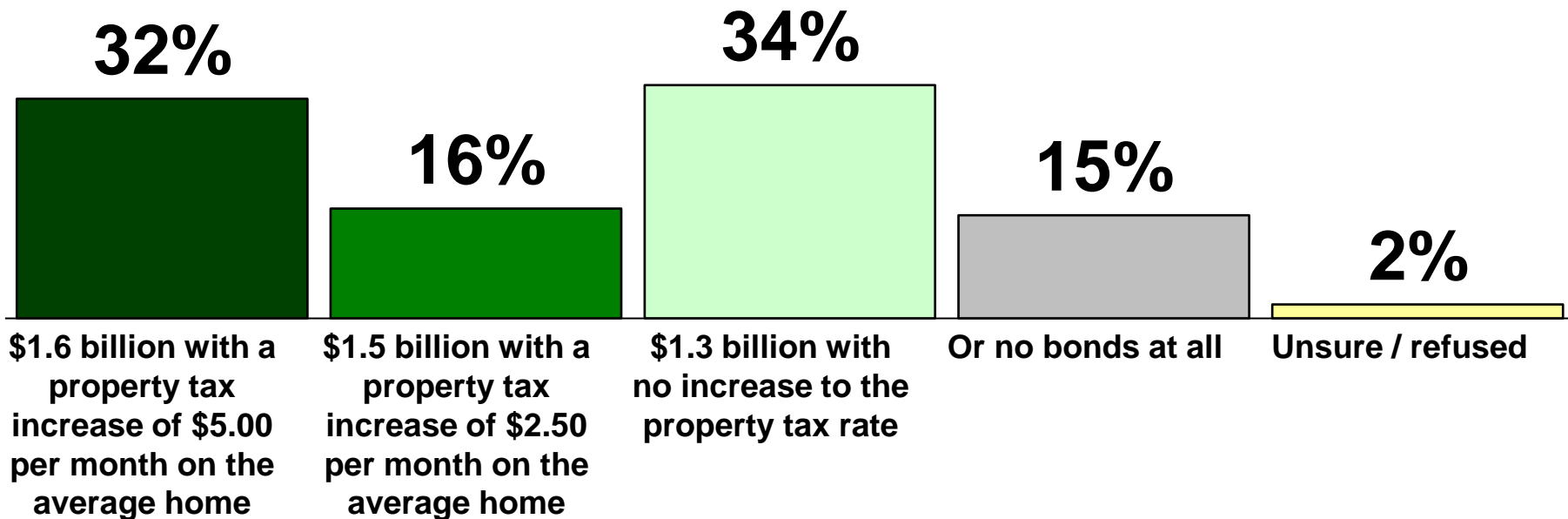
Q20. Hearing this, and knowing that the district is projected to need to build at least 9 more elementary schools, 9 more middle schools and 2 more high schools over the next 10 years...do you think a bond for over \$1 billion...



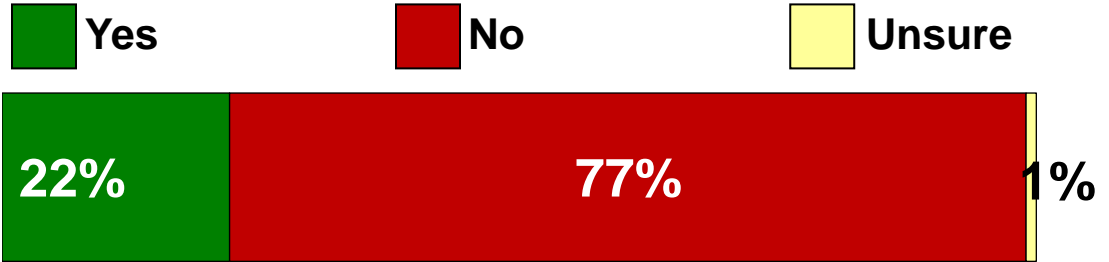
# PREFERENCE FOR BOND AMOUNT

Q26. The district has identified (**Ver A:** over \$2 / **Ver B:** nearly \$3) billion in needs over the next ten years. The more dollars in bonds that are passed will allow more projects to be completed and further delay the need for another bond. What is the most in bonds you are willing to support?

	\$1.6B	\$1.5B	\$1.3B	No bonds	Unsure
Ver A	36%	17%	34%	12%	1%
Ver B	28%	15%	34%	19%	4%



# BALLOT LANGUAGE & "TAX INCREASE"



Q27. Did you know that state law now requires the official ballot language for all school bonds to say quote - THIS IS A PROPERTY TAX INCREASE - end quote, even if the tax rate is not going to increase.



Q28. Would you believe it if (Ver A: district officials / Ver B: someone) told you a bond proposition would not increase taxes even though the ballot language said it was a property tax increase?

## Believability of No Tax

<u>% Yes</u>	<u>% No</u>	
22%	72%	Against Initial Ballot because of Taxes
23%	73%	Only for \$1.3B (Q6) 15% of the sample was only for the bond with no tax increase in Q6 – but 73% of them do not believe taxes would not increase.

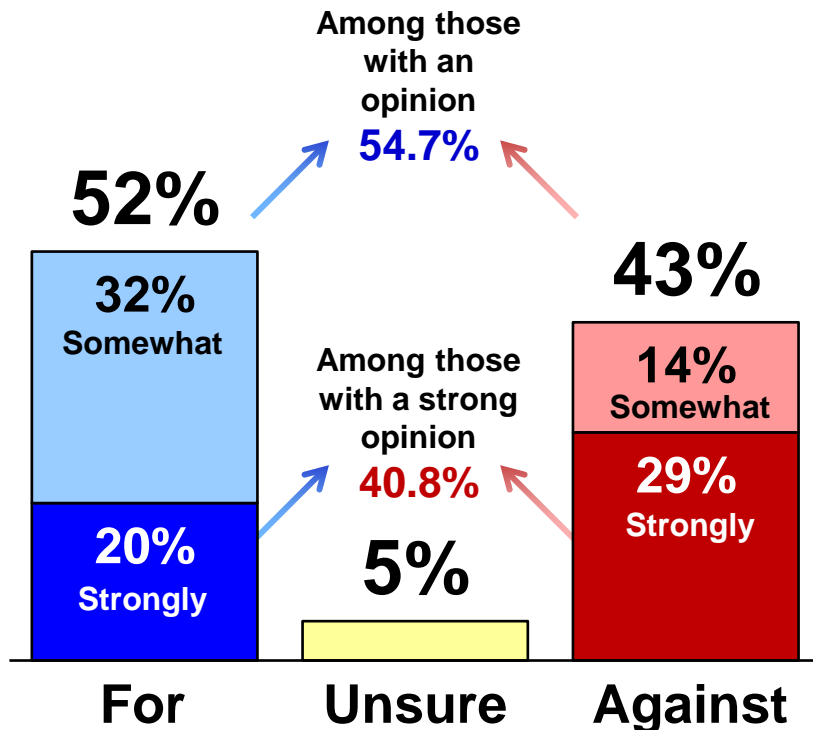


# INITIAL BALLOT

## INITIAL BALLOT

Q4. At some point over the next year or two, Conroe ISD may call for a bond election. If an election were held today would you vote for or against the issuance of \$1.5 billion in bonds to construct, renovate and equip schools, which would be a property tax increase?

Average both (1x total & 2x strong) is 45.5%



## INFORMED BALLOT

Q34. Having heard more about it, if an election were held today, would you vote for or against the issuance of \$1.5 billion in bonds to construct, renovate and equip schools, which would be a property tax increase?

Average both (1x total & 2x strong) is 61.7%

