

# ALIEF ISD VOTER SURVEY

**June 23 – July 9, 2021**

**N = 400 respondents**

**margin of error:  $\pm$  4.9%**

# Overview



1

**N=348 telephone interviews were collected June 23-June 29 including n=75 landlines and n=273 cell phones. All available phone numbers of registered voters were dialed multiple times to the point that sample was exhausted. All telephone interviews were conducted in English.**



2

**A letter was sent to every registered voter household inviting voters to take the survey online. Recipients of the letter began responding on July 5, and by July 9 n=533 usable interviews had been collected. *Unusable interviews were those among those who said they were not registered to vote, or those who had already taken the telephone survey.* The mailer was offered in English, Spanish, Chinese and Vietnamese. N=505 took the survey in English, n=37 took it in Spanish, n=2 took it in Chinese, and n=9 took it in Vietnamese.**



3

**The telephone sample was weighted to N=200 cases, and the online sample was weighted in N=200 cases. This was done to ensure a proper demographic balance within each sample type and to give each sample type equal weight.**

# OBJECTIVES



1

To assess **INITIAL** levels of support & opposition on various bond proposals.



2

To measure the favorability of potential bond projects and test the impact of additional information pertaining to a bond package.



3

To assess **INFORMED** levels of support & opposition on various bond proposals.

# QUESTIONNAIRE FORMAT



**Introduction and Screeners**



**Initial Ballots (Q3-6)**



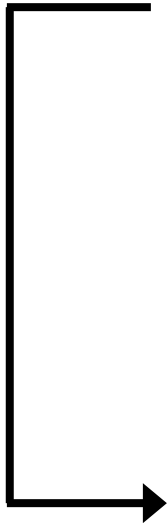
**Bond Project & Elements**



**Informed Ballots (Q30-33)**

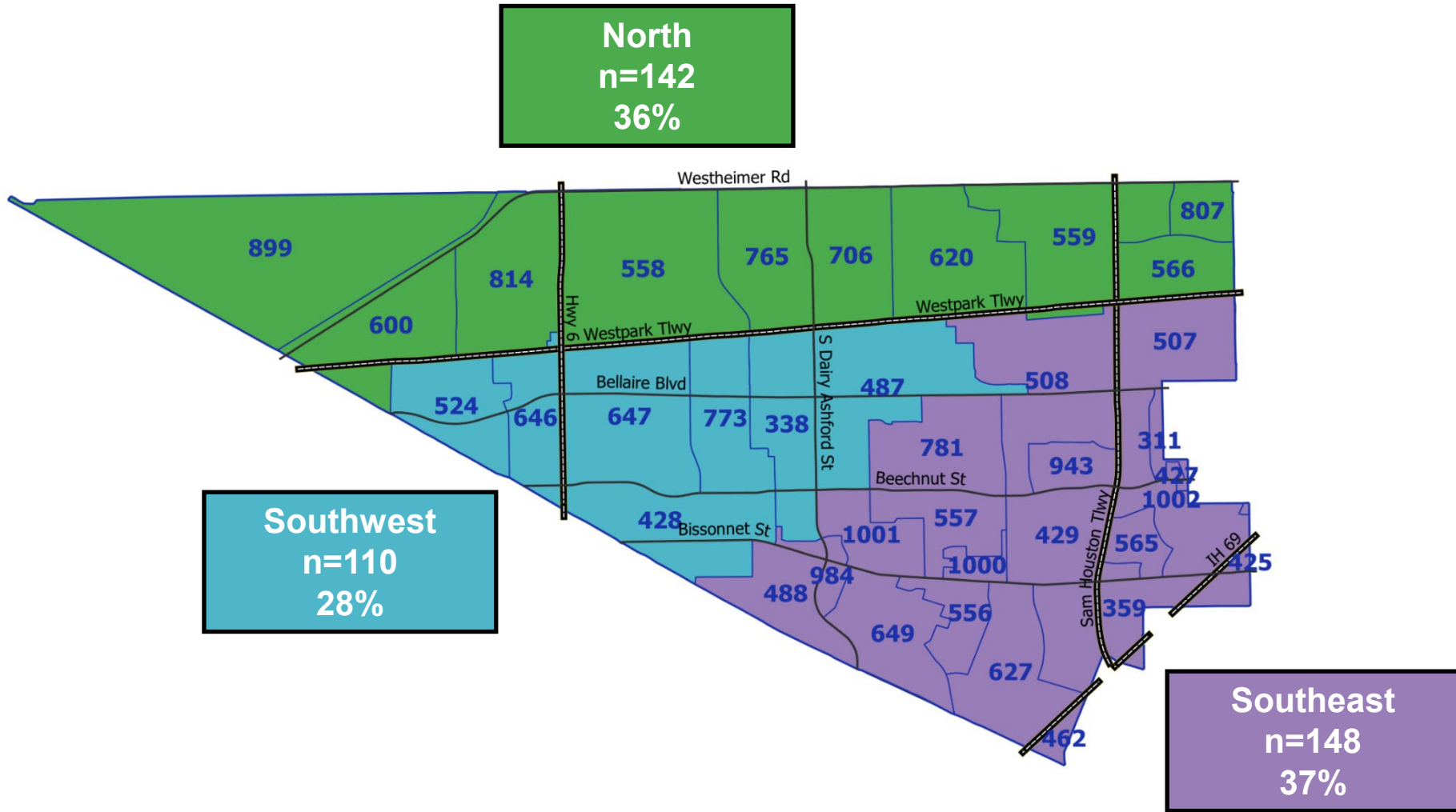


**Demographics**

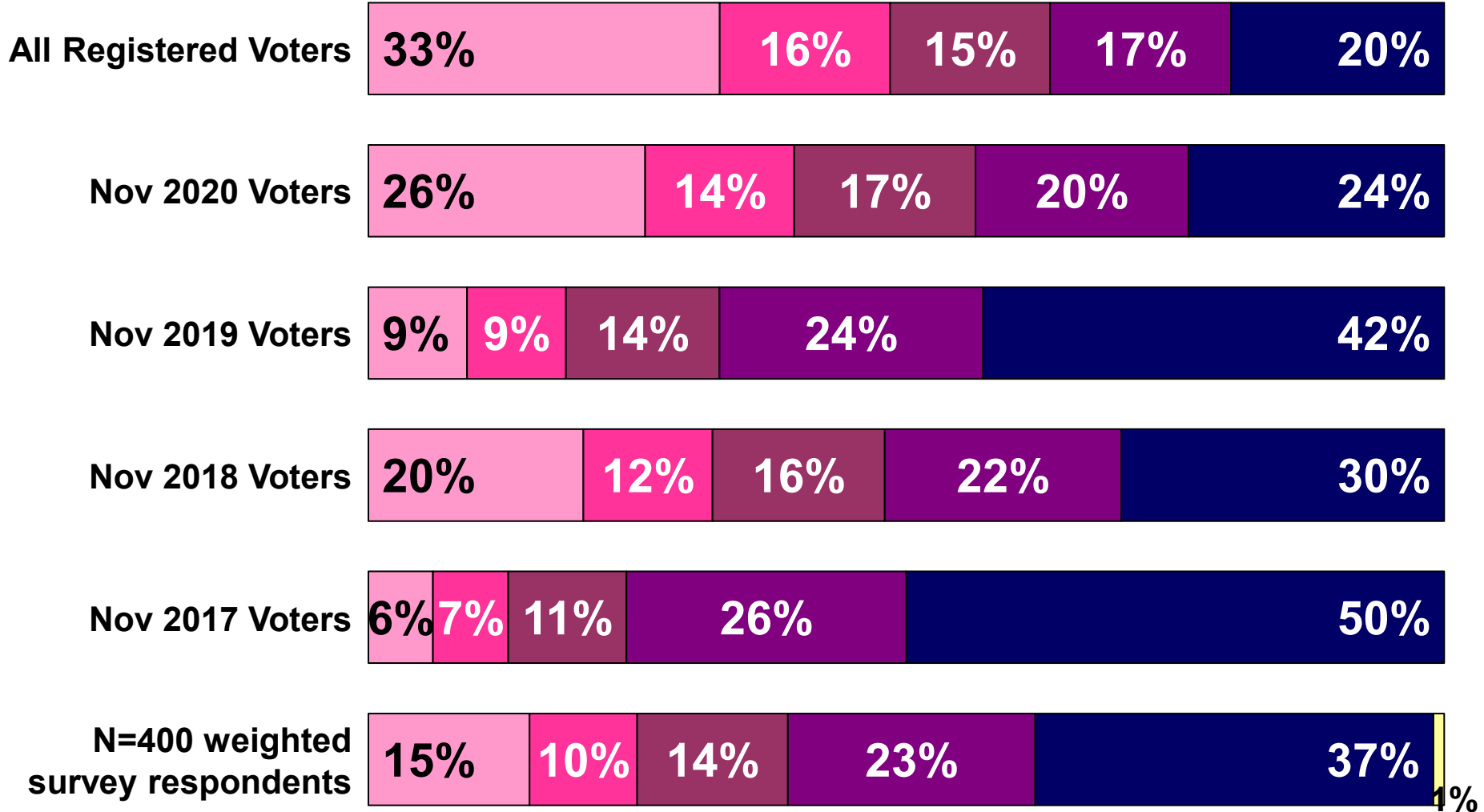


# DISTRIBUTION OF INTERVIEWS

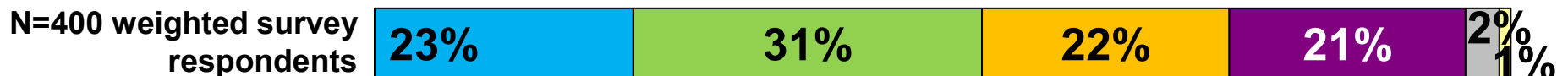
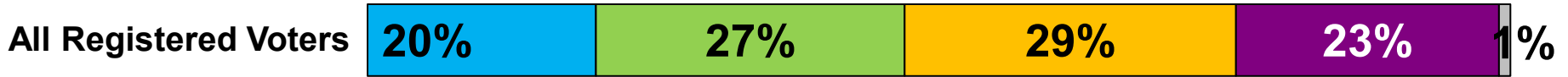
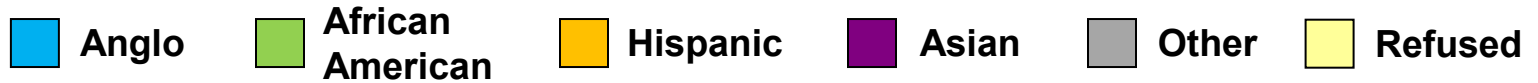
The number of interviews in each region is based on an average of voter registration and turnout over the last four November elections (2017-2020).



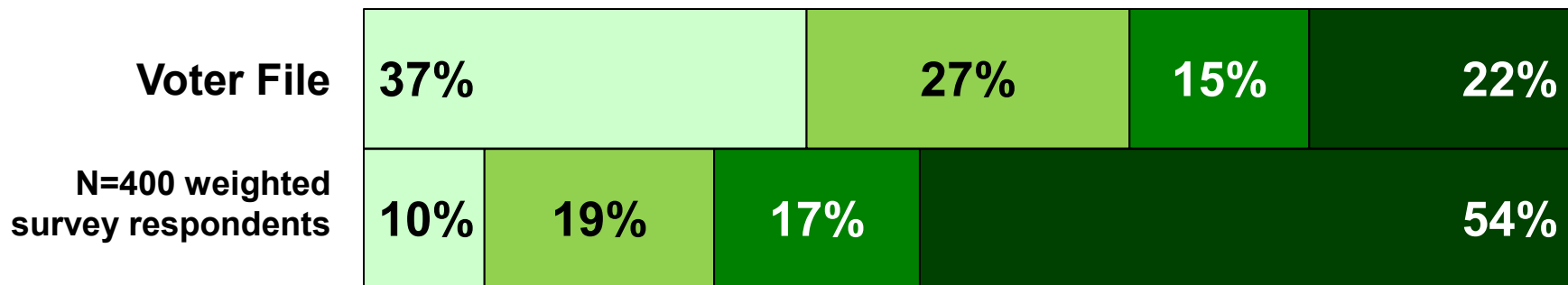
# AGE DEMOGRAPHICS



# RACE DEMOGRAPHICS



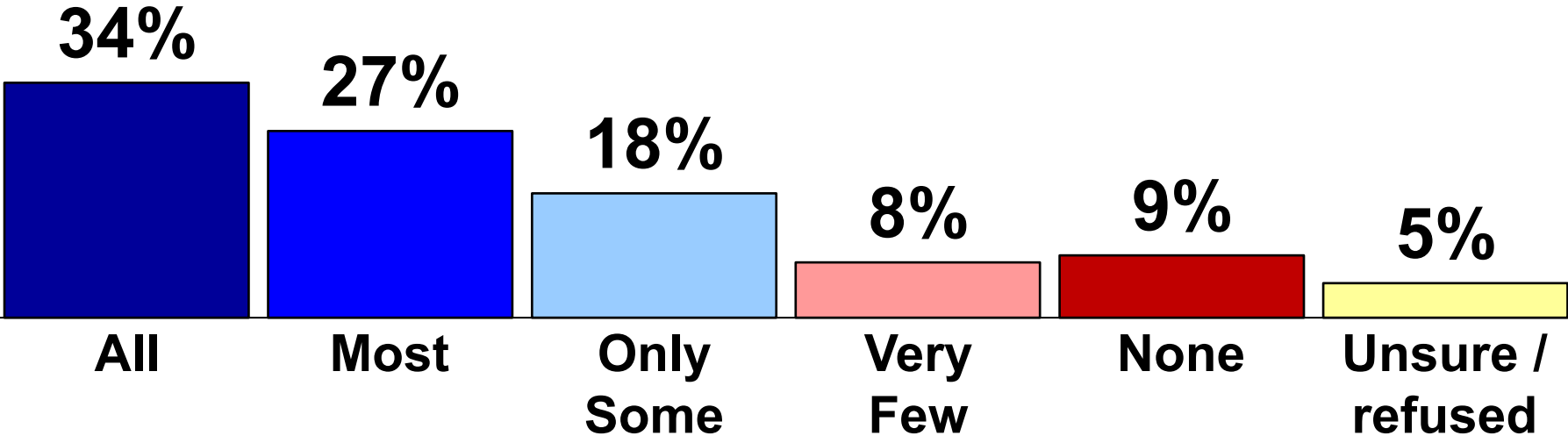
# VOTE HISTORY





Q2. 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, taxes and local development projects?

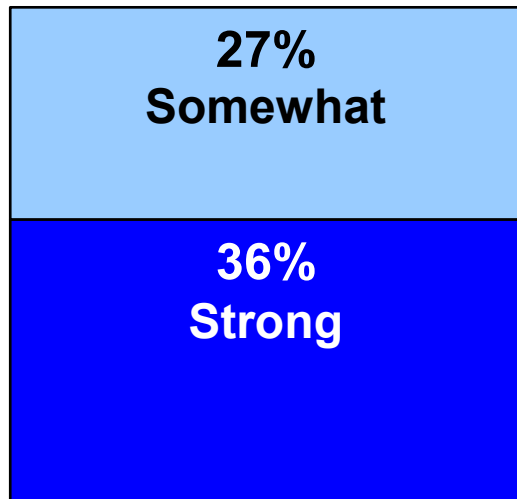
	All	Most	Only Some	Very Few	None	Unsure / refused
Voted 1+ Odd-Year	49%	30%	14%	2%	1%	3%
Voted 0 Odd-Year	22%	24%	20%	12%	14%	7%
Voted 0-1 General	18%	20%	22%	13%	18%	10%
Voted 2 Generals	27%	31%	22%	8%	7%	5%
Voted 3 Generals	44%	29%	14%	6%	4%	3%



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

	Base	Positive / Strong	TOTAL POSITIVE	TOTAL NEGATIVE	Unsure / Refused	POS / NEG RATIO
<b>Total</b>	<b>400</b>	<b>36%</b>	<b>64%</b>	<b>16%</b>	<b>21%</b>	<b>4.0</b>
<b>SCPARENT - Parent of an AISD Student</b>						
Parent	89	49%	79%	13%	8%	6.1
Non-Parent	311	33%	59%	17%	24%	3.5

**64%**



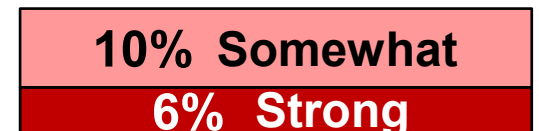
**Positive**

**21%**



**Unsure / refused**

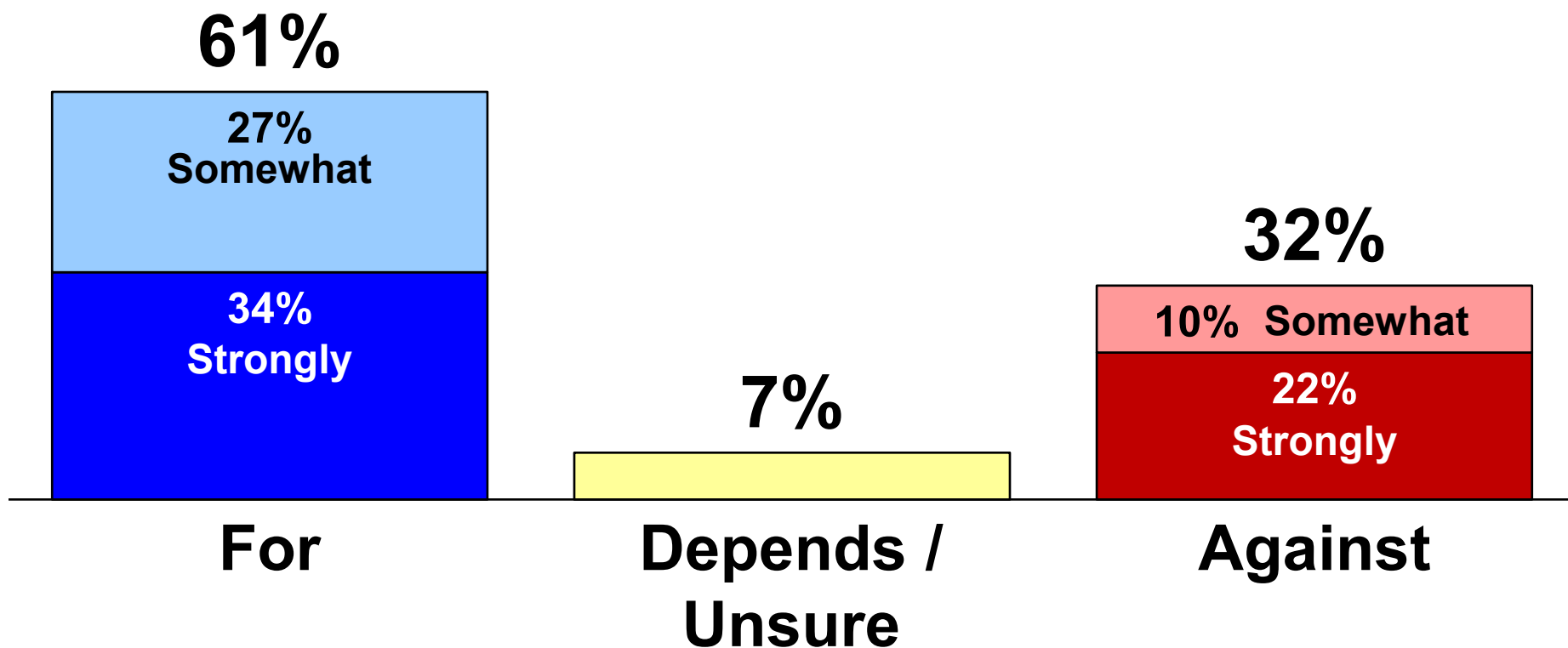
**16%**



**Negative**

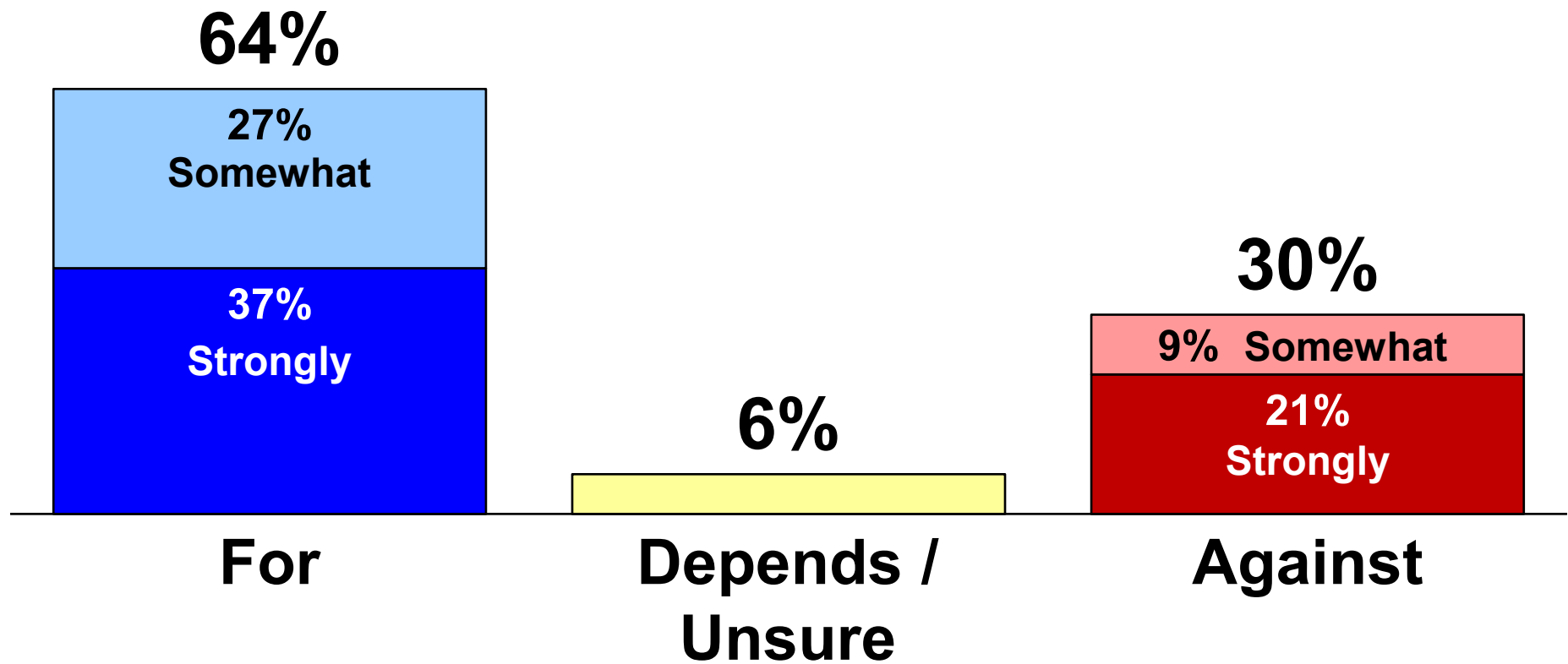
## INITIAL BALLOT ON \$426M

Q3. The issuance of \$426 million in bonds (**Ver A:** and the levying of a property tax increase, sufficient and without limit, to pay for the principal and interest of the bonds) for the construction, renovation and the equipment of school buildings and the purchase of school buses (**Ver B:** , and the levying of a property tax increase, sufficient and without limit, to pay for the principal and interest of the bonds).



**INITIAL BALLOT ON \$90M**

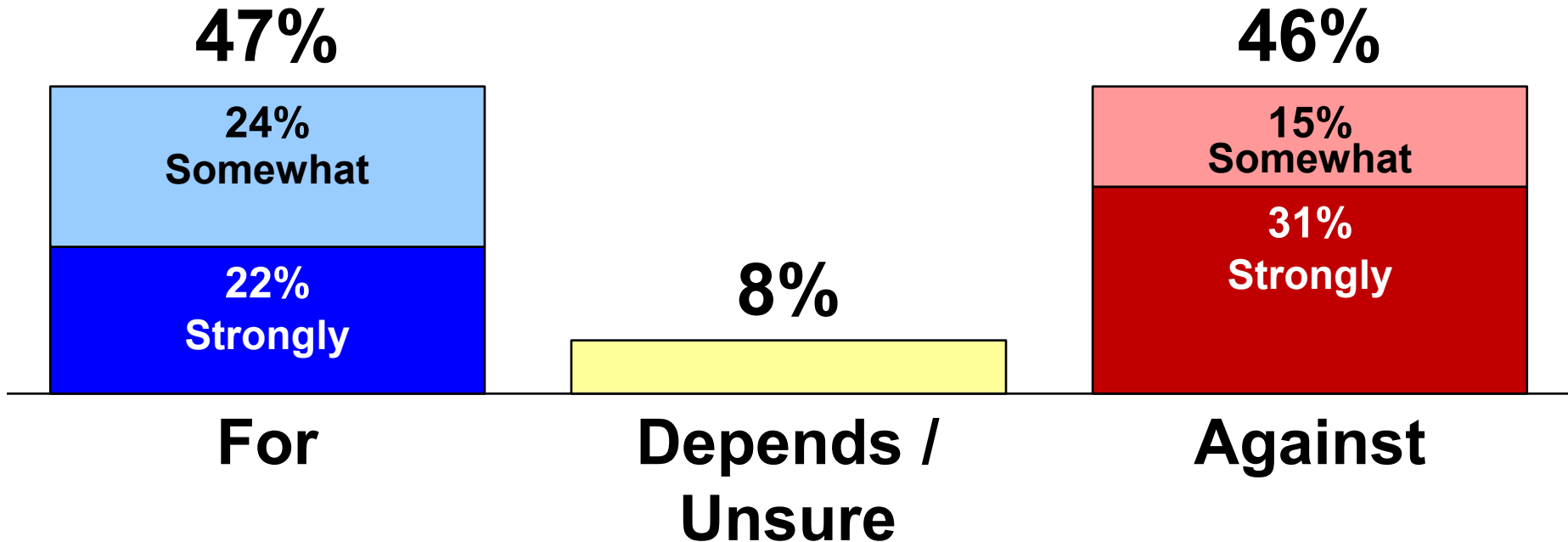
Q4. The issuance of \$90 million in bonds (**Ver A:** and the levying of a property tax increase, sufficient and without limit, to pay for the principal and interest of the bonds) for technology improvements and the purchase of electronic learning devices (**Ver B:** and the levying of a property tax increase, sufficient and without limit, to pay for the principal and interest of the bonds).



## INITIAL BALLOT ON \$9M

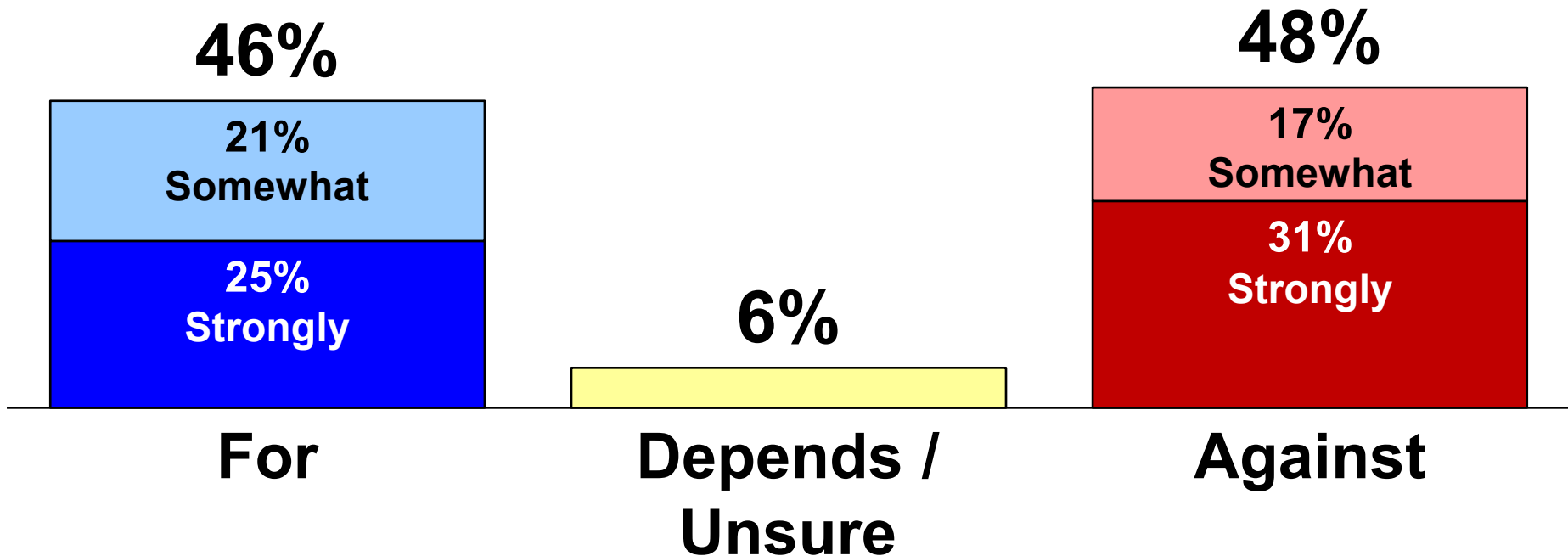
Q5. The issuance of \$9 million in bonds (**Ver A:** and the levying of a property tax increase, sufficient and without limit, to pay for the principal and interest of the bonds) for improvements to outdoor athletic fields and tennis courts (**Ver Y:** including the installation of synthetic turf at Taylor Fields and Alief Auxiliary Fields) (**Ver B:** and the levying of a property tax increase, sufficient and without limit, to pay for the principal and interest of the bonds).

For		Against
46%	Ver X	47%
47%	Ver Y	44%



## INITIAL BALLOT ON \$18M

Q6. The issuance of \$18 million in bonds (**Ver A:** and the levying of a property tax increase, sufficient and without limit, to pay for the principal and interest of the bonds) for improvements to Crump Stadium, including replacing turf, resurfacing the track, renovating locker rooms, and providing for a new score board and press box (**Ver B:** and the levying of a property tax increase, sufficient and without limit, to pay for the principal and interest of the bonds).



# Initial Support & Opposition Levels

		\$426M General Bond		\$90M Tech Bond		\$9M Athletics Bond		\$18M Crump Bond	
	Cases	For	Against	For	Against	For	Against	For	Against
<b>Total</b>	<b>400</b>	<b>61%</b>	<b>32%</b>	<b>64%</b>	<b>30%</b>	<b>47%</b>	<b>46%</b>	<b>46%</b>	<b>48%</b>
<b>Odd-Year Nov History</b>									
Voted 1+ of last 3	175	60%	35%	61%	34%	45%	50%	46%	51%
Voted none of last 3	225	61%	30%	66%	27%	48%	42%	46%	46%
<b>AISD Parents vs. Non-P</b>									
Parent	89	68%	27%	74%	20%	59%	33%	57%	36%
Non-Parent	311	59%	34%	61%	33%	43%	49%	42%	51%
<b>Age</b>									
18-39	83	70%	20%	73%	18%	52%	35%	46%	42%
40-54	74	62%	32%	69%	25%	49%	44%	46%	47%
55-64	92	50%	46%	54%	41%	42%	55%	42%	55%
65 or older	147	62%	31%	62%	31%	46%	46%	48%	47%
<b>Age &amp; Gender</b>									
Male / 18-59	87	58%	35%	65%	26%	47%	43%	41%	50%
Male / 60+	86	60%	35%	59%	37%	48%	47%	46%	50%
Female / 18-59	116	66%	26%	69%	25%	51%	41%	49%	42%
Female / 60+	107	57%	35%	60%	33%	41%	50%	45%	49%

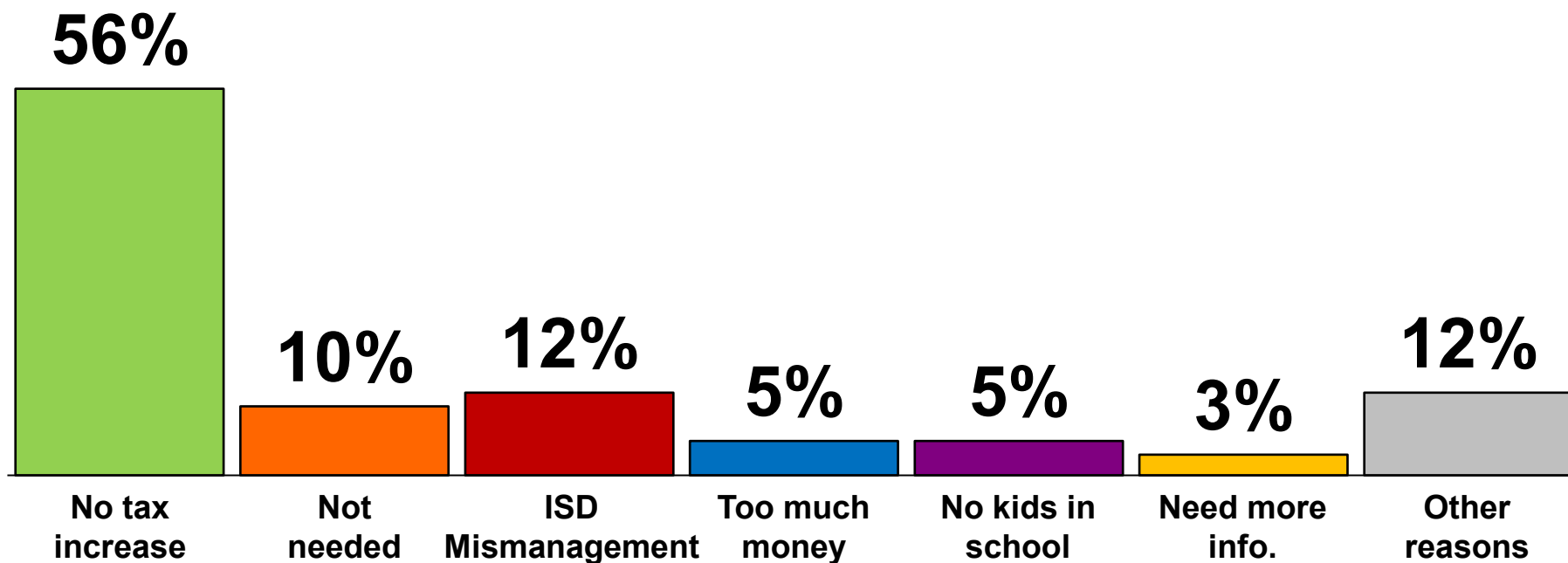
# Initial Support & Opposition Levels

		\$426M General Bond		\$90M Tech Bond		\$9M Athletics Bond		\$18M Crump Bond	
	Cases	For	Against	For	Against	For	Against	For	Against
<b>Total</b>	<b>400</b>	<b>61%</b>	<b>32%</b>	<b>64%</b>	<b>30%</b>	<b>47%</b>	<b>46%</b>	<b>46%</b>	<b>48%</b>
<b>Race &amp; Ethnicity</b>									
Anglo	92	55%	41%	55%	41%	32%	61%	33%	63%
African-American	123	71%	23%	76%	19%	60%	35%	63%	33%
Hispanic	89	61%	34%	64%	31%	51%	41%	49%	45%
Asian	84	55%	32%	60%	29%	41%	48%	34%	55%
<b>Own vs. Rent</b>									
Own	291	55%	40%	58%	36%	42%	52%	40%	55%
Rent	101	79%	13%	81%	14%	61%	29%	65%	29%
<b>Annual HH income</b>									
Under \$40,000	124	65%	27%	72%	20%	53%	40%	56%	38%
\$40,000 - \$74,999	104	64%	30%	67%	28%	48%	47%	45%	50%
\$75,000 and over	117	59%	39%	59%	39%	43%	52%	39%	56%
<b>Regions</b>									
North	142	59%	35%	61%	32%	42%	50%	41%	53%
Southwest	110	54%	37%	59%	32%	47%	45%	44%	47%
Southeast	148	67%	26%	70%	25%	51%	42%	52%	43%

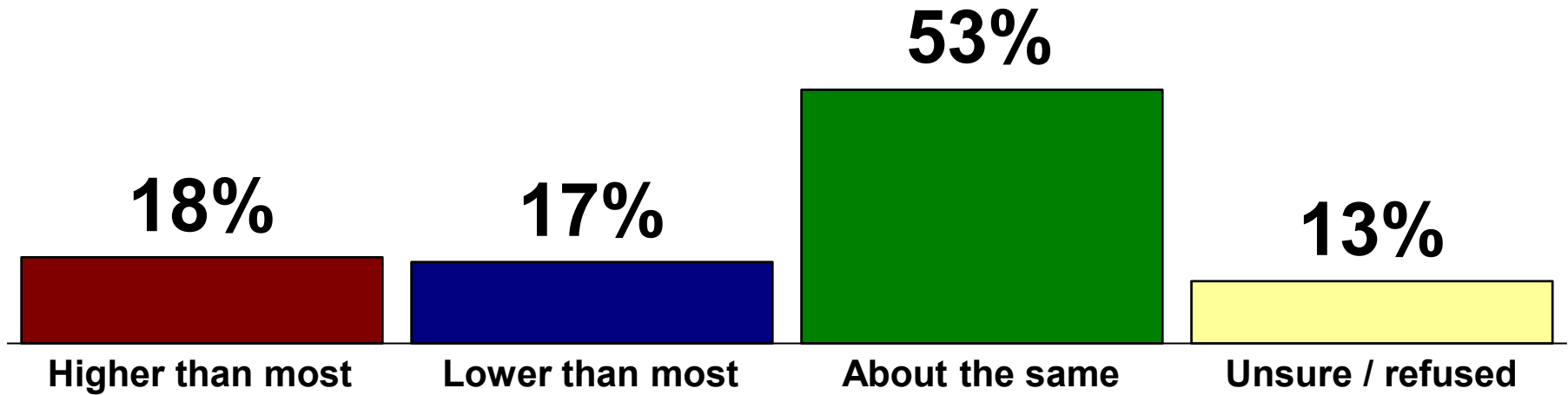


Q7. And in your own words, please tell me why you would vote against a bond proposal of \$426 million to construct, renovate and equip school buildings?

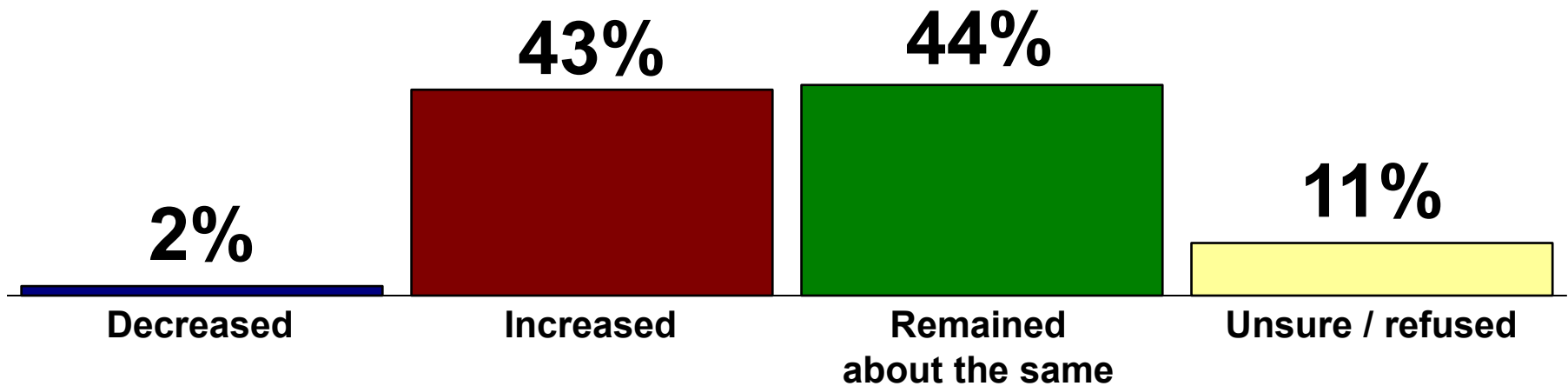
Below are the results of a random selection of N=200 open-ended responses among respondents who are not in favor of the \$426M general bond, including all n=99 unweighted telephone interviews and a random selection of n=101 online interviews.



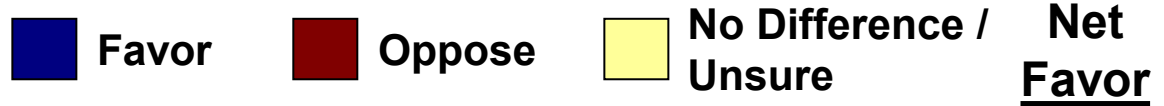
Q8. Compared to other districts in the area, do you think the Alief ISD tax rate is...



Q9. Over the last three years do you think the Alief ISD tax rate has...



Now I am going to read you some projects that would be included in a potential bond package. For each item I read, please tell me if you strongly favor, somewhat favor, somewhat oppose or strongly oppose that project.



Q10. (Ver X: The average age of schools in Alief ISD is 34 years old, and the / Ver Y: The) bonds would allow for maintenance and repair of school buildings such as replacing old carpet, repainting, and upgrading roofing, electrical, plumbing and heating and cooling systems.



Q19. The bonds would allow for improvements to technology such as the purchase of electronic learning devices for teachers, students and classrooms to give students the tools they need for today's 21st Century learning.



Q14. The bonds would allow for safety and security improvements such as more body cameras and new radios for AISD police, more secure entries at schools and more secure common places like cafeterias and libraries.



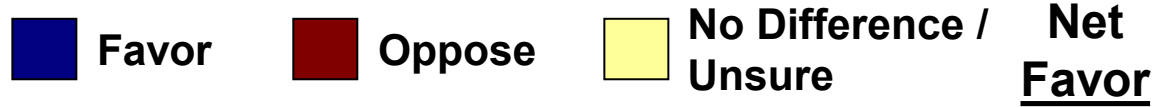
Q16. The bonds would allow for upgrades for specialized academic programs such as construction of a new Ag Science Center and new equipment for popular CTE courses which prepare students for (Ver X: college and careers / Ver Y: jobs upon graduation).



Q13. Over the next two years, over a quarter of the district's busses will reach the end of their life span, and these bonds would allow for the purchase of new buses to keep the district on track with their bus replacement schedule.



Now I am going to read you some projects that would be included in a potential bond package. For each item I read, please tell me if you strongly favor, somewhat favor, somewhat oppose or strongly oppose that project.



Q11. Improvements in this bond would make Alief schools more equitable to other Houston area schools.



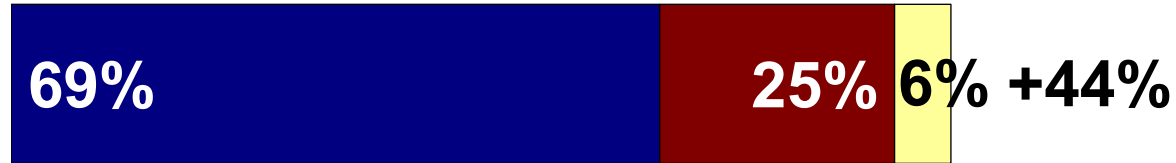
Q15. The bonds would allow for improvements to fine arts programs such as upgrades to classrooms and stage lighting, and replacing outdated art equipment and musical instruments.



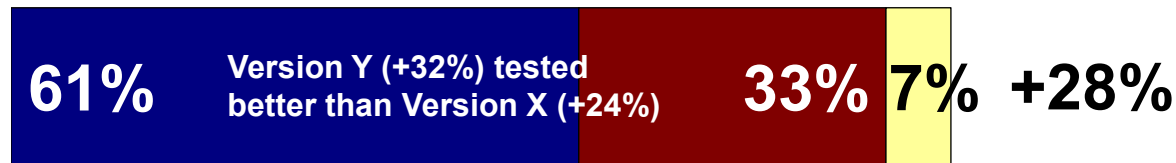
Q12. The bonds would allow for rebuilding two of the district's oldest schools which were built in 1964 and 1971, and are in need of significant repair. So, rather than invest tens of millions of dollars into these old buildings the bond would allow for new schools.



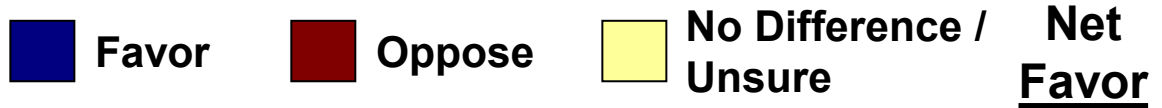
Q18. The bonds would allow for addressing age-related repairs at athletic facilities, such as resurfacing old tennis courts and fixing the drainage and turf at outdoor fields, so these facilities can continue to be used safely and effectively.



Q17. This bond would allow for renovating and enhancing the press box and score board at Crump Stadium and give the district a state-of-the-art facility (Ver X: that would be used by athletics and fine arts programs as well as other school and community events / Ver Y: that would double as a learning space for hands-on experience for students in digital media courses).



Now, here is some more information about the bond package. After each statement I read, please tell me if you strongly favor, somewhat favor, somewhat oppose or strongly oppose the bond package.



Q22. If passed, this bond will **NOT increase tax rates for senior citizens**, since their property tax rates are frozen.



Q26. While bond funds will be allocated to schools based on need, **all Alief ISD students will benefit** from this bond.



Q20. A diverse **citizen steering committee** of community leaders, district employees and parents helped to study and prioritize the district's needs, and this bond proposal will include their recommendations.



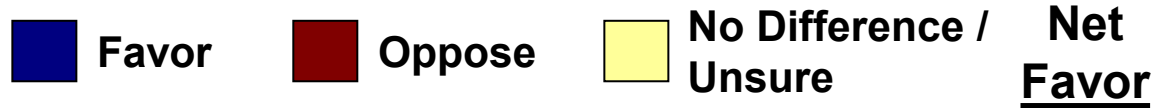
Q21. Because of rising construction costs, this bond will save taxpayers money because it is **less expensive to make these improvements now** than to wait and do them a few years from now.



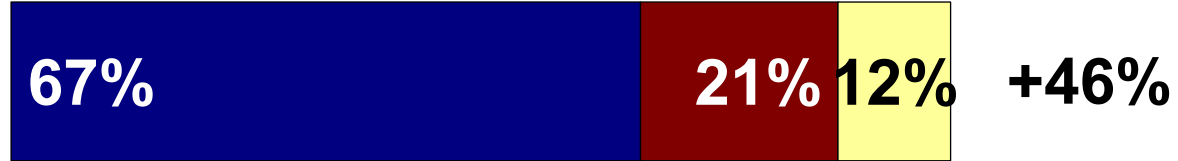
Q25. AISD tax **rates have recently been decreasing**, and they are the lowest they have been in over 16 years and even if this bond were to pass, tax rates would still be less than they were three years ago.



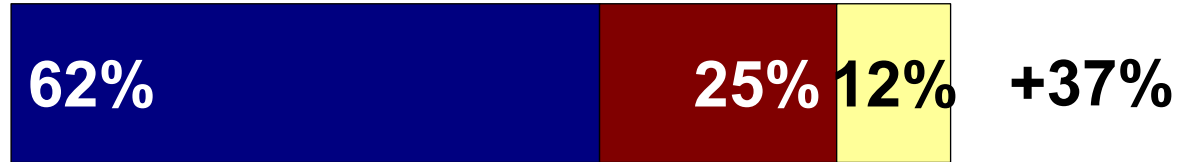
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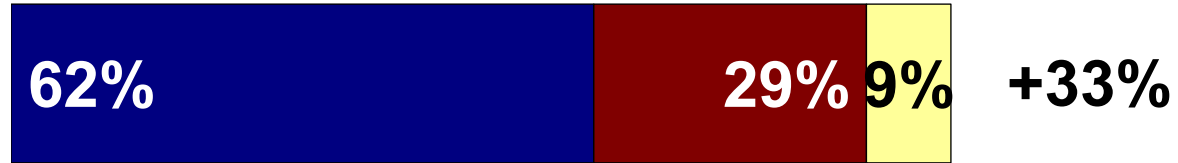
Q23. The last bond, passed in 2015, came in on time and under budget and this bond would be implemented by the same team, using the same practices.



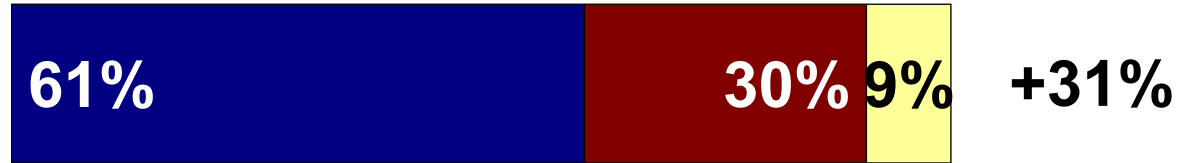
Q24. Alief ISD has the second lowest tax rate of any district in the greater Houston area, and this bond would put local taxpayer investment more on par with other districts in the region.



Q28. This bond will be used for improvements to school buildings and equipment only. None of the bond will be used for daily operational costs, such as teacher salaries.



Q27. If all the bond propositions were to pass, then property taxes would increase as much as \$8 per month on the average home valued at \$149,000.

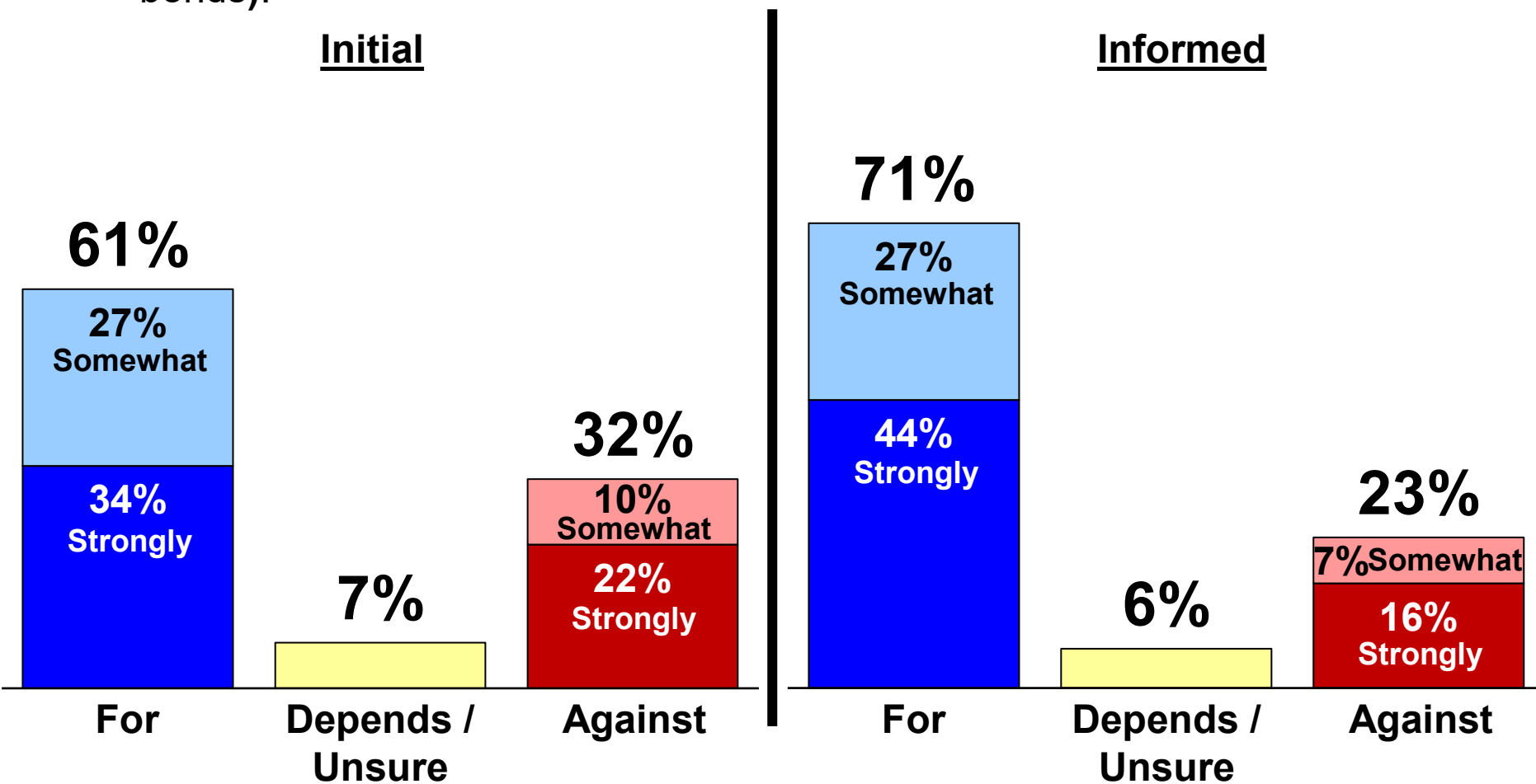


Q29. Voters approved a bond for \$341 million six years ago that is still being paid off, and this bond will increase local debt that will take another 20 years to pay off.



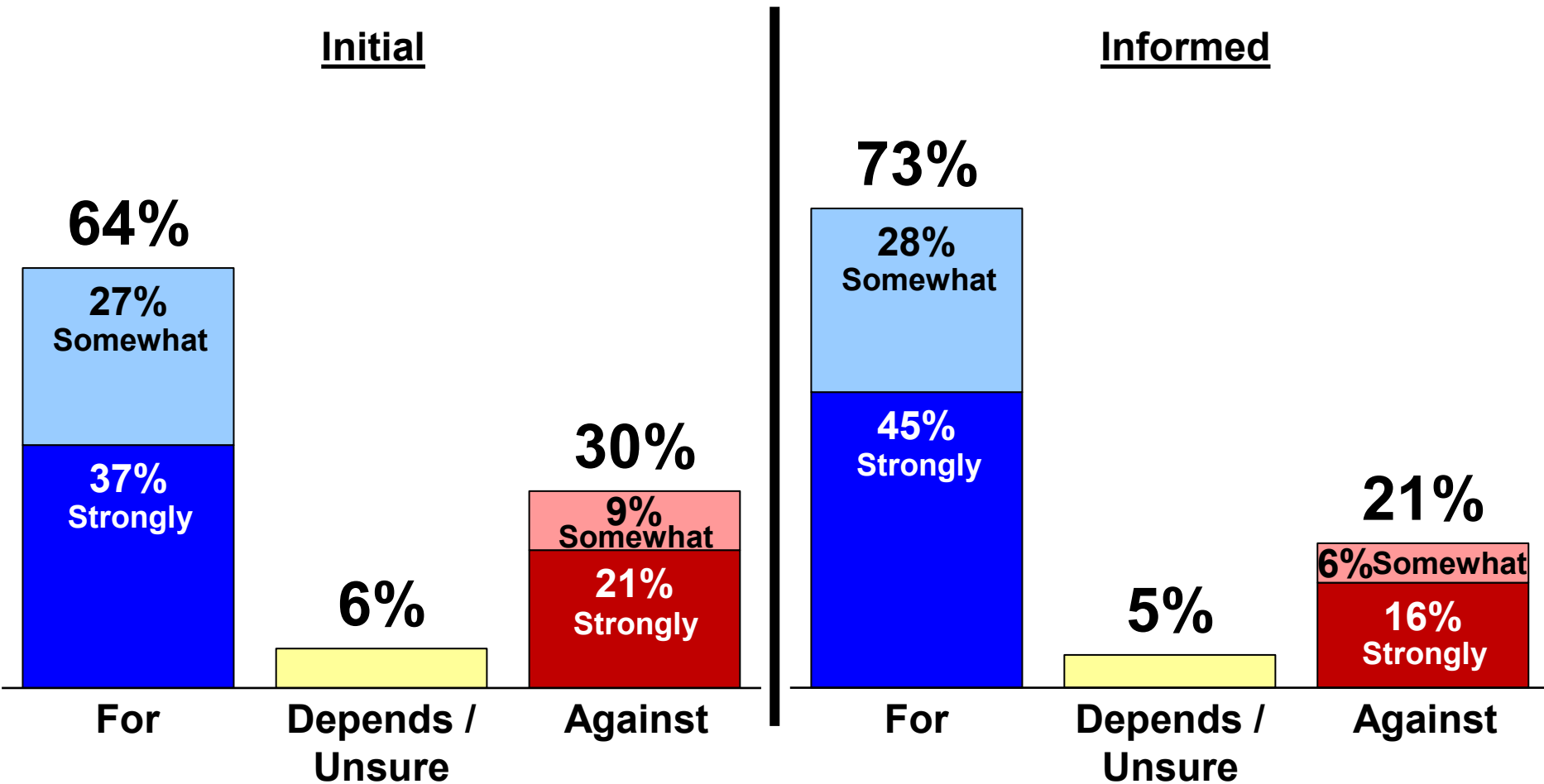
## INFORMED BALLOT ON \$426M

Q30. The issuance of \$426 million in bonds (**Ver A:** and the levying of a property tax increase, sufficient and without limit, to pay for the principal and interest of the bonds) for the construction, renovation and the equipment of school buildings and the purchase of school buses (**Ver B:** , and the levying of a property tax increase, sufficient and without limit, to pay for the principal and interest of the bonds).



## INFORMED BALLOT ON \$90M

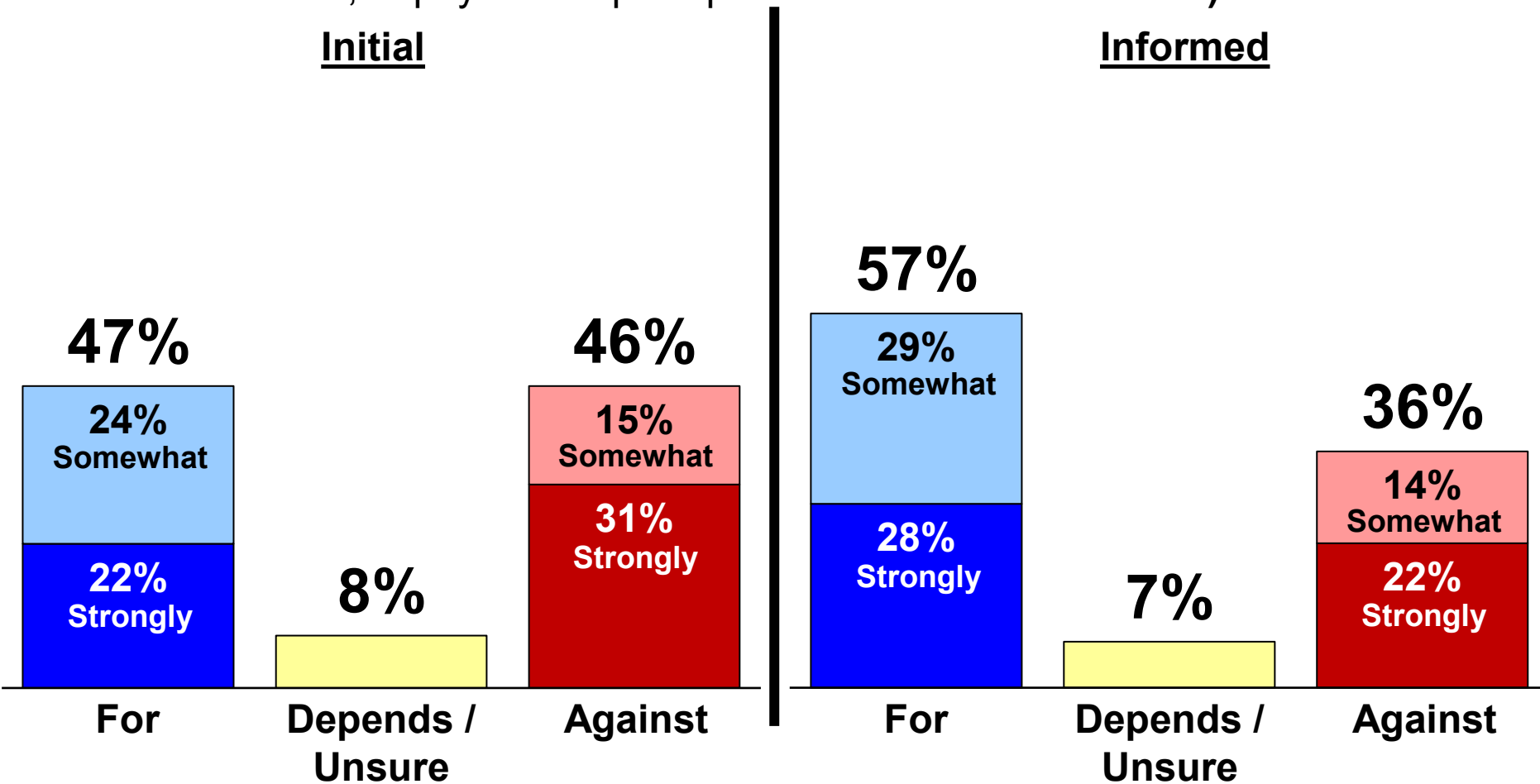
Q31. The issuance of \$90 million in bonds (**Ver A:** and the levying of a property tax increase, sufficient and without limit, to pay for the principal and interest of the bonds) for technology improvements and the purchase of electronic learning devices (**Ver B:** and the levying of a property tax increase, sufficient and without limit, to pay for the principal and interest of the bonds).





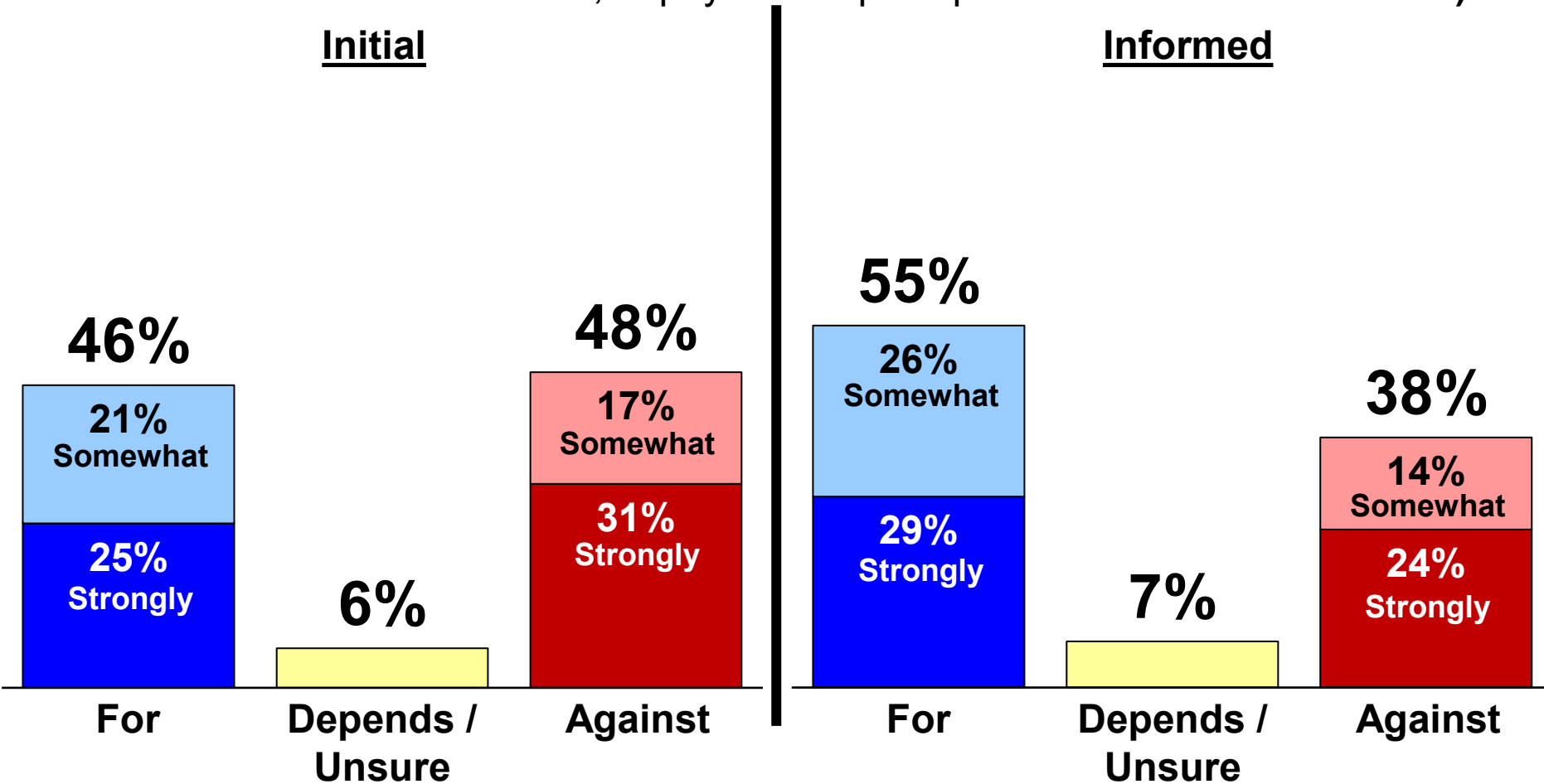
## INFORMED BALLOT ON \$9M

Q32. The issuance of \$9 million in bonds (**Ver A:** and the levying of a property tax increase, sufficient and without limit, to pay for the principal and interest of the bonds) for improvements to outdoor athletic fields and tennis courts (**Ver Y:** including the installation of synthetic turf at Taylor Fields and Alief Auxiliary Fields) (**Ver B:** and the levying of a property tax increase, sufficient and without limit, to pay for the principal and interest of the bonds).



## INFORMED BALLOT ON \$18M

Q33. The issuance of \$18 million in bonds (**Ver A:** and the levying of a property tax increase, sufficient and without limit, to pay for the principal and interest of the bonds) for improvements to Crump Stadium, including replacing turf, resurfacing the track, renovating locker rooms, and providing for a new score board and press box (**Ver B:** and the levying of a property tax increase, sufficient and without limit, to pay for the principal and interest of the bonds).



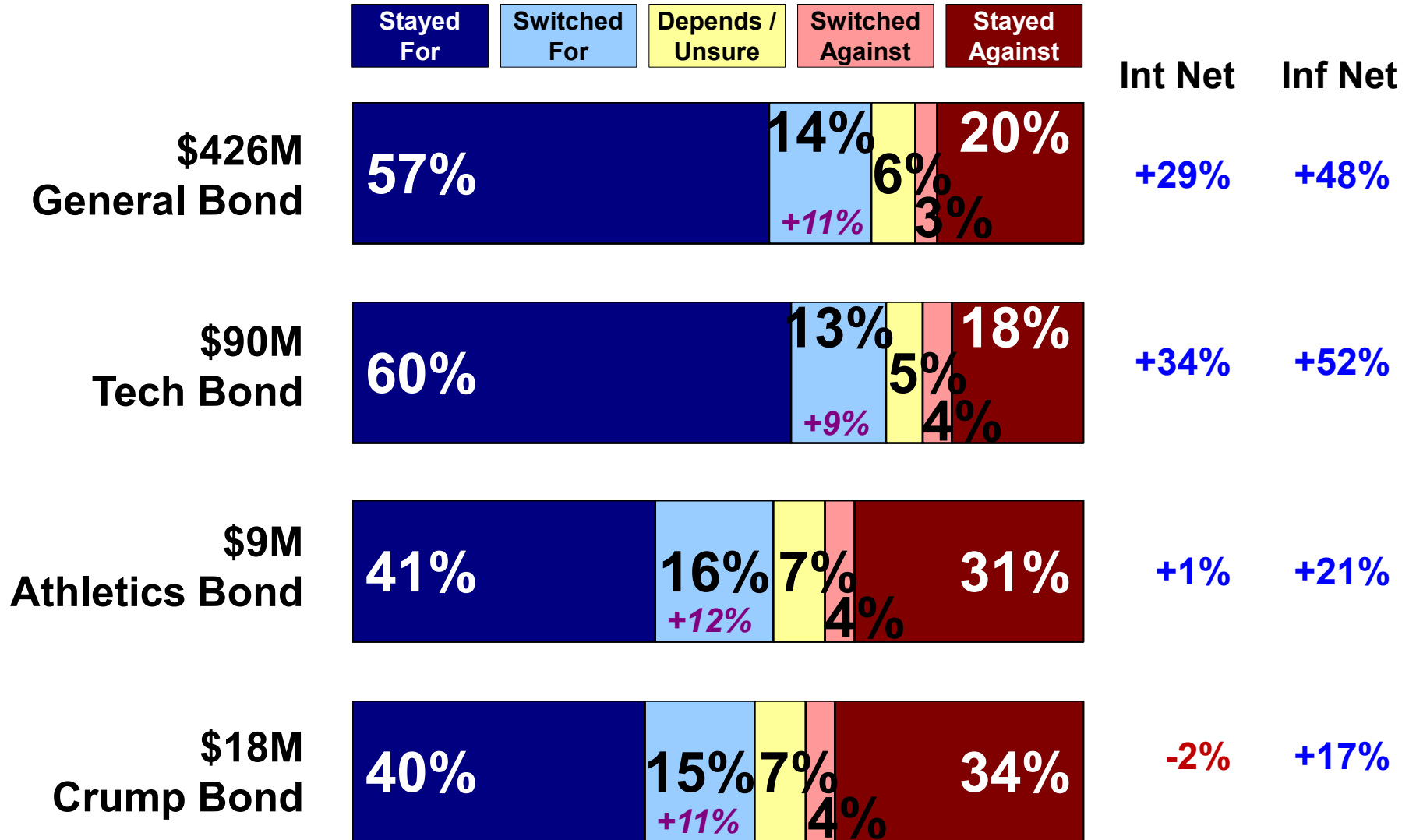
# Informed Support & Opposition Levels

		\$426M General Bond		\$90M Tech Bond		\$9M Athletics Bond		\$18M Crump Bond	
	Cases	For	Against	For	Against	For	Against	For	Against
<b>Total</b>	<b>400</b>	<b>71%</b>	<b>23%</b>	<b>73%</b>	<b>21%</b>	<b>57%</b>	<b>36%</b>	<b>55%</b>	<b>38%</b>
<b>Odd-Year Nov History</b>									
Voted 1+ of last 3	<b>175</b>	70%	25%	74%	22%	57%	38%	56%	40%
Voted none of last 3	<b>225</b>	71%	22%	72%	21%	57%	34%	54%	36%
<b>AISD Parents vs. Non-P</b>									
Parent	<b>89</b>	77%	16%	80%	13%	69%	24%	66%	26%
Non-Parent	<b>311</b>	69%	25%	71%	24%	54%	39%	52%	41%
<b>Age</b>									
18-39	<b>83</b>	76%	14%	79%	11%	68%	24%	62%	28%
40-54	<b>74</b>	71%	25%	74%	22%	60%	33%	55%	39%
55-64	<b>92</b>	62%	33%	60%	35%	48%	45%	48%	45%
65 or older	<b>147</b>	74%	20%	78%	18%	57%	37%	57%	37%
<b>Age &amp; Gender</b>									
Male / 18-59	<b>87</b>	66%	27%	71%	22%	56%	37%	53%	41%
Male / 60+	<b>86</b>	69%	28%	74%	23%	53%	42%	51%	44%
Female / 18-59	<b>116</b>	76%	17%	77%	17%	66%	26%	62%	30%
Female / 60+	<b>107</b>	71%	22%	71%	25%	52%	40%	54%	39%

# Informed Support & Opposition Levels

		\$426M General Bond		\$90M Tech Bond		\$9M Athletics Bond		\$18M Crump Bond	
	Cases	For	Against	For	Against	For	Against	For	Against
<b>Total</b>	<b>400</b>	<b>71%</b>	<b>23%</b>	<b>73%</b>	<b>21%</b>	<b>57%</b>	<b>36%</b>	<b>55%</b>	<b>38%</b>
<b>Race &amp; Ethnicity</b>									
Anglo	92	62%	35%	63%	34%	42%	55%	39%	59%
African-American	123	82%	14%	84%	12%	73%	23%	74%	22%
Hispanic	89	73%	21%	74%	21%	62%	31%	60%	34%
Asian	84	64%	22%	70%	18%	48%	37%	44%	41%
<b>Own vs. Rent</b>									
Own	291	65%	29%	68%	27%	51%	42%	48%	47%
Rent	101	88%	6%	90%	5%	77%	17%	78%	13%
<b>Annual HH Income</b>									
Under \$40,000	124	77%	16%	81%	13%	66%	27%	68%	25%
\$40,000 - \$74,999	104	76%	21%	79%	19%	63%	35%	61%	36%
\$75,000 and over	117	65%	32%	68%	31%	48%	47%	44%	54%
<b>Regions</b>									
North	142	66%	28%	69%	27%	50%	43%	47%	46%
Southwest	110	69%	21%	74%	19%	55%	36%	54%	37%
Southeast	148	76%	20%	77%	18%	65%	29%	63%	31%

# COMPARISON OF INITIAL & INFORMED BALLOTS



# NET SWITCHING

Indicates above-average net switching	Cases	\$426 General Bond: Net Switching	\$90M Tech Bond: Net Switching	\$9 Athletics Bond: Net Switching	\$18M Crump Bond: Net Switching
<b>Total</b>	<b>400</b>	<b>11%</b>	<b>9%</b>	<b>12%</b>	<b>11%</b>
<b>Odd-Year Nov History</b> Voted 1+ of last 3	<b>175</b>	<b>11%</b>	<b>14%</b>	<b>12%</b>	<b>10%</b>
Voted none of last 3	<b>225</b>	<b>10%</b>	<b>5%</b>	<b>11%</b>	<b>10%</b>
<b>AISD Parents vs. Non-P</b> Parent	<b>89</b>	<b>11%</b>	<b>9%</b>	<b>11%</b>	<b>10%</b>
Non-Parent	<b>311</b>	<b>10%</b>	<b>10%</b>	<b>12%</b>	<b>10%</b>
<b>Age</b> 18-39	<b>83</b>	<b>7%</b>	<b>7%</b>	<b>15%</b>	<b>15%</b>
40-54	<b>74</b>	<b>10%</b>	<b>5%</b>	<b>13%</b>	<b>11%</b>
55-64	<b>92</b>	<b>13%</b>	<b>6%</b>	<b>8%</b>	<b>7%</b>
65 or older	<b>147</b>	<b>12%</b>	<b>15%</b>	<b>11%</b>	<b>10%</b>
<b>Age &amp; Gender</b> Male / 18-59	<b>87</b>	<b>9%</b>	<b>4%</b>	<b>9%</b>	<b>11%</b>
Male / 60+	<b>86</b>	<b>8%</b>	<b>14%</b>	<b>4%</b>	<b>5%</b>
Female / 18-59	<b>116</b>	<b>11%</b>	<b>9%</b>	<b>17%</b>	<b>14%</b>
Female / 60+	<b>107</b>	<b>15%</b>	<b>11%</b>	<b>14%</b>	<b>12%</b>

# NET SWITCHING

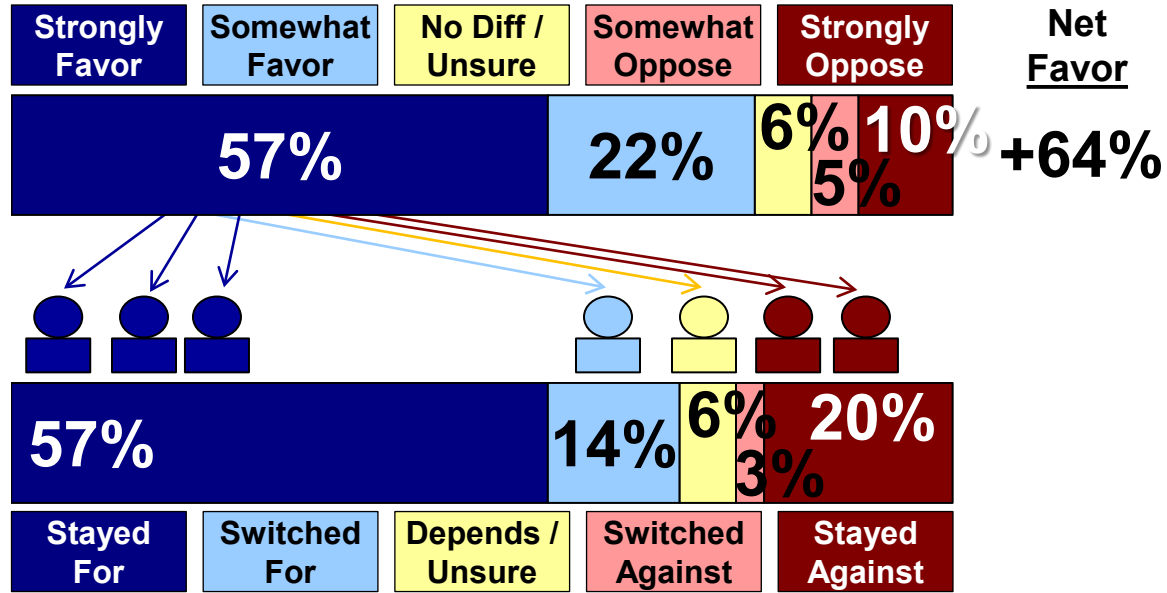
Indicates above-average net switching	Cases	\$426 General Bond: Net Switching	\$90M Tech Bond: Net Switching	\$9 Athletics Bond: Net Switching	\$18M Crump Bond: Net Switching
<b>Total</b>	<b>400</b>	<b>11%</b>	<b>9%</b>	<b>12%</b>	<b>11%</b>
<b>Race &amp; Ethnicity</b>					
Anglo	<b>92</b>	<b>6%</b>	<b>8%</b>	<b>9%</b>	<b>6%</b>
African-American	<b>123</b>	<b>10%</b>	<b>9%</b>	<b>14%</b>	<b>12%</b>
Hispanic	<b>89</b>	<b>14%</b>	<b>11%</b>	<b>11%</b>	<b>13%</b>
Asian	<b>84</b>	<b>13%</b>	<b>9%</b>	<b>10%</b>	<b>12%</b>
<b>Own vs. Rent</b>					
Own	<b>291</b>	<b>12%</b>	<b>9%</b>	<b>9%</b>	<b>8%</b>
Rent	<b>101</b>	<b>10%</b>	<b>10%</b>	<b>18%</b>	<b>16%</b>
<b>Annual HH Income</b>					
Under \$40,000	<b>124</b>	<b>13%</b>	<b>9%</b>	<b>13%</b>	<b>13%</b>
\$40,000 - \$74,999	<b>104</b>	<b>12%</b>	<b>13%</b>	<b>16%</b>	<b>16%</b>
\$75,000 and over	<b>117</b>	<b>6%</b>	<b>9%</b>	<b>6%</b>	<b>4%</b>
<b>Region</b>					
North	<b>142</b>	<b>7%</b>	<b>6%</b>	<b>11%</b>	<b>7%</b>
Southwest	<b>110</b>	<b>16%</b>	<b>16%</b>	<b>8%</b>	<b>11%</b>
Southeast	<b>148</b>	<b>9%</b>	<b>7%</b>	<b>14%</b>	<b>13%</b>

# REGRESSION ANALYSIS ON THE \$426 GENERAL BOND



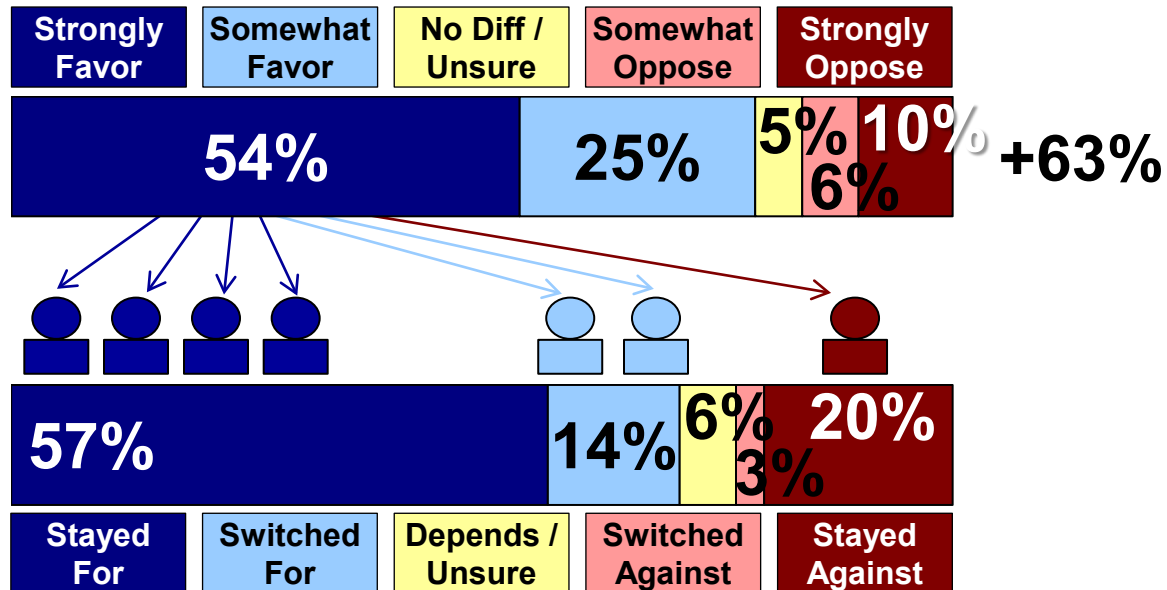
# REGRESSION (CORRELATION) ANALYSIS

**Q14.** The bonds would allow for safety and security improvements such as more body cameras and new radios for AISD police, more secure entries at schools and more secure common places like cafeterias and libraries.



**Solidifiers and Switchers on \$426 million bond**

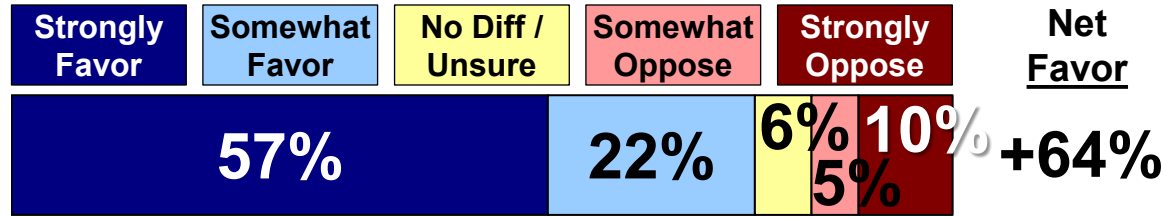
**Q13.** Over the next two years, over a quarter of the district's buses will reach the end of their life span, and these bonds would allow for the purchase of new buses to keep the district on track with their bus replacement schedule.



**Solidifiers and Switchers on \$426 million bond**

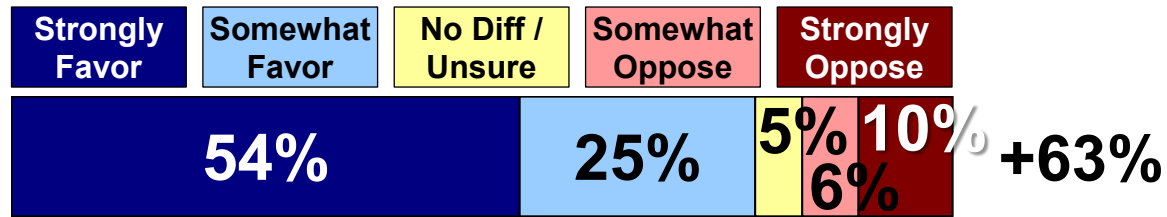
# REGRESSION (CORRELATION) ANALYSIS

Q14. The bonds would allow for safety and security improvements such as more body cameras and new radios for AISD police, more secure entries at schools and more secure common places like cafeterias and libraries.



$$\frac{\text{Net Favor}}{+64} \times \left\{ \left[ \frac{\text{Solidifier Correlation Factor}}{0.0853} + \frac{\text{Switcher Correlation Factor}}{0.0788} \right] \div 2 \right\} = \frac{\text{Average Correlation Score}}{5.3}$$

Q13. Over the next two years, over a quarter of the district's buses will reach the end of their life span, and these bonds would allow for the purchase of new buses to keep the district on track with their bus replacement schedule.



$$\frac{\text{Net Favor}}{+63} \times \left\{ \left[ \frac{\text{Solidifier Correlation Factor}}{0.3171} + \frac{\text{Switcher Correlation Factor}}{0.3038} \right] \div 2 \right\} = \frac{\text{Average Correlation Score}}{19.6}$$

**Q13 is more than three times more important than Q14.**

## Correlation Scores on \$426M General Bond

		Total Sample (N=400)	Parent (n=89)	Non-Parent (n=311)	Vote All (n=135)	Vote Most Some (n=177)	Vote Few-None (n=88)	Voted 1+ Const (n=175)	Voted None (n=225)
Q10	(Ver X: The average age of schools in Alief ISD is 34 years old, and the / Ver Y: The) bonds would allow for maintenance and repair of school buildings such as replacing old carpet, repainting, and upgrading roofing, electrical, plumbing and heating and cooling systems.	9.0	1.7	9.4	4.6	10.9	9.9	7.9	7.9
Q11	Improvements in this bond would make Alief schools more equitable to other Houston area schools.	9.6	2.7	9.4	3.1	15.7	1.0	3.8	19.9
Q12	The bonds would allow for rebuilding two of the district's oldest schools which were built in 1964 and 1971, and are in need of significant repair. So, rather than invest tens of millions of dollars into these old buildings the bond would allow for new schools.	2.0	4.1	1.6	1.2	5.3	3.1	2.2	1.0
Q13	Over the next two years, over a quarter of the district's buses will reach the end of their life span, and these bonds would allow for the purchase of new buses to keep the district on track with their bus replacement schedule.	19.6	30.1	15.0	19.7	10.8	6.7	17.0	14.0
Q14	The bonds would allow for safety and security improvements such as more body cameras and new radios for AISD police, more secure entries at schools and more secure common places like cafeterias and libraries.	5.3	10.3	3.4	9.3	1.6	3.0	11.9	2.0
Q15	The bonds would allow for improvements to fine arts programs such as upgrades to classrooms and stage lighting, and replacing outdated art equipment and musical instruments.	4.9	7.8	3.1	3.6	2.5	6.5	1.9	8.2
Q16	The bonds would allow for upgrades for specialized academic programs such as construction of a new Ag Science Center and new equipment for popular CTE courses which prepare students for (Ver X: college and careers / Ver Y: jobs upon graduation).	3.2	4.3	5.2	1.1	2.2	5.8	4.4	2.0
Q20	A diverse citizen steering committee of community leaders, district employees and parents helped to study and prioritize the district's needs, and this bond proposal will include their recommendations.	2.1	4.5	2.3	1.5	4.4	12.0	6.2	1.0
Q21	Because of rising construction costs, this bond will save taxpayers money because it is less expensive to make these improvements now than to wait and do them a few years from now.	3.1	2.3	3.0	1.9	3.8	3.3	3.9	2.0
Q22	If passed, this bond will NOT increase tax rates for senior citizens, since their property tax rates are frozen.	5.2	3.1	6.0	5.5	3.8	3.4	3.8	5.9
Q23	The last bond, passed in 2015, came in on time and under budget and this bond would be implemented by the same team, using the same practices.	3.1	1.0	3.9	2.9	5.1	1.1	5.2	1.5
Q24	Alief ISD has the second lowest tax rate of any district in the greater Houston area, and this bond would put local taxpayer investment more on par with other districts in the region.	3.4	4.0	3.2	6.1	2.2	4.4	4.0	4.1
Q25	AISD tax rates have recently been decreasing, and they are the lowest they have been in over 16 years and even if this bond were to pass, tax rates would still be less than they were three years ago.	0.9	2.3	0.9	1.4	4.7	6.4	2.5	1.5
Q26	While bond funds will be allocated to schools based on need, all Alief ISD students will benefit from this bond.	1.0	4.6	0.8	1.3	9.0	18.0	2.4	2.6
Q27	If all the bond propositions were to pass, then property taxes would increase as much as \$8 per month on the average home valued at \$149,000.	3.6	2.0	3.1	2.4	1.5	5.9	2.3	3.9
Q28	This bond will be used for improvements to school buildings and equipment only. None of the bond will be used for daily operational costs, such as teacher salaries.	1.5	1.4	1.4	1.4	2.0	2.3	1.9	0.9
Q29	Voters approved a bond for \$341 million six years ago that is still being paid off, and this bond will increase local debt that will take another 20 years to pay off.	-0.1	0.1	-0.2	-0.1	-0.2	0.1	0.1	-0.3

# Correlation Scores on \$426M General Bond

		Total Sample (N=400)	18-39 yrs (n=83)	40-54 yrs (n=74)	55-64 yrs (n=92)	65+ yrs (n=147)	Male <60 (n=87)	Male 60+ (n=86)	Female <60 (n=116)	Female 60+ (n=107)
Q10	(Ver X: The average age of schools in Alief ISD is 34 years old, and the / Ver Y: The) bonds would allow for maintenance and repair of school buildings such as replacing old carpet, repainting, and upgrading roofing, electrical, plumbing and heating and cooling systems.	9.0	15.2	10.4	2.7	11.7	5.7	6.8	26.2	3.1
Q11	Improvements in this bond would make Alief schools more equitable to other Houston area schools.	9.6	9.5	7.6	3.3	11.9	8.4	1.4	8.9	10.5
Q12	The bonds would allow for rebuilding two of the district's oldest schools which were built in 1964 and 1971, and are in need of significant repair. So, rather than invest tens of millions of dollars into these old buildings the bond would allow for new schools.	2.0	10.9	3.1	1.2	3.3	2.7	2.4	8.9	2.9
Q13	Over the next two years, over a quarter of the district's buses will reach the end of their life span, and these bonds would allow for the purchase of new buses to keep the district on track with their bus replacement schedule.	19.6	28.6	14.8	1.3	14.7	9.8	24.5	13.1	1.8
Q14	The bonds would allow for safety and security improvements such as more body cameras and new radios for AISD police, more secure entries at schools and more secure common places like cafeterias and libraries.	5.3	8.1	6.3	2.2	2.2	13.6	12.3	10.8	11.0
Q15	The bonds would allow for improvements to fine arts programs such as upgrades to classrooms and stage lighting, and replacing outdated art equipment and musical instruments.	4.9	11.6	6.9	10.3	3.7	4.7	2.6	9.6	0.2
Q16	The bonds would allow for upgrades for specialized academic programs such as construction of a new Ag Science Center and new equipment for popular CTE courses which prepare students for (Ver X: college and careers / Ver Y: jobs upon graduation).	3.2	3.9	3.1	1.3	6.9	6.2	6.5	10.4	5.7
Q20	A diverse citizen steering committee of community leaders, district employees and parents helped to study and prioritize the district's needs, and this bond proposal will include their recommendations.	2.1	5.7	4.9	3.1	8.0	0.4	0.9	3.7	5.5
Q21	Because of rising construction costs, this bond will save taxpayers money because it is less expensive to make these improvements now than to wait and do them a few years from now.	3.1	5.5	3.6	9.3	7.3	1.2	5.4	2.2	2.0
Q22	If passed, this bond will NOT increase tax rates for senior citizens, since their property tax rates are frozen.	5.2	1.9	6.3	5.8	5.6	7.4	2.3	4.3	5.6
Q23	The last bond, passed in 2015, came in on time and under budget and this bond would be implemented by the same team, using the same practices.	3.1	3.3	3.7	1.3	6.2	4.7	0.5	2.6	10.8
Q24	Alief ISD has the second lowest tax rate of any district in the greater Houston area, and this bond would put local taxpayer investment more on par with other districts in the region.	3.4	7.9	2.6	2.0	5.0	5.7	6.9	2.3	3.8
Q25	AISD tax rates have recently been decreasing, and they are the lowest they have been in over 16 years and even if this bond were to pass, tax rates would still be less than they were three years ago.	0.9	3.6	3.7	3.0	2.6	0.5	2.2	5.8	4.0
Q26	While bond funds will be allocated to schools based on need, all Alief ISD students will benefit from this bond.	1.0	5.4	3.5	4.6	2.9	6.0	1.0	6.6	2.8
Q27	If all the bond propositions were to pass, then property taxes would increase as much as \$8 per month on the average home valued at \$149,000.	3.6	4.1	3.9	0.4	5.3	1.2	7.1	5.1	1.7
Q28	This bond will be used for improvements to school buildings and equipment only. None of the bond will be used for daily operational costs, such as teacher salaries.	1.5	2.4	2.2	1.0	1.1	1.1	1.7	2.5	1.5
Q29	Voters approved a bond for \$341 million six years ago that is still being paid off, and this bond will increase local debt that will take another 20 years to pay off.	-0.1	-0.2	-0.2	-2.6	0.7	-0.7	0.4	-0.2	-0.1

## Correlation Scores on \$426M General Bond

		Total Sample (N=400)	Anglo (n=92)	African-Amer (n=123)	Hispanic (n=89)	Asian (n=84)	North (n=142)	South-west (n=110)	Southeast (n=148)
Q10	(Ver X: The average age of schools in Alief ISD is 34 years old, and the / Ver Y: The) bonds would allow for maintenance and repair of school buildings such as replacing old carpet, repainting, and upgrading roofing, electrical, plumbing and heating and cooling systems.	9.0	4.5	9.9	4.0	13.4	12.6	4.1	5.5
Q11	Improvements in this bond would make Alief schools more equitable to other Houston area schools.	9.6	1.3	16.4	1.5	17.4	5.1	7.6	12.2
Q12	The bonds would allow for rebuilding two of the district's oldest schools which were built in 1964 and 1971, and are in need of significant repair. So, rather than invest tens of millions of dollars into these old buildings the bond would allow for new schools.	2.0	2.1	2.8	6.1	4.5	6.7	3.6	2.9
Q13	Over the next two years, over a quarter of the district's buses will reach the end of their life span, and these bonds would allow for the purchase of new buses to keep the district on track with their bus replacement schedule.	19.6	17.8	13.2	8.0	2.2	12.3	16.0	15.8
Q14	The bonds would allow for safety and security improvements such as more body cameras and new radios for AISD police, more secure entries at schools and more secure common places like cafeterias and libraries.	5.3	4.7	2.3	4.4	4.9	3.7	4.9	3.1
Q15	The bonds would allow for improvements to fine arts programs such as upgrades to classrooms and stage lighting, and replacing outdated art equipment and musical instruments.	4.9	4.3	3.8	2.0	13.7	3.4	6.4	3.7
Q16	The bonds would allow for upgrades for specialized academic programs such as construction of a new Ag Science Center and new equipment for popular CTE courses which prepare students for (Ver X: college and careers / Ver Y: jobs upon graduation).	3.2	2.8	2.2	1.1	1.1	8.7	4.2	1.5
Q20	A diverse citizen steering committee of community leaders, district employees and parents helped to study and prioritize the district's needs, and this bond proposal will include their recommendations.	2.1	3.3	4.2	14.4	15.2	8.8	1.8	12.7
Q21	Because of rising construction costs, this bond will save taxpayers money because it is less expensive to make these improvements now than to wait and do them a few years from now.	3.1	2.2	2.8	4.1	5.4	1.8	5.6	2.4
Q22	If passed, this bond will NOT increase tax rates for senior citizens, since their property tax rates are frozen.	5.2	2.1	3.7	6.5	6.8	5.6	1.2	7.2
Q23	The last bond, passed in 2015, came in on time and under budget and this bond would be implemented by the same team, using the same practices.	3.1	1.4	6.5	2.1	4.7	2.8	6.5	2.8
Q24	Alief ISD has the second lowest tax rate of any district in the greater Houston area, and this bond would put local taxpayer investment more on par with other districts in the region.	3.4	1.1	1.7	2.3	3.4	5.8	2.5	3.1
Q25	AISD tax rates have recently been decreasing, and they are the lowest they have been in over 16 years and even if this bond were to pass, tax rates would still be less than they were three years ago.	0.9	2.1	6.0	1.8	8.6	1.3	1.9	1.6
Q26	While bond funds will be allocated to schools based on need, all Alief ISD students will benefit from this bond.	1.0	0.4	10.8	11.7	2.7	0.8	7.0	5.2
Q27	If all the bond propositions were to pass, then property taxes would increase as much as \$8 per month on the average home valued at \$149,000.	3.6	5.4	0.1	4.6	4.8	4.0	1.3	2.1
Q28	This bond will be used for improvements to school buildings and equipment only. None of the bond will be used for daily operational costs, such as teacher salaries.	1.5	0.4	7.0	2.0	6.2	3.6	1.0	1.5
Q29	Voters approved a bond for \$341 million six years ago that is still being paid off, and this bond will increase local debt that will take another 20 years to pay off.	-0.1	-1.2	0.0	0.6	0.6	-0.5	-0.5	1.1

# MESSAGE MATRIX ON \$426 MILLION BOND

Over the next two years, over a quarter of the district's buses will reach the end of their life span, and these bonds would allow for the purchase of new buses to keep the district on track with their bus replacement schedule (Q13).

## Total Sample

Improvements in this bond would make Alief schools more equitable to other Houston area schools (Q11).

(Ver X: The average age of schools in Alief ISD is 34 years old, and the / Ver Y: The) bonds would allow for maintenance and repair of school buildings such as replacing old carpet, repainting, and upgrading roofing, electrical, plumbing and heating and cooling systems (Q10).

The bonds would allow for safety and security improvements such as more body cameras and new radios for AISD police, more secure entries at schools and more secure common places like cafeterias and libraries (Q14).

If passed, this bond will NOT increase tax rates for senior citizens, since their property tax rates are frozen (Q22).

## Parent

The bonds would allow for safety and security improvements such as more body cameras and new radios for AISD police, more secure entries at schools and more secure common places like cafeterias and libraries (Q14).

The bonds would allow for improvements to fine arts programs such as upgrades to classrooms and stage lighting, and replacing outdated art equipment and musical instruments (Q15).

While bond funds will be allocated to schools based on need, all Alief ISD students will benefit from this bond (Q26).

A diverse citizen steering committee of community leaders, district employees and parents helped to study and prioritize the district's needs, and this bond proposal will include their recommendations (Q20).

## Non-Parent

(Ver X: The average age of schools in Alief ISD is 34 years old, and the / Ver Y: The) bonds would allow for maintenance and repair of school buildings such as replacing old carpet, repainting, and upgrading roofing, electrical, plumbing and heating and cooling systems (Q10).

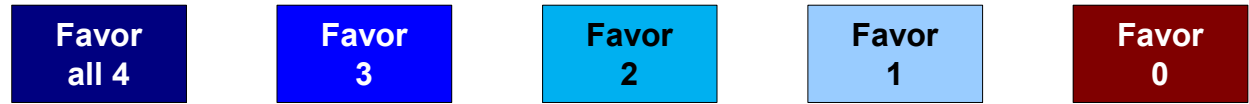
Improvements in this bond would make Alief schools more equitable to other Houston area schools (Q11).

If passed, this bond will NOT increase tax rates for senior citizens, since their property tax rates are frozen (Q22).

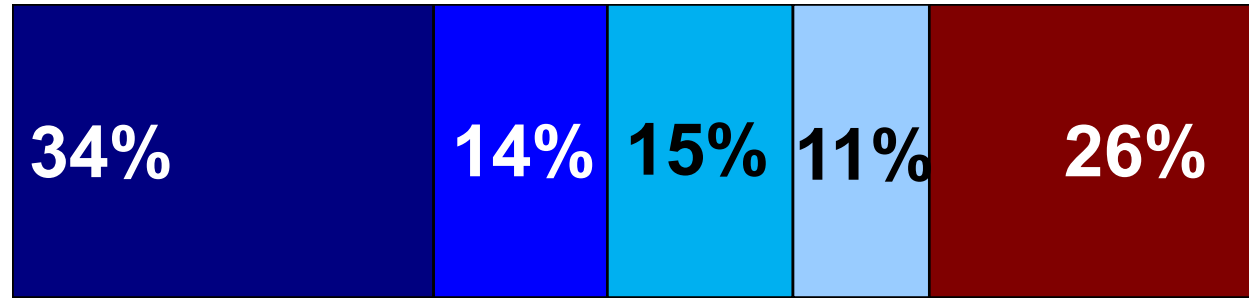
The bonds would allow for upgrades for specialized academic programs such as construction of a new Ag Science Center and new equipment for popular CTE courses which prepare students for (Ver X: college and careers / Ver Y: jobs upon graduation) (Q16).

# REGRESSION ANALYSIS ON THE BOND PACKAGE

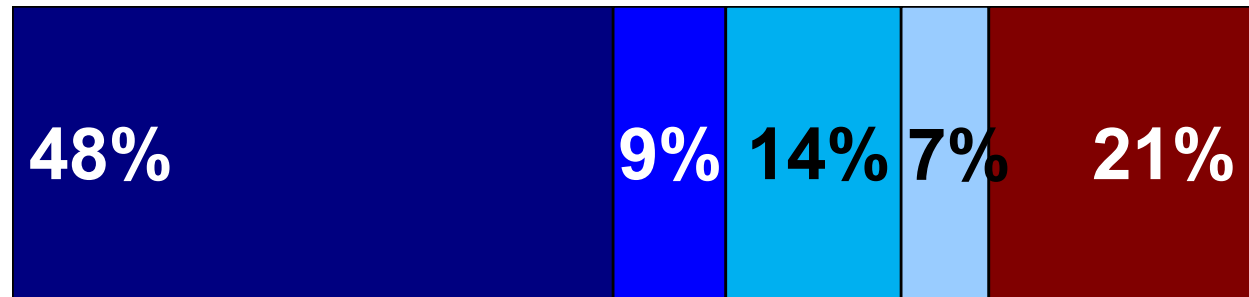
# COMPARISON OF INITIAL & INFORMED PACKAGE



**Initial Favor of  
Bond Package**



**Informed Favor of  
Bond Package**





# Correlation Scores on Bond Package

		Total Sample (N=400)	Parent (n=89)	Non-Parent (n=311)	Vote All (n=135)	Vote Most Some (n=177)	Vote Few-None (n=88)	Voted 1+ Const (n=175)	Voted None (n=225)
Q10	(Ver X: The average age of schools in Alief ISD is 34 years old, and the / Ver Y: The) bonds would allow for maintenance and repair of school buildings such as replacing old carpet, repainting, and upgrading roofing, electrical, plumbing and heating and cooling systems.	9.2	0.6	9.6	1.5	9.4	12.1	0.1	11.5
Q11	Improvements in this bond would make Alief schools more equitable to other Houston area schools.	11.2	12.4	8.9	4.9	14.6	10.3	0.3	19.3
Q12	The bonds would allow for rebuilding two of the district's oldest schools which were built in 1904 and 1971, and are in need of significant repair. So, rather than invest tens of millions of dollars into these old buildings the bond would allow for new schools.	3.0	7.2	1.9	3.9	2.8	6.3	1.5	5.2
Q13	Over the next two years, over a quarter of the district's buses will reach the end of their life span, and these bonds would allow for the purchase of new buses to keep the district on track with their bus replacement schedule.	2.7	2.9	3.2	7.9	4.2	2.2	2.3	3.3
Q14	The bonds would allow for safety and security improvements such as more body cameras and new radios for AISD police, more secure entries at schools and more secure common places like cafeterias and libraries.	4.4	3.5	5.9	4.8	0.1	5.6	7.5	12.1
Q15	The bonds would allow for improvements to fine arts programs such as upgrades to classrooms and stage lighting, and replacing outdated art equipment and musical instruments.	2.8	2.3	2.8	1.0	1.0	5.6	1.0	5.9
Q16	The bonds would allow for upgrades for specialized academic programs such as construction of a new Ag Science Center and new equipment for popular CTE courses which prepare students for (Ver X: college and careers / Ver Y: jobs upon graduation).	7.8	1.5	7.7	6.5	7.9	2.7	4.6	13.5
Q17	This bond would allow for renovating and enhancing the press box and score board at Crump Stadium and give the district a state-of-the-art facility (Ver X: that would be used by athletics and fine arts programs as well as other school and community events / Ver Y: that would double as a learning space for hands-on experience for students in digital media courses).	5.3	6.7	3.8	5.6	6.9	0.4	6.9	3.3
Q18	The bonds would allow for addressing age-related repairs at athletic facilities, such as resurfacing old tennis courts and fixing the drainage and turf at outdoor fields, so these facilities can continue to be used safely and effectively.	5.0	5.0	3.6	1.6	4.2	7.1	2.7	4.5
Q19	The bonds would allow for improvements to technology such as the purchase of electronic learning devices for teachers, students and classrooms to give students the tools they need for today's 21st Century learning.	6.1	14.9	3.4	9.7	6.0	6.5	18.5	0.4
Q20	A diverse citizen steering committee or community leaders, district employees and parents helped to study and prioritize the district's needs, and this bond proposal will include their recommendations.	0.6	4.3	0.4	3.5	1.8	6.6	3.0	0.1
Q21	Because of rising construction costs, this bond will save taxpayers money because it is less expensive to make these improvements now than to wait and do them a few years from now.	4.7	3.9	4.3	6.1	3.3	4.5	5.3	3.5
Q22	If passed, this bond will NOT increase tax rates for senior citizens, since their property tax rates are frozen.	0.4	2.1	0.5	2.9	2.1	6.5	0.9	0.1
Q23	The last bond, passed in 2015, came in on time and under budget and this bond would be implemented by the same team, using the same practices.	3.0	4.2	2.3	1.4	1.9	2.3	2.3	1.7
Q24	Alief ISD has the second lowest tax rate of any district in the greater Houston area, and this bond would put local taxpayer investment more on par with other districts in the region.	1.3	0.4	1.4	3.5	0.9	5.1	1.0	1.9
Q25	AISD tax rates have recently been decreasing, and they are the lowest they have been in over 16 years and even if this bond were to pass, tax rates would still be less than they were three years ago.	1.5	0.0	1.6	0.5	4.3	0.1	2.0	0.3
Q26	While bond funds will be allocated to schools based on need, all Alief ISD students will benefit from this bond.	4.9	1.4	4.9	8.7	1.8	7.8	3.9	3.8
Q27	If all the bond propositions were to pass, then property taxes would increase as much as \$8 per month on the average home valued at \$149,000.	1.9	1.3	1.4	1.0	0.0	3.7	0.8	2.6
Q28	This bond will be used for improvements to school buildings and equipment only. None of the bond will be used for daily operational costs, such as teacher salaries.	4.1	2.6	3.5	2.5	2.4	5.3	3.1	2.6
Q29	Voters approved a bond for \$341 million six years ago that is still being paid off, and this bond will increase local debt that will take another 20 years to pay off.	0.0	0.0	-0.1	-0.1	0.0	0.1	0.0	-0.1

# Correlation Scores on Bond Package

		Total Sample (N=400)	18-39 yrs (n=83)	40-54 yrs (n=74)	55-64 yrs (n=92)	65+ yrs (n=147)	Male <60 (n=87)	Male 60+ (n=86)	Female <60 (n=116)	Female 60+ (n=107)
Q10	(Ver X: The average age of schools in Alief ISD is 34 years old, and the / Ver Y: The) bonds would allow for maintenance and repair of school buildings such as replacing old carpet, repainting, and upgrading roofing, electrical, plumbing and heating and cooling systems.	9.2	25.0	3.1	0.4	0.3	4.1	3.6	16.1	0.5
Q11	Improvements in this bond would make Alief schools more equitable to other Houston area schools.	11.2	8.0	17.1	1.9	4.2	16.2	3.0	7.7	9.0
Q12	The bonds would allow for rebuilding two of the district's oldest schools which were built in 1964 and 1971, and are in need of significant repair. So, rather than invest tens of millions of dollars into these old buildings the bond would allow for new schools.	3.0	12.0	4.1	1.3	1.5	3.9	3.2	6.6	1.2
Q13	Over the next two years, over a quarter of the district's buses will reach the end of their life span, and these bonds would allow for the purchase of new buses to keep the district on track with their bus replacement schedule.	2.7	2.1	0.1	0.7	1.3	0.5	10.7	0.3	2.1
Q14	The bonds would allow for safety and security improvements such as more body cameras and new radios for AISD police, more secure entries at schools and more secure common places like cafeterias and libraries.	4.4	8.1	3.8	2.0	11.3	4.1	5.1	9.5	2.7
Q15	The bonds would allow for improvements to fine arts programs such as upgrades to classrooms and stage lighting, and replacing outdated art equipment and musical instruments.	2.8	11.2	4.5	8.5	7.4	0.1	9.0	3.3	1.0
Q16	The bonds would allow for upgrades for specialized academic programs such as construction of a new Ag Science Center and new equipment for popular CTE courses which prepare students for (Ver X: college and careers / Ver Y: jobs upon graduation).	7.8	5.3	4.9	5.6	12.5	3.7	3.1	13.3	9.3
Q17	This bond would allow for renovating and enhancing the press box and score board at Crump Stadium and give the district a state-of-the-art facility (Ver X: that would be used by athletics and fine arts programs as well as other school and community events / Ver Y: that would double as a learning space for hands-on experience for students in digital media courses).	5.3	0.2	4.1	3.0	4.5	3.9	3.3	1.1	2.3
Q18	The bonds would allow for addressing age-related repairs at athletic facilities, such as resurfacing old tennis courts and fixing the drainage and turf at outdoor fields, so these facilities can continue to be used safely and effectively.	5.0	15.1	5.1	5.2	11.9	3.7	4.9	11.0	7.3
Q19	The bonds would allow for improvements to technology such as the purchase of electronic learning devices for teachers, students and classrooms to give students the tools they need for today's 21st Century learning.	6.1	5.6	2.3	2.0	18.1	4.2	6.4	1.6	6.4
Q20	A diverse citizen steering committee of community leaders, district employees and parents helped to study and prioritize the district's needs, and this bond proposal will include their recommendations.	0.6	1.4	1.0	0.3	1.3	1.9	2.9	0.8	0.2
Q21	Because of rising construction costs, this bond will save taxpayers money because it is less expensive to make these improvements now than to wait and do them a few years from now.	4.7	16.0	1.1	4.3	0.8	5.3	5.8	9.9	0.6
Q22	If passed, this bond will NOT increase tax rates for senior citizens, since their property tax rates are frozen.	0.4	0.3	8.6	4.2	2.7	4.2	5.4	5.0	4.4
Q23	The last bond, passed in 2015, came in on time and under budget and this bond would be implemented by the same team, using the same practices.	3.0	4.4	3.9	0.1	2.8	3.4	1.7	8.9	9.0
Q24	Alief ISD has the second lowest tax rate of any district in the greater Houston area, and this bond would put local taxpayer investment more on par with other districts in the region.	1.3	1.0	3.1	1.9	1.3	1.7	6.3	0.8	3.9
Q25	AISD tax rates have recently been decreasing, and they are the lowest they have been in over 16 years and even if this bond were to pass, tax rates would still be less than they were three years ago.	1.5	0.4	3.6	0.1	5.9	0.6	1.3	2.1	1.4
Q26	While bond funds will be allocated to schools based on need, all Alief ISD students will benefit from this bond.	4.9	2.0	3.6	5.3	1.9	2.8	2.9	0.9	4.4
Q27	If all the bond propositions were to pass, then property taxes would increase as much as \$8 per month on the average home valued at \$149,000.	1.9	1.9	2.3	0.7	2.0	2.8	4.0	2.9	1.1
Q28	This bond will be used for improvements to school buildings and equipment only. None of the bond will be used for daily operational costs, such as teacher salaries.	4.1	0.5	5.6	1.3	4.7	3.7	4.7	1.9	1.6
Q29	Voters approved a bond for \$341 million six years ago that is still being paid off, and this bond will increase local debt that will take another 20 years to pay off.	0.0	-0.4	-0.1	-1.3	0.6	-0.5	0.6	-0.8	-0.1

# Correlation Scores on Bond Package

		Total Sample (N=400)	Anglo (n=92)	African-Amer (n=123)	Hispanic (n=89)	Asian (n=84)	North (n=142)	South-west (n=110)	Southeast (n=148)
Q10	(Ver X: The average age of schools in Alief ISD is 34 years old, and the / Ver Y: The) bonds would allow for maintenance and repair of school buildings such as replacing old carpet, repainting, and upgrading roofing, electrical, plumbing and heating and cooling systems.	9.2	2.5	4.0	7.1	13.4	6.8	2.0	3.9
Q11	Improvements in this bond would make Alief schools more equitable to other Houston area schools.	11.2	3.1	12.7	4.2	22.1	6.2	2.2	9.4
Q12	The bonds would allow for rebuilding two of the district's oldest schools which were built in 1964 and 1971, and are in need of significant repair. So, rather than invest tens of millions of dollars into these old buildings the bond would allow for new schools.	3.0	4.1	10.0	2.2	6.7	3.3	0.2	0.2
Q13	Over the next two years, over a quarter of the district's buses will reach the end of their life span, and these bonds would allow for the purchase of new buses to keep the district on track with their bus replacement schedule.	2.7	7.7	8.7	4.4	14.1	0.7	4.4	3.4
Q14	The bonds would allow for safety and security improvements such as more body cameras and new radios for AISD police, more secure entries at schools and more secure common places like cafeterias and libraries.	4.4	1.9	4.6	3.3	9.4	1.1	4.4	4.3
Q15	The bonds would allow for improvements to fine arts programs such as upgrades to classrooms and stage lighting, and replacing outdated art equipment and musical instruments.	2.8	5.8	1.5	1.5	4.0	0.4	6.6	1.6
Q16	The bonds would allow for upgrades for specialized academic programs such as construction of a new Ag Science Center and new equipment for popular CTE courses which prepare students for (Ver X: college and careers / Ver Y: jobs upon graduation).	7.8	8.4	1.3	0.9	6.0	4.1	16.8	0.5
Q17	This bond would allow for renovating and enhancing the press box and score board at Crump Stadium and give the district a state-of-the-art facility (Ver X: that would be used by athletics and fine arts programs as well as other school and community events / Ver Y: that would double as a learning space for hands-on experience for students in digital media courses).	5.3	-1.3	9.0	3.9	1.2	0.2	1.1	6.3
Q18	The bonds would allow for addressing age-related repairs at athletic facilities, such as resurfacing old tennis courts and fixing the drainage and turf at outdoor fields, so these facilities can continue to be used safely and effectively.	5.0	2.2	4.2	3.7	3.6	0.4	7.9	2.5
Q19	The bonds would allow for improvements to technology such as the purchase of electronic learning devices for teachers, students and classrooms to give students the tools they need for today's 21st Century learning.	6.1	9.0	10.2	1.4	3.0	0.9	8.9	6.0
Q20	A diverse citizen steering committee of community leaders, district employees and parents helped to study and prioritize the district's needs, and this bond proposal will include their recommendations.	0.6	0.4	5.1	3.2	14.2	3.3	0.5	4.5
Q21	Because of rising construction costs, this bond will save taxpayers money because it is less expensive to make these improvements now than to wait and do them a few years from now.	4.7	5.3	9.6	3.8	0.1	0.1	2.5	7.2
Q22	If passed, this bond will NOT increase tax rates for senior citizens, since their property tax rates are frozen.	0.4	5.9	1.7	3.5	3.7	3.0	6.0	0.7
Q23	The last bond, passed in 2015, came in on time and under budget and this bond would be implemented by the same team, using the same practices.	3.0	1.3	5.5	0.4	0.2	0.5	3.9	1.0
Q24	Alief ISD has the second lowest tax rate of any district in the greater Houston area, and this bond would put local taxpayer investment more on par with other districts in the region.	1.3	1.5	0.5	0.2	6.8	0.5	3.5	1.7
Q25	AISD tax rates have recently been decreasing, and they are the lowest they have been in over 16 years and even if this bond were to pass, tax rates would still be less than they were three years ago.	1.5	6.2	1.9	0.8	5.0	1.5	1.1	4.4
Q26	While bond funds will be allocated to schools based on need, all Alief ISD students will benefit from this bond.	4.9	5.2	0.7	13.1	5.0	3.2	9.9	1.5
Q27	If all the bond propositions were to pass, then property taxes would increase as much as \$8 per month on the average home valued at \$149,000.	1.9	1.2	0.9	3.6	1.8	-2.0	0.1	1.3
Q28	This bond will be used for improvements to school buildings and equipment only. None of the bond will be used for daily operational costs, such as teacher salaries.	4.1	1.3	2.2	0.0	6.4	0.6	2.4	2.6
Q29	Voters approved a bond for \$341 million six years ago that is still being paid off, and this bond will increase local debt that will take another 20 years to pay off.	0.0	-0.5	0.0	0.1	0.4	-0.5	-0.2	-0.2

# MESSAGE MATRIX ON BOND PACKAGE

**Improvements in this bond would make Alief schools more equitable to other Houston area schools (Q11).**

## Total Sample

(Ver X: The average age of schools in Alief ISD is 34 years old, and the / Ver Y: The) bonds would allow for maintenance and repair of school buildings such as replacing old carpet, repainting, and upgrading roofing, electrical, plumbing and heating and cooling systems (Q10).

The bonds would allow for upgrades for specialized academic programs such as construction of a new Ag Science Center and new equipment for popular CTE courses which prepare students for (Ver X: college and careers / Ver Y: jobs upon graduation) (Q16).

The bonds would allow for improvements to technology such as the purchase of electronic learning devices for teachers, students and classrooms to give students the tools they need for today's 21st Century learning (Q19).

This bond would allow for renovating and enhancing the press box and score board at Crump Stadium and give the district a state-of-the-art facility (Ver X: that would be used by athletics and fine arts programs as well as other school and community events / Ver Y: that would double as a learning space for hands-on experience for students in digital media courses) (Q17).

## Parent

The bonds would allow for improvements to technology such as the purchase of electronic learning devices for teachers, students and classrooms to give students the tools they need for today's 21st Century learning (Q19).

The bonds would allow for rebuilding two of the district's oldest schools which were built in 1964 and 1971, and are in need of significant repair. So, rather than invest tens of millions of dollars into these old buildings the bond would allow for new schools (Q12).

This bond would allow for renovating and enhancing the press box and score board at Crump Stadium and give the district a state-of-the-art facility (Ver X: that would be used by athletics and fine arts programs as well as other school and community events / Ver Y: that would double as a learning space for hands-on experience for students in digital media courses) (Q17).

The bonds would allow for addressing age-related repairs at athletic facilities, such as resurfacing old tennis courts and fixing the drainage and turf at outdoor fields, so these facilities can continue to be used safely and effectively (Q18).

## Non-Parent

(Ver X: The average age of schools in Alief ISD is 34 years old, and the / Ver Y: The) bonds would allow for maintenance and repair of school buildings such as replacing old carpet, repainting, and upgrading roofing, electrical, plumbing and heating and cooling systems (Q10).

The bonds would allow for upgrades for specialized academic programs such as construction of a new Ag Science Center and new equipment for popular CTE courses which prepare students for (Ver X: college and careers / Ver Y: jobs upon graduation) (Q16).

The bonds would allow for safety and security improvements such as more body cameras and new radios for AISD police, more secure entries at schools and more secure common places like cafeterias and libraries (Q14).

While bond funds will be allocated to schools based on need, all Alief ISD students will benefit from this bond (Q26).

# CONCLUSIONS

1

Respondents have a 4.0:1 positive to negative impression of Alief Independent School District.

2

Most respondents (53%) think the Alief ISD tax rate is about the same as other districts in the area, 18% say it is higher than most, while 17% say it is lower than most. With only 2% thinking taxes have decreased, respondents are essentially split on whether they have increased (43%) or stayed the same (44%).

3

On the initial ballot tests, the general bond and tech bond are both supported by around a two-to-one margin while respondents are split on the athletics and Crump bonds.

4

After hearing information, support for all four propositions increases with majority of respondents favoring all. Intensity figures on athletics and Crump informed ballots indicate those will be challenging.

5

Regression analysis shows that most of the top messages pertain to tangible projects to improve the district, while other messages about taxes, execution of the last bond, the citizen committee and cost savings are less impactful.