



NORTHSIDE ISD VOTER SURVEY

June 3 - 6, 2026

N = 400 respondents

margin of error: $\pm 4.9\%$

64% cell phone / 36% text-to-web

All results rounded to the nearest percent

The survey was conducted in English and Spanish and 2% of the interviews were completed in Spanish.

OBJECTIVES

1

To measure initial levels of support and opposition for a VATRE (Prop A), General bonds (Prop B), Technology bonds (Prop C), Aquatic bond (Prop D) and Athletic bonds (Prop E).

2

To test the impact of additional information regarding these proposals.

3

To measure informed levels of support / opposition for these proposals.

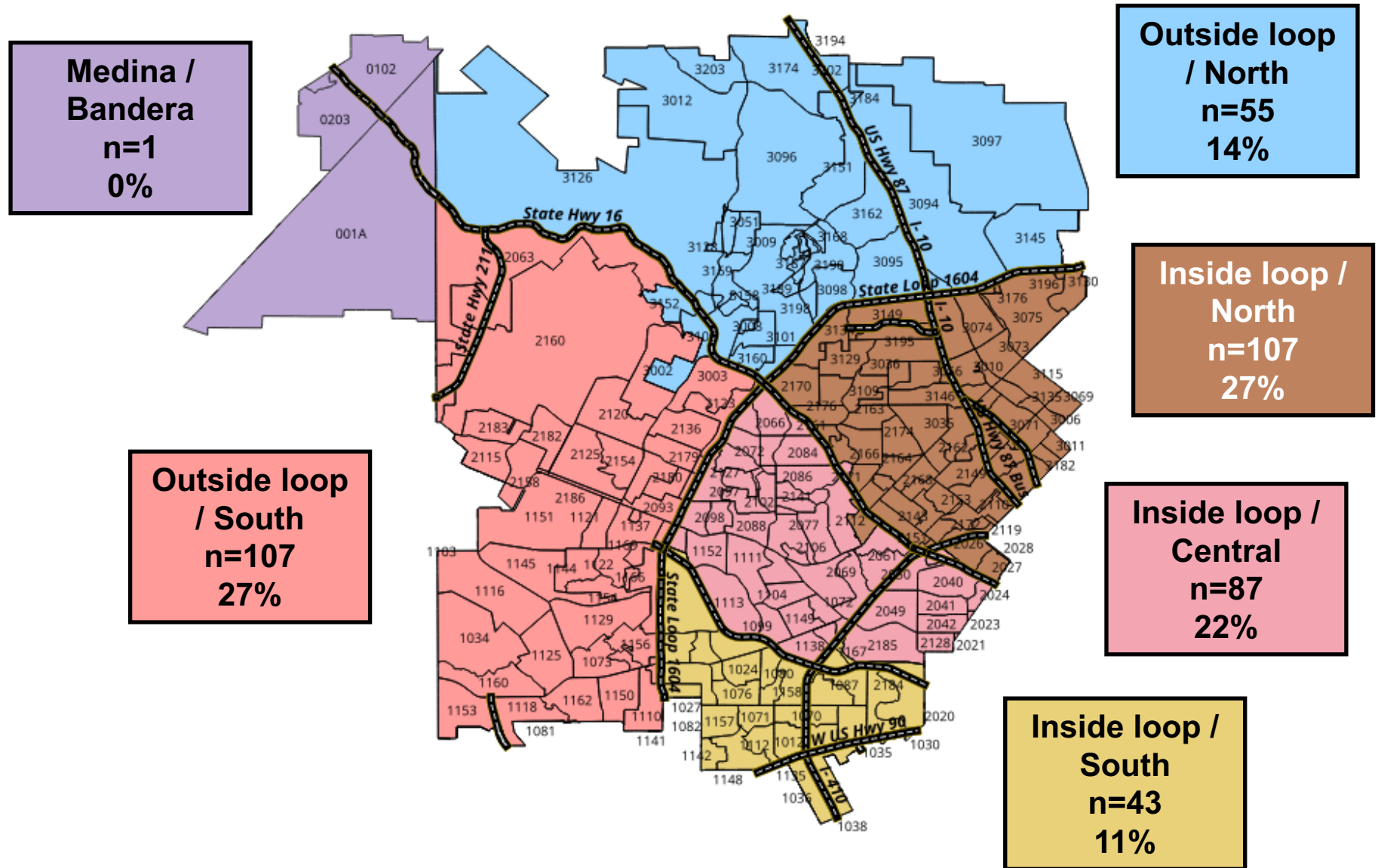
4

To determine the difference in support / opposition on different bond amounts (for Prop B, the General bonds).

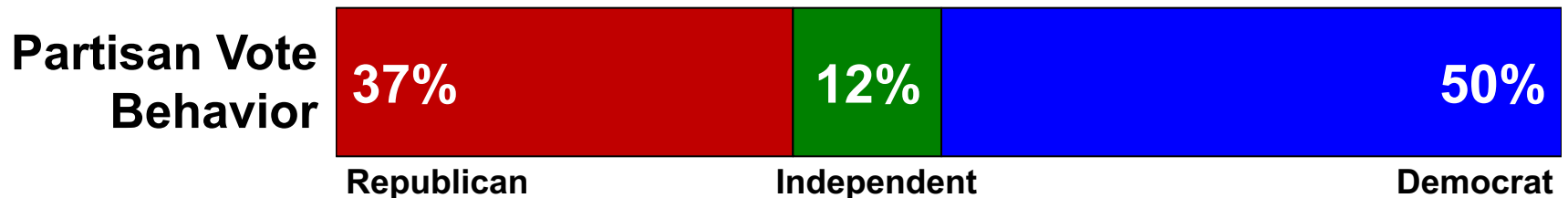
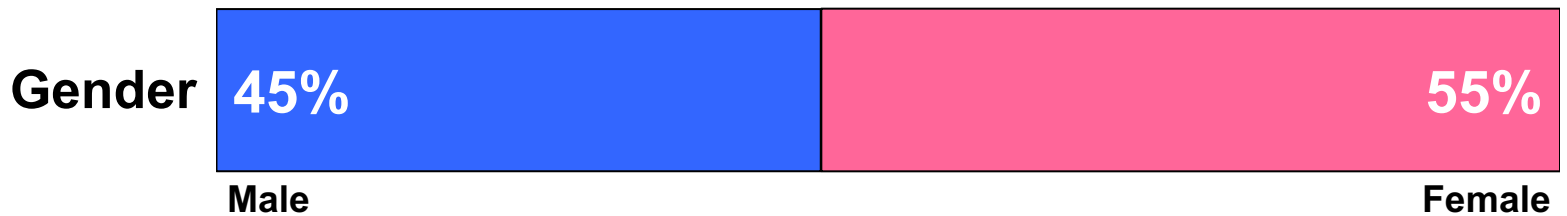
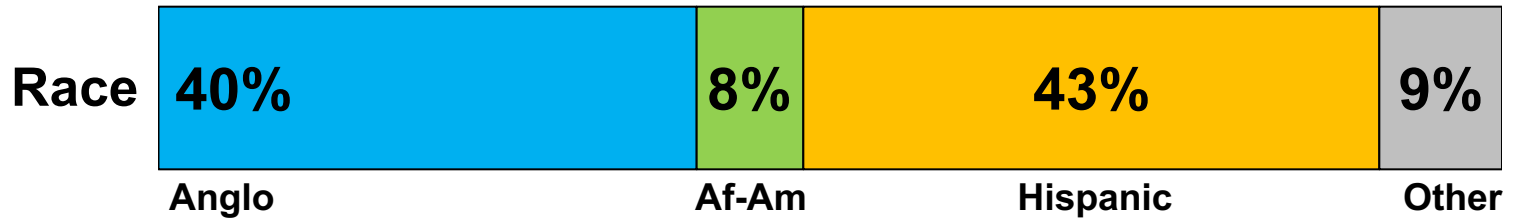
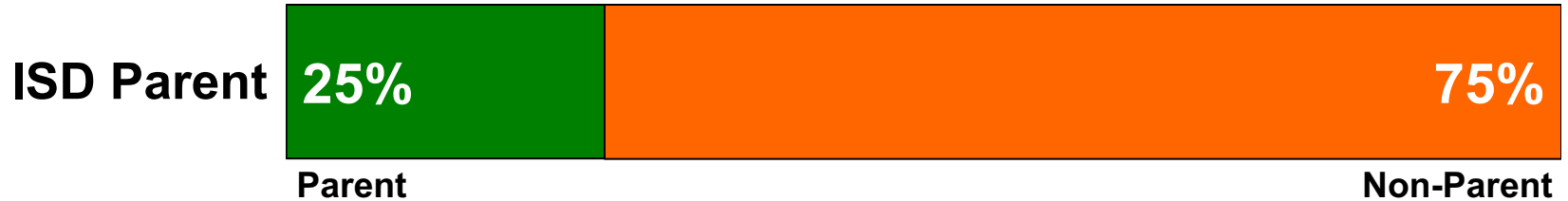
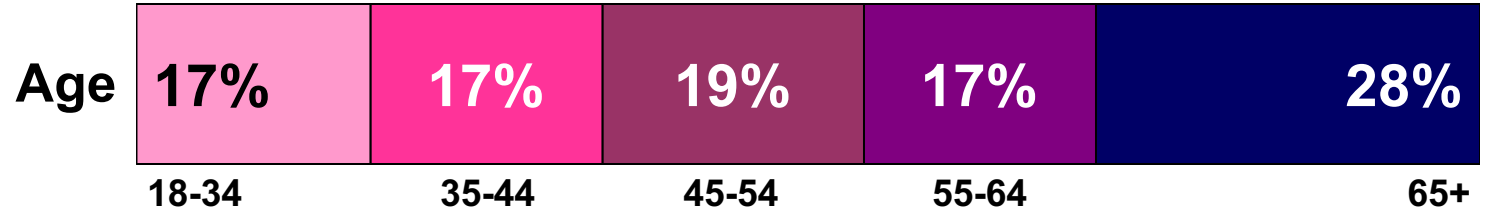
5

To determine the difference in support / opposition to bonds based on their tax impact (no tax impact vs \$1 per year on the average home).

DISTRIBUTION OF INTERVIEWS BY REGION



SURVEY DEMOGRAPHICS



VIEW OF NORTHSIDE ISD

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

64%

**35%
Somewhat**

**30%
Strong**

Positive

19%

Unsure

17%

10% Somewhat

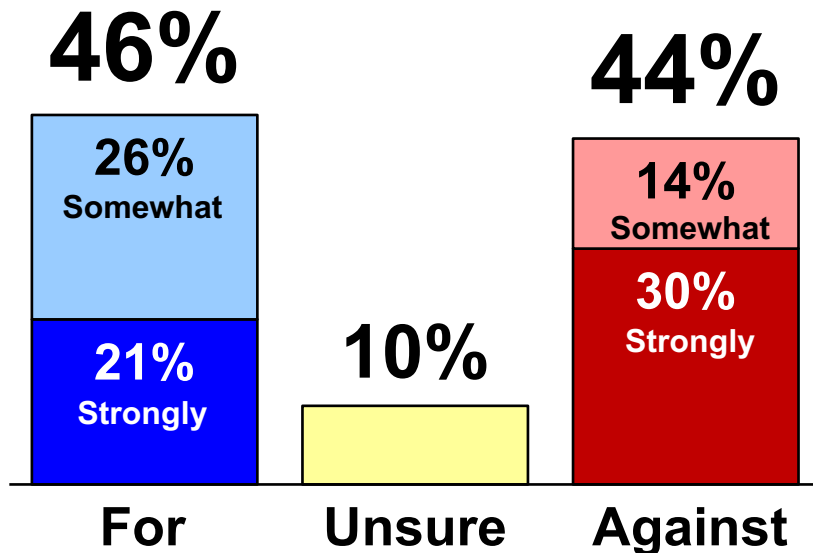
7% Strong

Negative

PROP A - VATRE

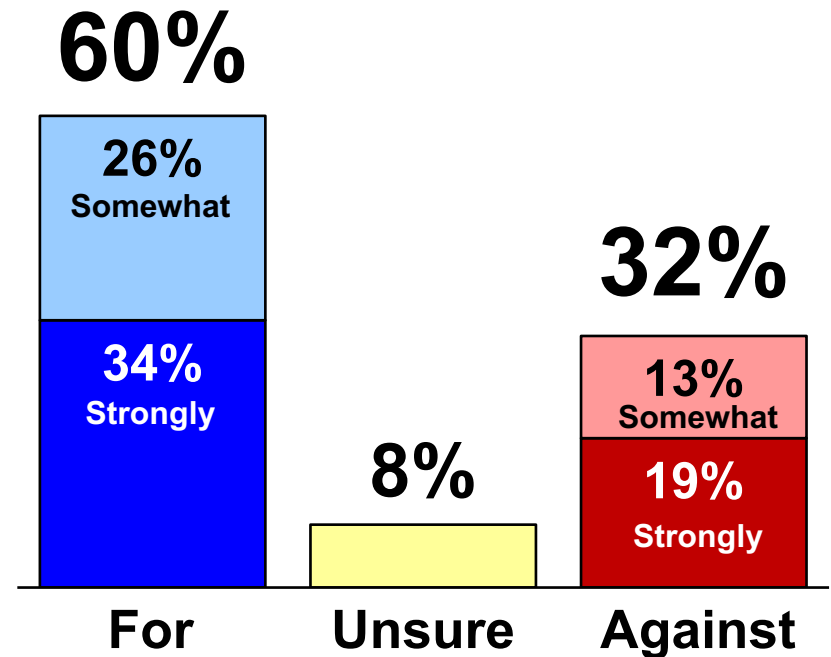
INITIAL BALLOT

Q2. Would you vote for or against Prop A, which the ballot states in a property tax increase, to ratify a tax rate of \$0.6994 in Northside ISD, which will result in an increase of 4.5% in maintenance and operations tax revenue for the district, which is an additional \$21.9 million?



INFORMED BALLOT

Q16. Having learned more about it, would you vote for or against Prop A, which the ballot states in a property tax increase, to ratify a tax rate of \$0.6994 in Northside ISD, which will result in an increase of 4.5% in maintenance and operations tax revenue for the district, which is an additional \$21.9 million?



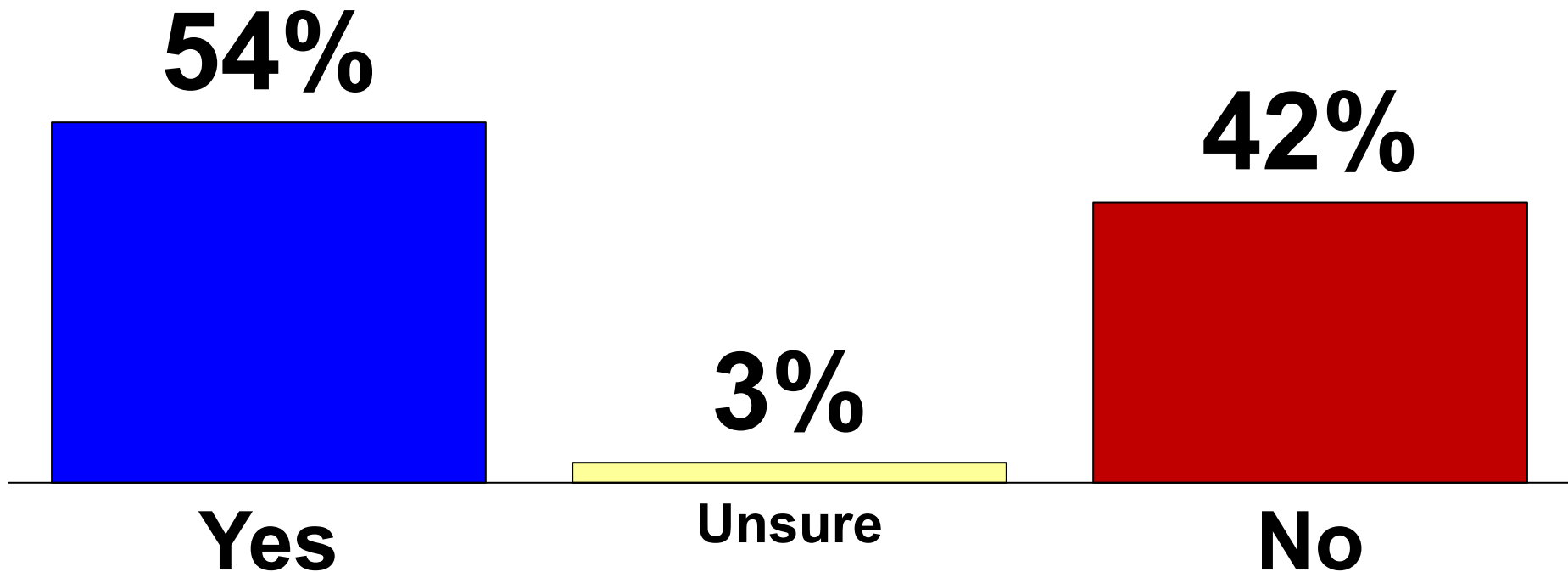
PROP A - VATRE STATEMENTS

Message Importance

Now I am going to read you some more information about Prop A, the tax ratification election. For each item I read, please tell me if it makes you strongly favor, somewhat favor, somewhat oppose, or strongly oppose this proposal.		Strongly Favor	Strongly Oppose	Depends / Unsure	Net Impact		
		#3 with Total Sample #1 with Parents					
Q10	Prop A would increase the district's tax rate by three cents, and would increase property taxes by \$2.50 per month for every \$100,000 of taxable property value.	29%	24%	55%	39%	6%	+16%
Q11	The official ballot language says the proposal will generate an additional \$21.9 million, but that is just from local taxpayers. Prop A will also require the state to kick in \$24.7 million to Northside ISD, for a total of \$46.6 million in additional revenue annually.	#3 with Non-Parents					
		35%	17%	62%	30%	8%	+33%
Q12	Prop A takes full advantage of opportunities school districts have to maximize state funding. When voters approve a higher local tax rate, the state is required to provide more funding. (Ver X: Nearly 53% of all money generated from this proposal will come from the state / Ver Y: For every dollar local taxpayers put in, the state will be required to put in \$1.13).	#1 with Total Sample #2 with Parents #1 with Non-Parents					X: +33% Y: +44%
		38%	18%	66%	27%	7%	+39%
Q13	Over the last two years the district has cut millions from its budget to address funding shortages, including reducing staff through attrition and cutting administrative expenses, but it still has a budget shortfall Prop A will allow the district to maintain competitive salaries while also reducing the budget deficit.	#3 with Parents					
		40%	13%	70%	23%	7%	+47%
Q14	Northside ISD competes with neighboring districts for teachers (Ver B: and support staff like bus drivers, counselors, custodians and cafeteria workers). Prop A will allow the district to raise teacher (Ver B: and staff) pay to become more competitive to recruit and retain (Ver B: support staff and) highly qualified teachers.						A: +61% B: +56%
		50%	13%	77%	18%	5%	+59%
Q15	Last year, the legislature increased public school funding, but the legislation only benefitted half the district's employees, and since every district received more funding, it did not help Northside salaries become more competitive. Prop A would allow for additional pay increases and more competitive salaries.	#2 with Total Sample #2 with Non-Parents					
		45%	14%	72%	23%	6%	+49%

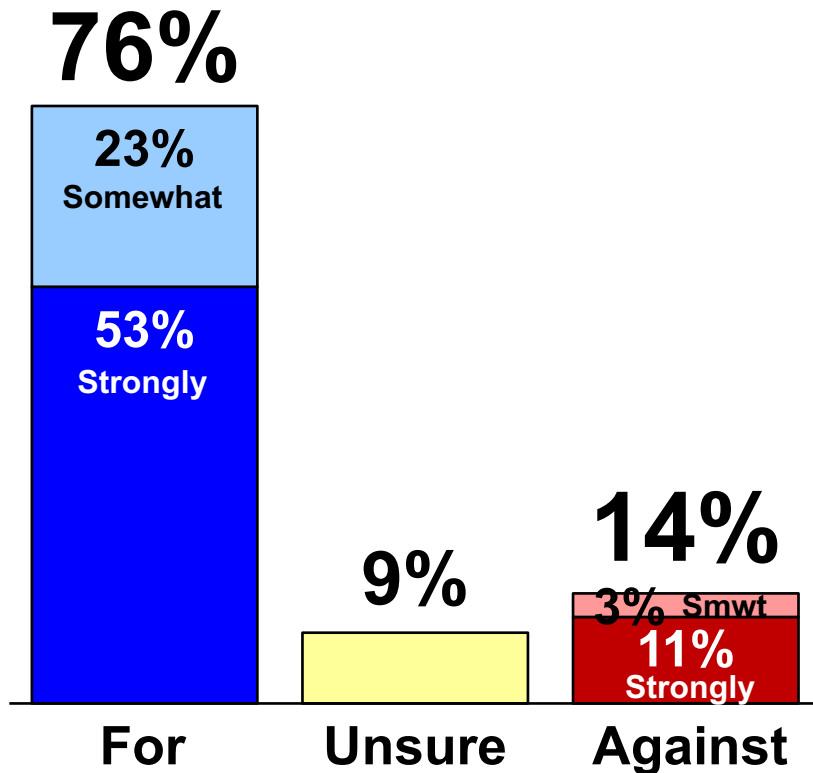
SENIOR TAX FREEZE

Q9. Did you know that homeowners 65 years and older can have their school district property taxes frozen by state law, meaning taxes for seniors cannot increase above the frozen amount as the result of these proposals?

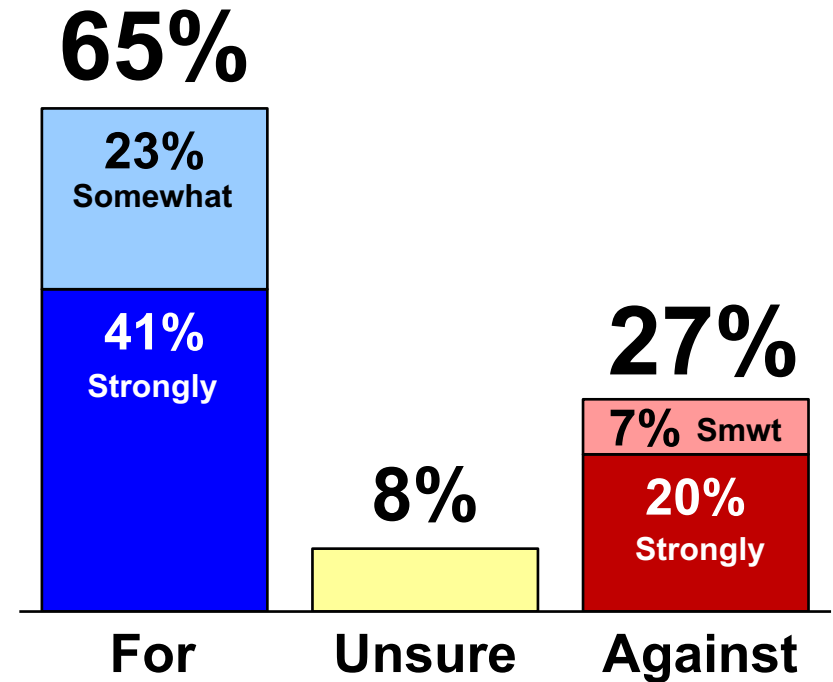


NO INCREASE vs. TAX INCREASE

Q17. Would you vote for or against bonds for Northside ISD if there was no increase in the property tax rate?

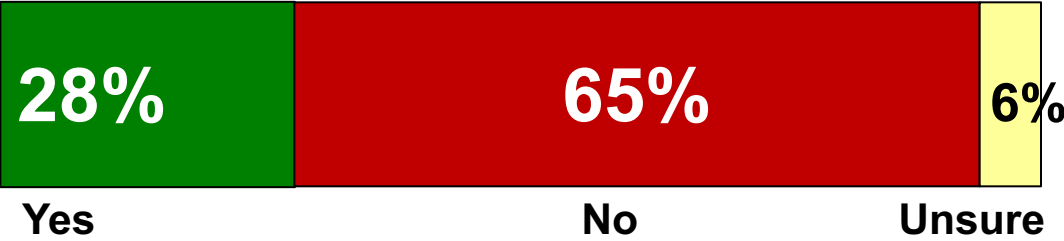


Q18. Would you vote for or against bonds for Northside ISD if it increased property taxes by \$1 per year on the average home?

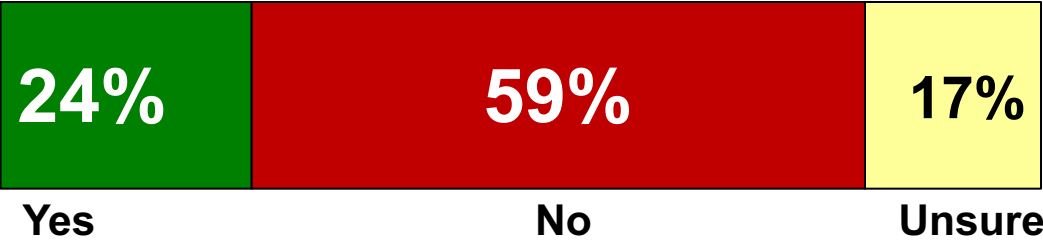


BALLOT LANGUAGE REGARDING TAXES

Q19. Did you know that state law now requires the official ballot language for all school bonds to say “THIS IS A TAX INCREASE”, even if the tax rate is not going to increase?



Q20. Would you believe it if you were told that a bond proposition would not increase the tax rate even though the ballot language said it was a tax increase?



	Yes	No	Unsure
Among respondents who would <u>only</u> support bonds that did not increase taxes (These are the respondents who are against bonds that increased 1\$ per year, but for bonds if there was no tax increase)	10%	77%	13%

76% of respondents would vote for bonds that did not increase the tax rate (Q17) while 65% would vote for bonds that increased the tax rate by \$1 per year (Q18). However, the 11-point advantage for a no-tax bond becomes a 1-point advantage when believability is factored in.

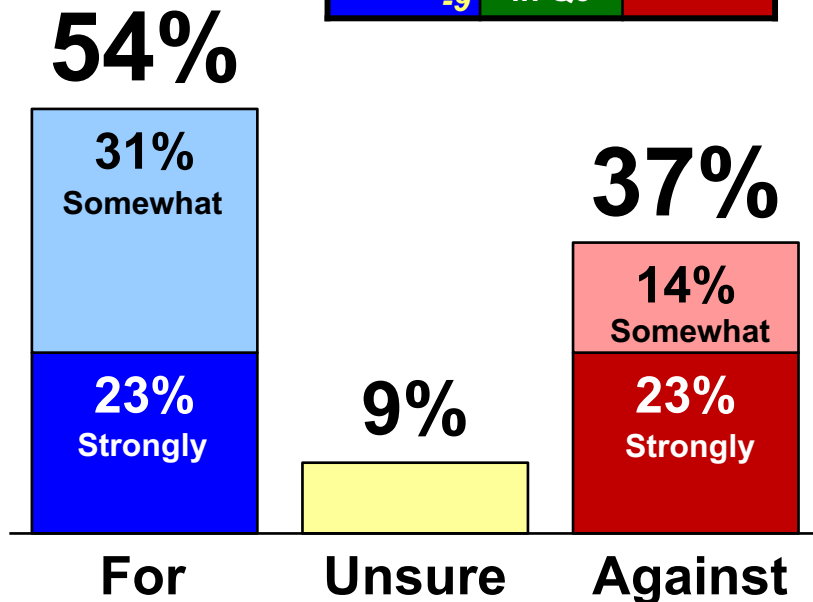
PROP B - GENERAL BOND - \$601M

INITIAL BALLOT

Q3. Would you vote for or against Prop B, which the ballot states is a tax increase for the issuance of \$601 million in bonds for (**Ver X:** construction, renovation and equipment of school buildings / **Ver Y:** school facilities) and the purchase of buses, and the levying of taxes in payment thereof?

No statistical difference between Version X and Version Y.

For		Agnst
60% +6	\$311M in Q4	30%
45% -9	\$892M in Q5	43%

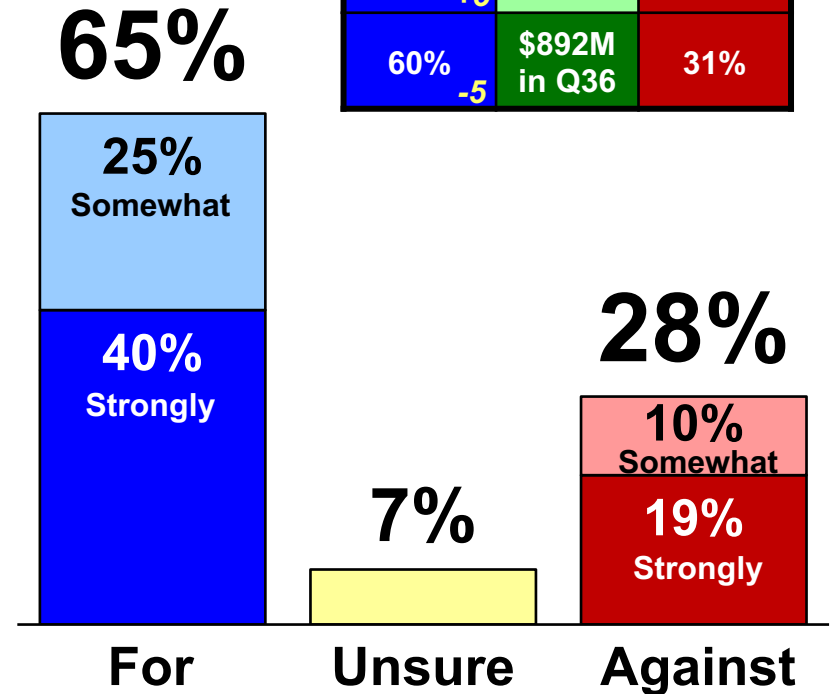


INFORMED BALLOT

Q34. Would you vote for or against Prop B, which the ballot states is a tax increase for the issuance of \$601 million in bonds for (**Ver X:** construction, renovation and equipment of school buildings / **Ver Y:** school facilities) and the purchase of buses, and the levying of taxes in payment thereof?

No statistical difference between Version X and Version Y.

For		Agnst
70% +5	\$311M in Q35	24%
60% -5	\$892M in Q36	31%

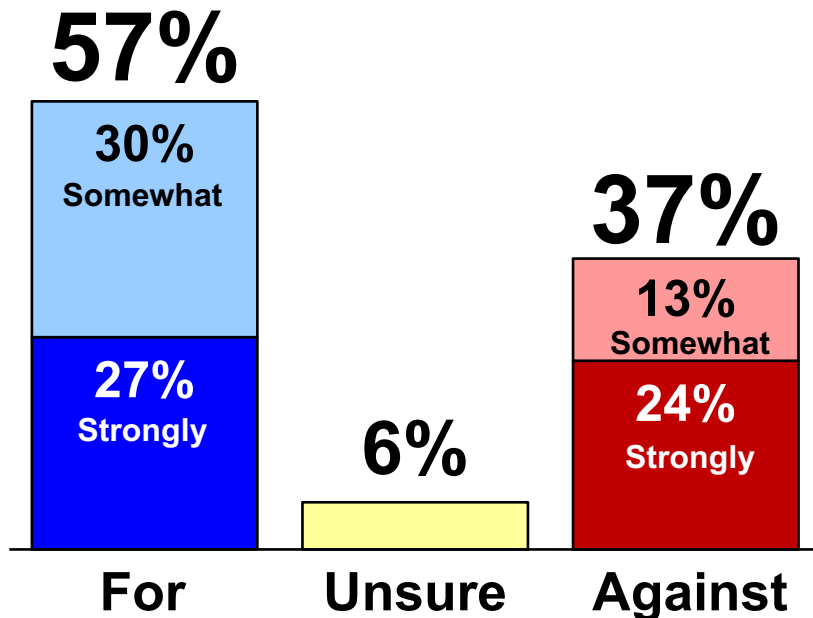


PROP C – TECH BOND

INITIAL BALLOT

Q6. Would you vote for or against Prop C, which the ballot states is a tax increase for the issuance of \$26.5 million in bonds for instructional technology (**Ver Y:** to be used in the classroom), and the levying of taxes in payment thereof?

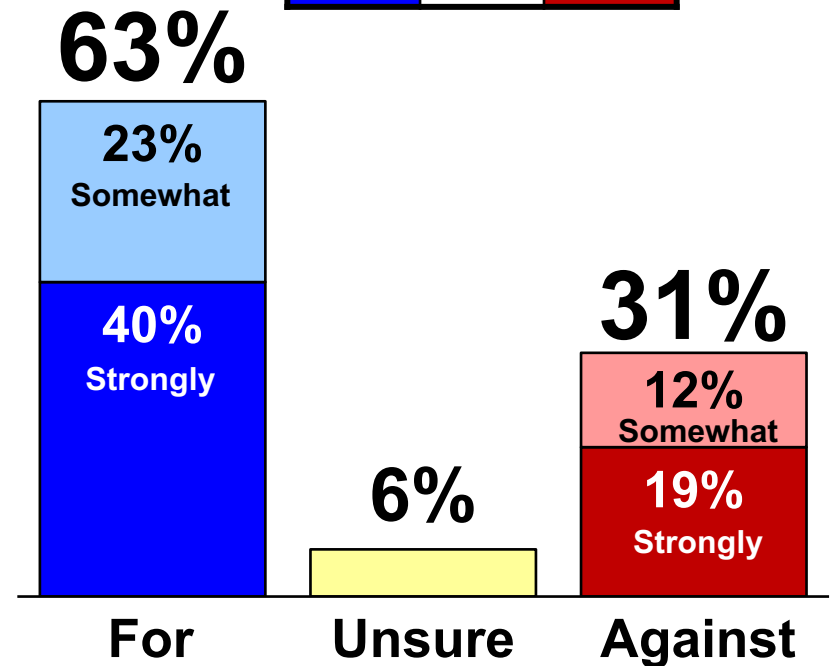
For		Agnst
52%	Ver X	39%
62%	Ver Y	34%



INFORMED BALLOT

Q37. Would you vote for or against Prop C, which the ballot states is a tax increase for the issuance of \$26.5 million in bonds for instructional technology (**Ver Y:** to be used in the classroom), and the levying of taxes in payment thereof?

For		Agnst
60%	Ver X	34%
67%	Ver Y	29%

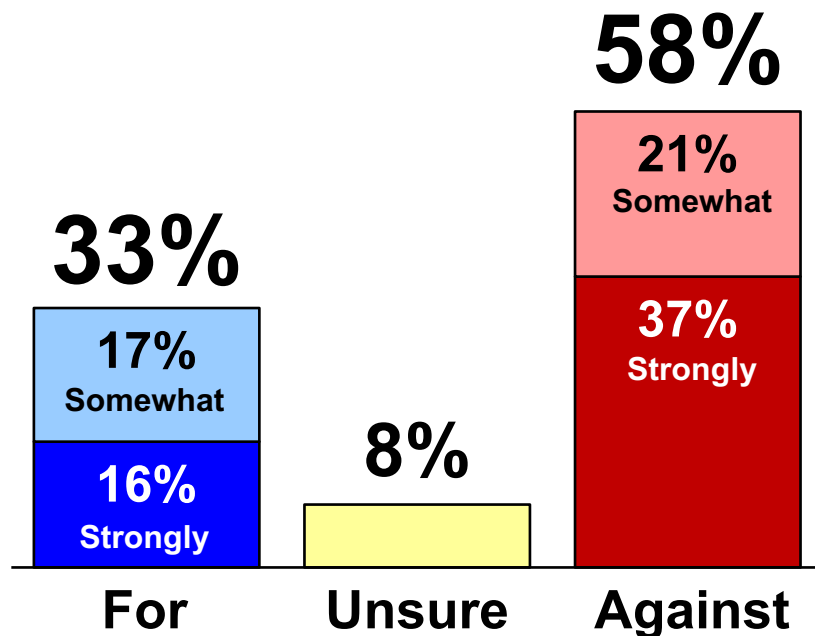


PROP D – AQUATIC CENTER BOND

INITIAL BALLOT

Q7. Would you vote for or against Prop D, which the ballot states is a tax increase for the issuance of \$56.5 million in bonds for an aquatic swim center (**Ver Y:** to replace the Block Aquatic Center), and the levying of taxes in payment thereof?

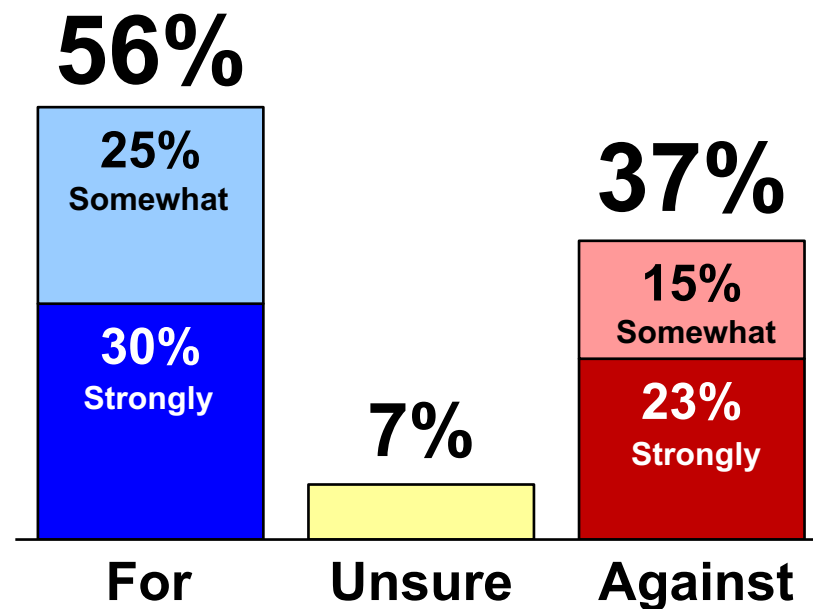
No statistical difference between Version X and Version Y.



INFORMED BALLOT

Q38. Would you vote for or against Prop D, which the ballot states is a tax increase for the issuance of \$56.5 million in bonds for an aquatic swim center (**Ver Y:** to replace the Block Aquatic Center), and the levying of taxes in payment thereof?

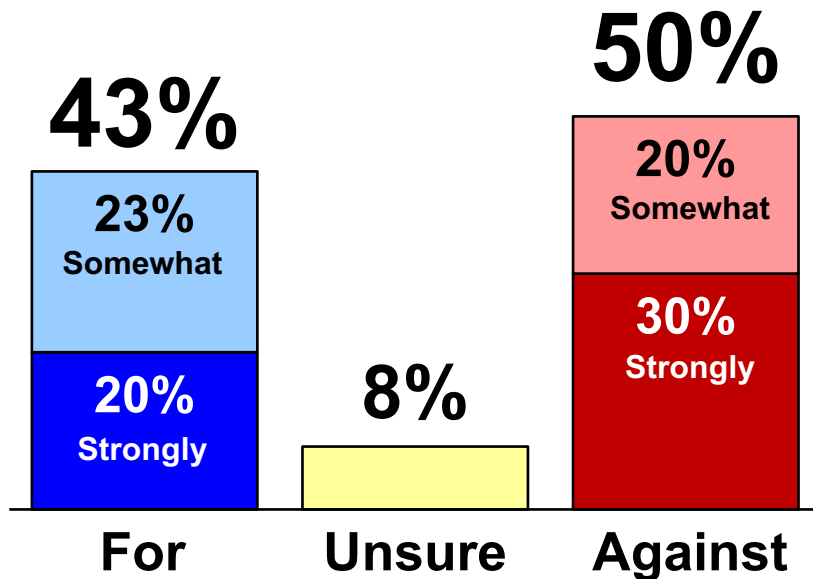
No statistical difference between Version X and Version Y.



PROP E – ATHLETIC FACILITIES BOND

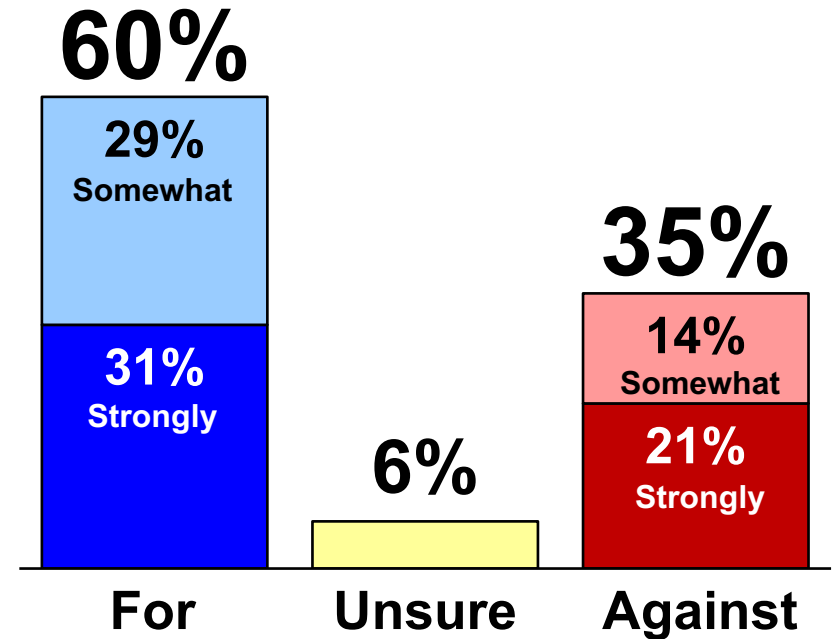
INITIAL BALLOT

Q8. Would you vote for or against Prop E, which the ballot states is a tax increase for the issuance of \$5.5 million in bonds for improvements to existing athletic facilities, and the levying of taxes in payment thereof?



INFORMED BALLOT

Q39. Would you vote for or against Prop E, which the ballot states is a tax increase for the issuance of \$5.5 million in bonds for improvements to existing athletic facilities, and the levying of taxes in payment thereof?



PROP B PROJECTS

Message Importance

Now (I am going to tell you / here is some information) about some projects or elements that could be included in Prop B, the bond for school facilities. Please (tell me / indicate) if you strongly favor, somewhat favor, somewhat oppose or strongly oppose that project or element.		Strongly Favor	Strongly Oppose	Total Favor	Total Oppose	Depends / Unsure	Net Impact		
Q21	SAFETY & SECURITY: The bond would allow for improvements for safety and security such as replacing outdated surveillance cameras and fire alarms, upgrading perimeter fencing, door hardware, and access control systems and adding security lobbies to more campuses.	54%	11%	81%	16%	4%	+65%		
Q22	AGING INFRASTRUCTURE: This bond would allow for replacing aging infrastructure such as heating and air conditioning, roofing, electrical, and plumbing systems to keep schools properly functioning and in good condition as they age.	54%	11%	81%	16%	3%	+66%		
Q23	OLDER CAMPUS RENOVATIONS: This bond would allow for major renovations to older campuses that would update learning environments to meet current district standards.	#3 with Total Sample #1 with Non-Parents		50%	12%	77%	21%	3%	+56%
Q24	TECH INFRASTRUCTURE: This bond would allow for improvements to technology infrastructure to increase its connectivity, reliability and security to better support district operations and learning.	40%	13%	76%	21%	3%	+55%		
Q25	BUSES: The bond would allow for replacing aging buses and purchasing new buses with appropriate seat belts to help bring the fleet into compliance with new safety standards.	#3 with Parents #2 with Non-Parents		51%	12%	75%	20%	5%	+56%
Q26	FINE ARTS: The bond would allow for improvements to fine arts programs such as creating more appropriate spaces and replacing aging equipment to bring more campuses to district standards.	45%	13%	73%	22%	5%	+51%		

MORE INFORMATION ABOUT BONDS

Now (I would like to tell you / here is) some more information relating to these bond proposals. For each item, please (tell me / indicate) if that information makes you strongly favor, somewhat favor, somewhat oppose, or strongly oppose bonds for Northside ISD.		Strongly Favor	Strongly Oppose	Total Favor	Total Oppose	Depends / Unsure	Net Impact
Q30	A diverse steering committee of citizens, community leaders, campus staff, and parents will meet this summer to study and prioritize the district's needs and this bond proposal would be based on their recommendations.	35%	13%	72%	19%	9%	+52%
Q31	Improvements made possible by the bond such as new air conditioning systems, windows, lighting, and roofing will make school buildings more energy efficient and lower operating costs.	52%	12%	80%	16%	4%	+64%
Q32	The bonds would provide dedicated funding for repairs and upgrades to schools, saving money in the general fund for teacher salaries, operating costs and student programs.	#2 with Total Sample #2 with Parents		77%	18%	5%	+59%
Q33	The most that property taxes would increase as result of the bonds would be \$1 per year on the average home.	#1 with Total Sample.		#1 with Parents.		#2 with Non-Parents.	
		49%	16%	72%	23%	5%	+50%

PROPS C - E PROJECTS

Please (tell me / indicate) if you strongly favor, somewhat favor, somewhat oppose or strongly oppose the following projects or elements of the other bond propositions.		Strongly Favor	Strongly Oppose	Total Favor	Total Oppose	Depends / Unsure	Net Impact
Q27	TECH: Technology is used everyday in today's classrooms and the devices students use should be replaced on a regular basis. Prop C would allow for replacing worn out devices and for new devices to ensure all students have access to tools they need.	45%	15%	72%	23%	5%	+50%
Q28	AQUATIC CENTER: The Block Aquatic Center is nearly 50 years old, is undersized, and has a leaking roof, outdated water pumps and cracks in the pool. Prop D would allow for a replacement natatorium, which could be used by the community and would expand student access to swim programs.	38%	15%	70%	25%	5%	+45%
Q29	ATHLETICS: Prop E would allow for improvements to existing athletic facilities such as replacing worn out turf, resurfacing cracked tennis courts and tracks, and upgrading lighting so these facilities can continue to be used safely.	36%	17%	67%	28%	4%	+39%

CONCLUSIONS - I

- 1** Nearly two-thirds of respondents (64%) have a positive impression of Northside ISD while 17% have a negative impression. The ratio of positive to negative (3.76:1) is a positive indicator heading into a bond / VATRE election.
- 2** Initially, respondents are split on Prop A (the VATRE) with **46% for** and **44% against**. After respondents learn more about it, Prop A is favored by nearly a two-to-one margin (**60% for** vs **32% against**).
- 3** Three different dollar amounts were tested as possibilities for Prop B (General Bond). On the initial ballot test, a majority of respondents would vote for the lower two amounts while a plurality would vote for the highest amount. After respondents learn more about the bond projects, all three amounts are supported by a majority.

<u>Prop B</u>	<u>\$311 M</u>	<u>\$601 M</u>	<u>\$892 M</u>
Initial:	60% For 30% Agnst.	54% For 37% Agnst.	45% For 43% Agnst.
Informed:	70% For 24% Agnst.	65% For 28% Agnst.	60% For 31% Agnst.

CONCLUSIONS - II

4

On the initial ballot test, a majority of respondents would vote for Prop C (Technology Bond) bond while a majority would vote against Prop D (Aquatic Bond) and Prop E (Athletics Bond). After learning more about it, the majority of respondents would vote for all three of these propositions.

PROP C:

Initial: 57% For 37% Agnst.

Informed: 63% For 31% Agnst.

PROP D:

33% For 58% Agnst.

56% For 37% Agnst.

PROP E:

43% For 50% Agnst.

60% For 35% Agnst.

5

Due to the required ballot language, a bond package that does not increase taxes will not be any easier to pass than a bond package that carries a minimal tax impact.

- Just 10% of voters who would only support a no-tax bond believe taxes would not increase.
- Nearly three-fifths (59%) of voters would not believe a “no tax” statement, presenting messaging challenges.
- Two-thirds of respondents are supportive of a bond that increases property taxes by \$1 per year on the average home.

6

The most important messages to communicate about the VATRE are found in Q12, Q15 and Q10 while the most important messages to communicate about the bond are found in Q23, Q32 and Q33.