



ALEDO ISD SURVEY



December 16 - 18, 2014

N = 301 respondents
margin of error: \pm 5.7%

BASELICE
& Associates, Inc.

OBJECTIVES

An orange arrow pointing to the right with a black number '1' inside.

To measure awareness and support of the November 2014 bond proposal.

An orange arrow pointing to the right with a black number '2' inside.

To assess specific reasons why voters may have supported or opposed the November 2014 bond proposal.

An orange arrow pointing to the right with a black number '3' inside.

To measure the importance of informative statements on support / opposition to a potential or future bond proposal of \$61.5 million.

QUESTIONNAIRE FORMAT

1

Introduction and Screeners

2

**General & Specific Issues
How and Why on Recent Bond**

3

Initial Ballot (Q24)

4

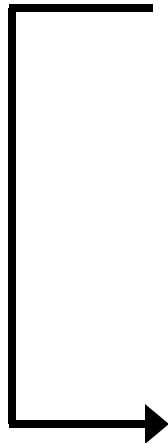
Impact of Specific Elements / Information

5

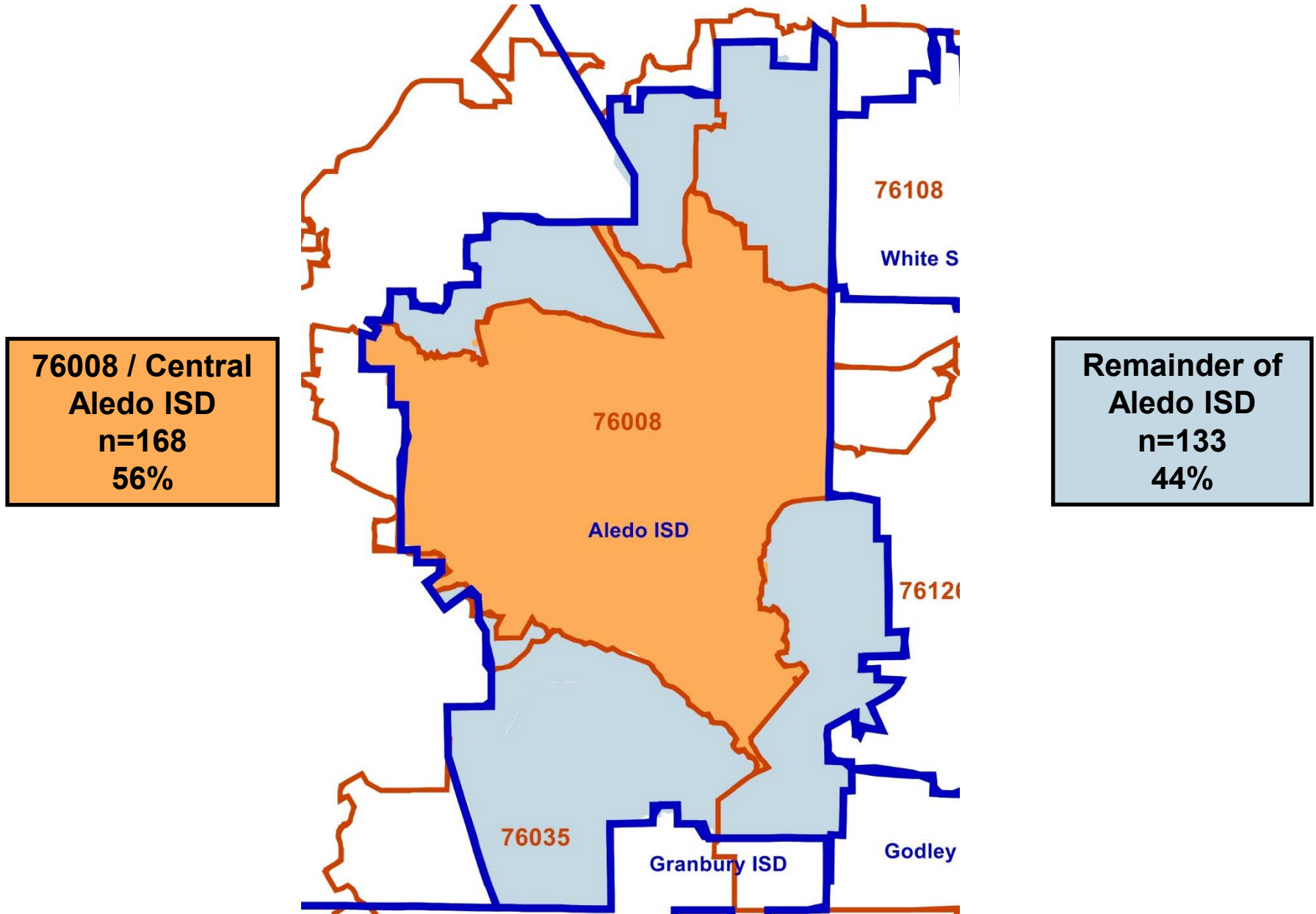
Informed Ballot (Q38) Multiple regression is used to measure the correlation of specific information between initial and informed ballots

6

Demographics



DISTRIBUTION OF INTERVIEWS



COMPARISON of SAMPLE FILE to RESPONDENTS

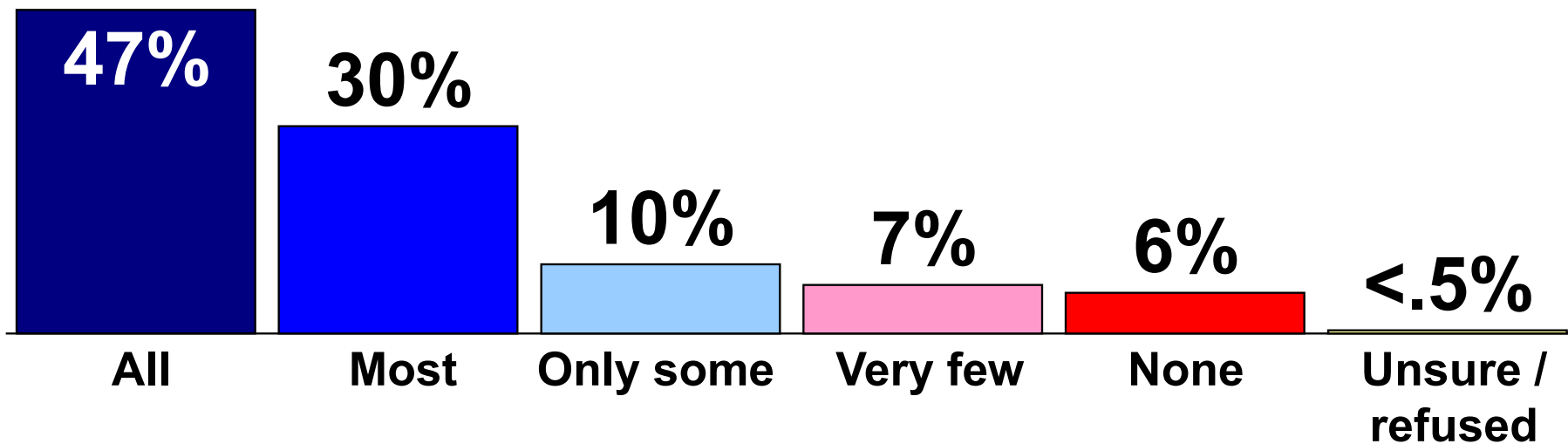
	18-44 yrs	45-54 yrs	55-64 yrs	65+ yrs
All Registered Voters	42%	24%	19%	15%
Nov 2010 / 2014	23%	27%	27%	23%
Nov 2009, 2011, 2013	14%	24%	29%	32%
Survey N=301	21%	24%	28%	27%

A November odd-year election and a May election tend to have similar age characteristics.

VOTING BEHAVIOR

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

	All	Most	Only some	Very few	None	Unsure / refused
18-44	38%	29%	13%	8%	12%	0%
45-54	47%	38%	6%	5%	3%	2%
55-64	51%	29%	11%	5%	3%	0%
65+	51%	26%	9%	9%	5%	0%
Parent	44%	30%	13%	6%	6%	1%
Non-parent	50%	30%	8%	7%	5%	0%



NAME AWARENESS LEVELS

(Ranked by Positive % plus Negative %)

 Know / Positive

 Know / Negative

 Know / No opinion

 Never heard of

Positive / Negative Ratio

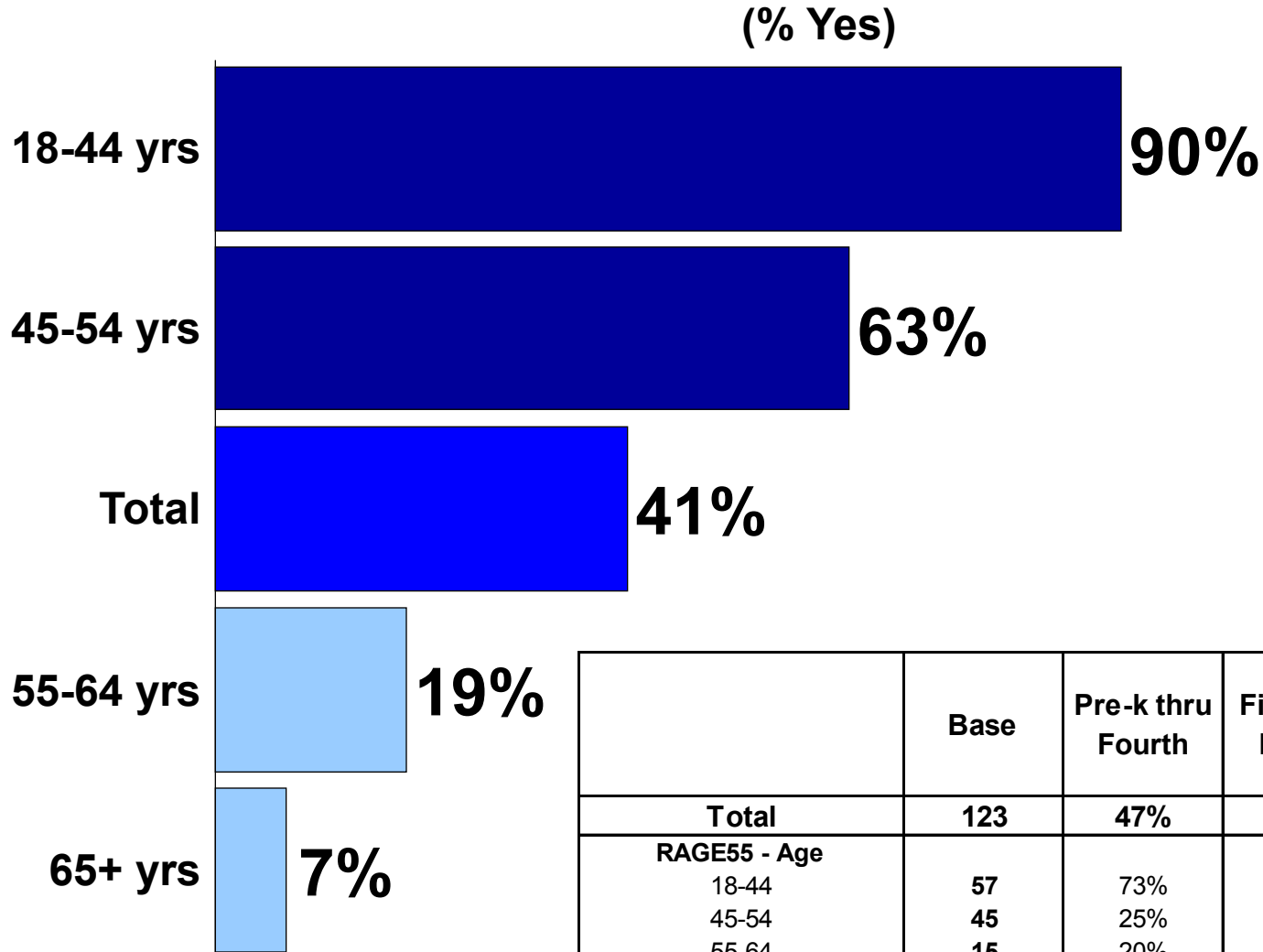


* Denotes less than one half percent

	Positive	Negative	No Opinion	Never heard of
Aledo Independent School District				
Parents	98%	1%	1%	0%
Non-Parents	82%	11%	6%	1%
Aledo ISD Board of Trustees				
Parents	67%	4%	5%	30%
Non-Parents	50%	14%	11%	36%

CHILDREN

Q4. Do you have any children currently attending Aledo ISD schools?

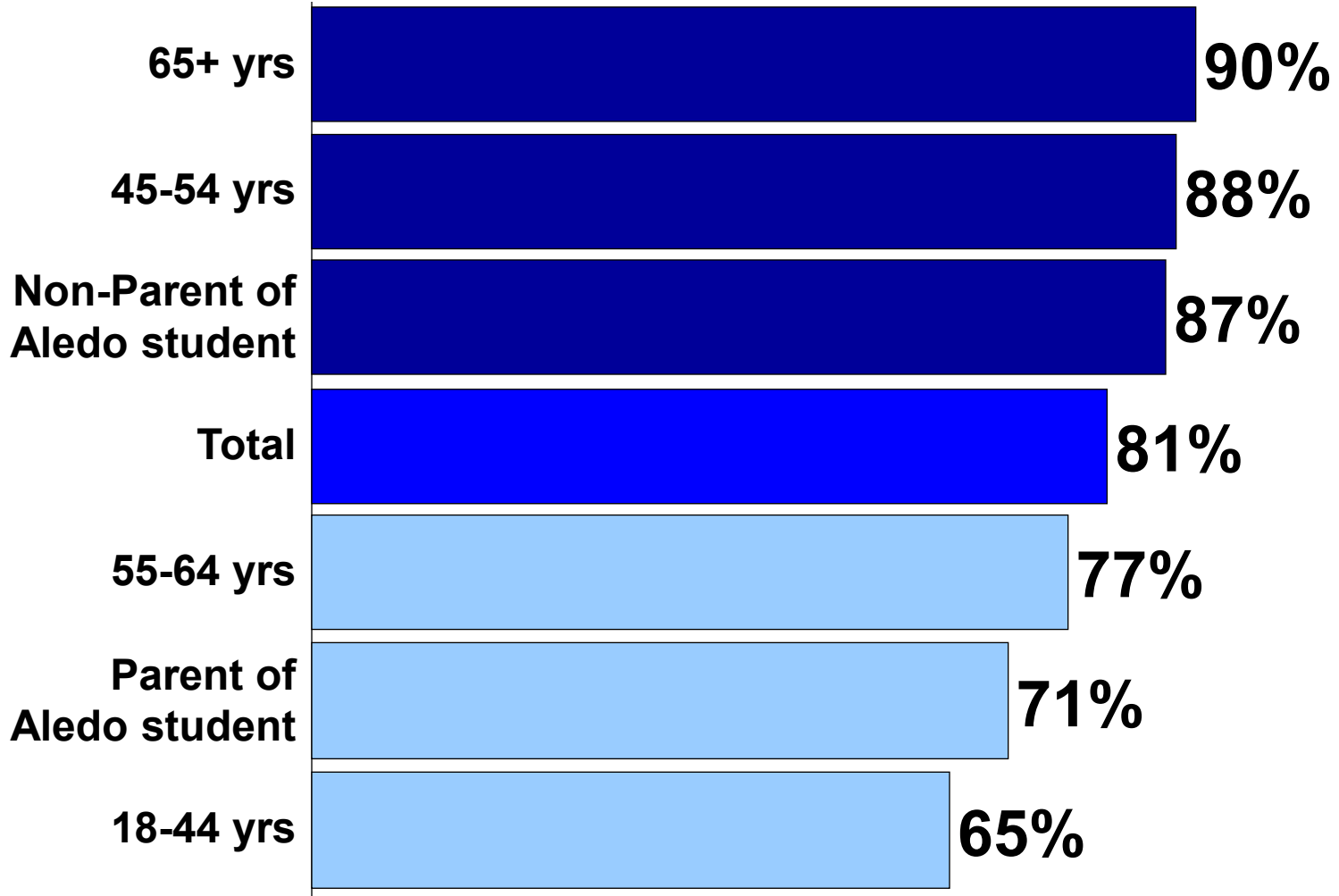


	Base	Pre-k thru Fourth	Fifth thru Eighth	Ninth thru Twelfth	Not in school yet / Refused
Total	123	47%	41%	48%	3%
RAGE55 - Age					
18-44	57	73%	39%	25%	1%
45-54	45	25%	46%	70%	7%
55-64	15	20%	27%	64%	0%
65 or older	5	22%	63%	56%	0%

NOVEMBER BOND ELECTION

Q6. As you may or may not know, voters were presented with a bond proposal for Aledo ISD this past November. Did you vote in that recent election last month?

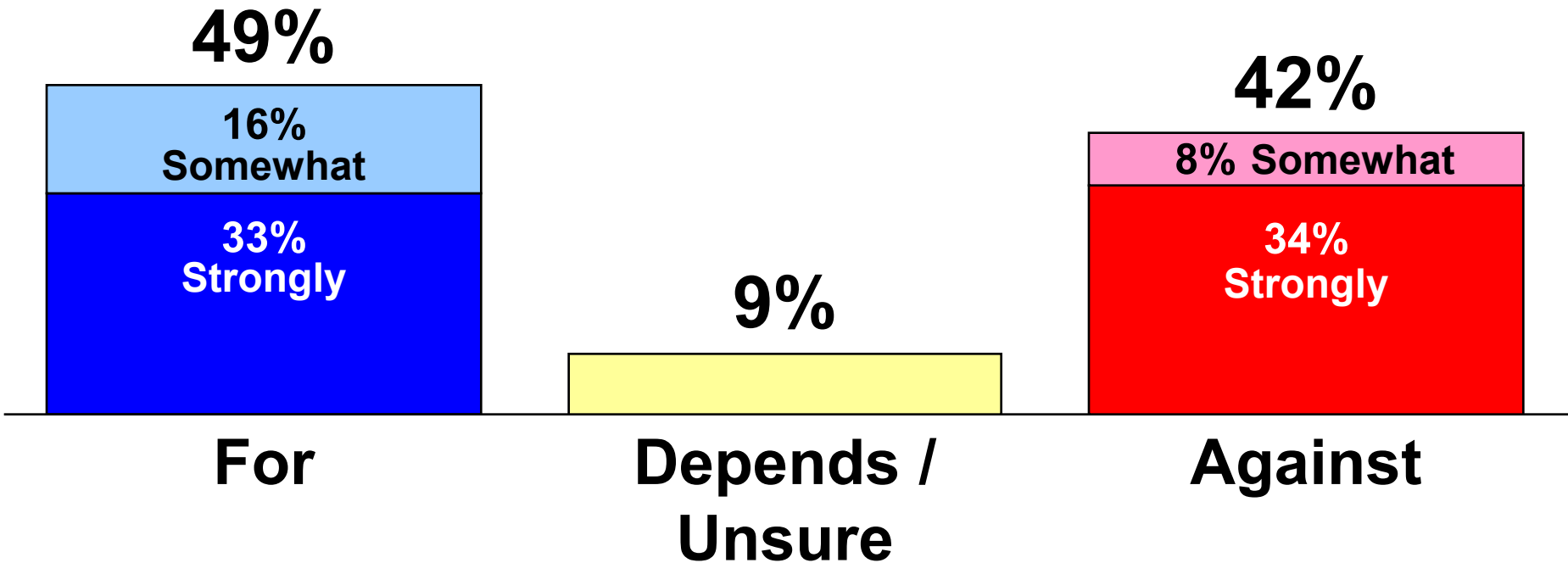
(% Yes)



POSITION ON NOVEMBER BOND

Q7. Thinking back to that recent November bond proposal, (did you vote / if you had voted, then would you have voted) for or against the issuance of \$61.5 million in bonds, to be financed with property taxes, to construct, renovate, and equip school buildings?

For		Against
66%	Parent	22%
37%	Non-Parent	56%



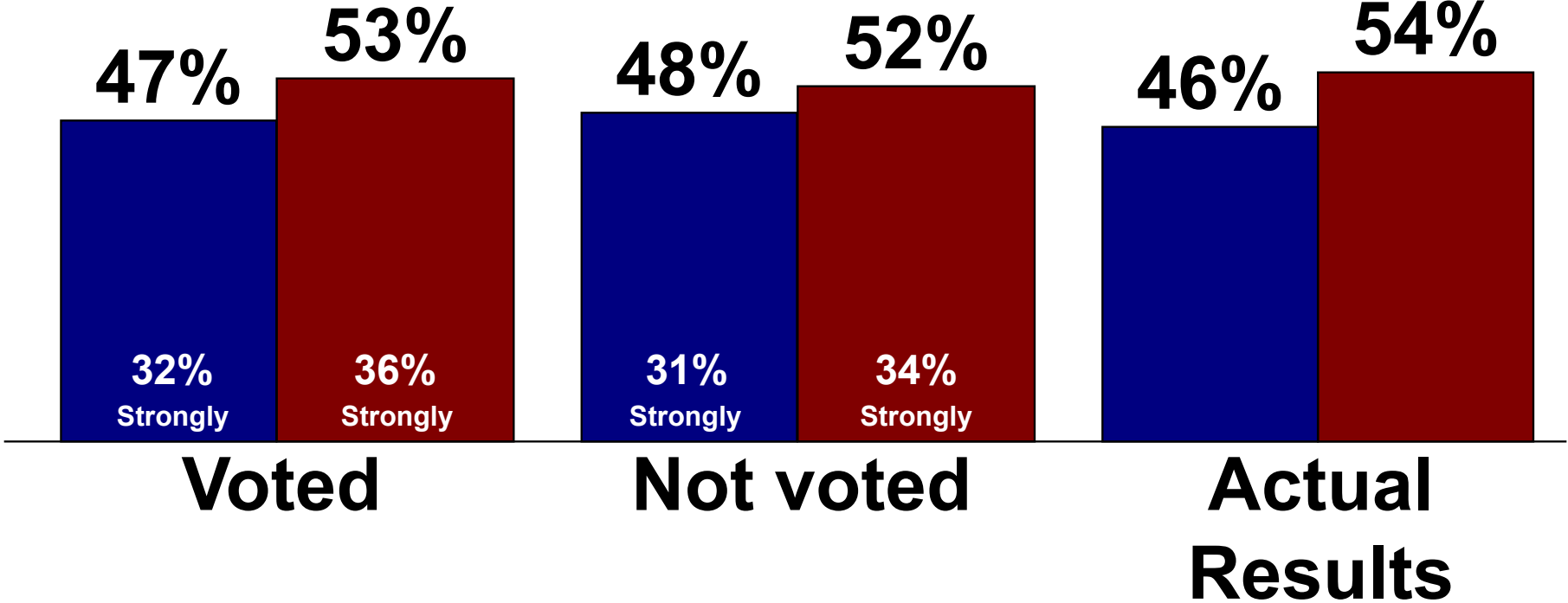
POSITION ON NOVEMBER BOND ELECTION

Q7 - Thinking back to that recent November bond proposal, (IF VOTED, ASK: did you vote / IF NOT VOTED, ASK: if you had voted, then would you have voted) for or against the issuance of sixty-one point five million dollars in bonds, to be financed with property taxes, to construct, renovate, and equip school buildings?							
	Base	For / Strongly	TOTAL FOR	Against / Strongly	TOTAL AGAINST	DEPENDS / UNSURE	NET FOR
Total	301	33%	49%	34%	42%	9%	7%
SCPARENT - Parent of Aledo I.S.D. Student							
Parent	123	44%	66%	12%	22%	12%	44%
Non-Parent	178	25%	37%	49%	56%	6%	-19%
R5 - And what grades are your children in?							
Pre-k thru Fourth	57	54%	71%	8%	16%	12%	55%
Fifth thru Eighth	51	29%	58%	15%	25%	17%	34%
Ninth thru Twelfth	59	43%	66%	16%	24%	10%	41%
Not in school yet / Refused	4	49%	49%	0%	0%	51%	49%
NOV14 - Voted in Nov 14							
Voted	209	32%	48%	36%	43%	9%	5%
Did not vote	73	32%	46%	36%	46%	8%	*
No Match	20	48%	75%	8%	21%	3%	54%
VOTED - Combination Q6 and Voter History							
Voted in 2014	194	32%	49%	36%	43%	9%	6%
Did not vote in 2014	87	31%	44%	34%	46%	10%	-2%
No Match	20	48%	75%	8%	21%	3%	54%

RECENT NOV. BALLOT COMPARED TO ACTUAL RESULTS

Below are the extrapolated intensity percentages of those who voted and those who didn't vote.

■ Favor **■ Against**



POSITION ON NOVEMBER BOND ELECTION

	Q7 - Thinking back to that recent November bond proposal, (IF VOTED, ASK: did you vote / IF NOT VOTED, ASK: if you had voted, then would you have voted) for or against the issuance of sixty-one point five million dollars in bonds, to be financed with property taxes, to construct, renovate, and equip school buildings?						
	Base	For / Strongly	TOTAL FOR	Against / Strongly	TOTAL AGAINST	DEPENDS / UNSURE	NET FOR
Total	301	33%	49%	34%	42%	9%	7%
RAGE55 - Age							
18-44	63	55%	72%	11%	19%	9%	52%
45-54	72	23%	49%	32%	39%	12%	10%
55-64	83	26%	38%	48%	58%	5%	-20%
65 or older	80	33%	45%	37%	45%	9%	*
GENDER - Gender							
Male	147	29%	46%	36%	43%	11%	3%
Female	154	37%	52%	32%	41%	6%	11%
RR9655 - Age / Gender							
Male / 18-54	61	36%	57%	26%	31%	12%	27%
Male / 55+	84	25%	39%	41%	51%	10%	-12%
Female / 18-54	74	40%	62%	19%	29%	10%	33%
Female / 55+	79	34%	44%	43%	52%	3%	-8%
Age unknown	3	-	-	100%	100%	-	-100%
REDUC - EDUCATION							
Not college grad	101	35%	49%	36%	43%	9%	6%
College graduate	117	31%	53%	33%	41%	6%	12%
Post graduate	82	34%	45%	33%	43%	12%	1%
RRINCOME - Annual Household Income							
Under \$75,000	51	34%	51%	34%	44%	5%	6%
\$75,000 - \$124,999	70	35%	49%	31%	45%	7%	4%
\$125,000 and over	141	36%	55%	31%	37%	8%	19%
Income unknown	39	15%	26%	50%	56%	18%	-29%

WHY AGAINST NOVEMBER BOND

Q9. And in your own words, please tell me why (you voted / would have voted) against that proposed bond?

ID:0000000369| PARENT: No| VOTED: Yes| AGE: 71| GENDER : Female| ZIP: 76087| INFORMED: AGAINST/ST

Because I don't think that they are doing very much investigating what we have and what we need. No. I just think that they think more is better and that is not necessarily the case.

ID:00000003139| PARENT: Yes| VOTED: No| AGE: 42| GENDER: Male| ZIP: 76008| INFORMED: AGAINST/SW

I think we have pretty good facilities now and we already pay pretty high property taxes for the area compared to other areas as well. No, that's pretty much it.

Question 9: Why you (voted / would have voted) against that proposed bond?	Taxes	Bond amount was too much	ISD spends too much money	Not Needed	Too much on athletics	Didn't benefit teachers	Need More Info
Mentions	41	11	37	33	20	5	10
Percentage among total sample	13%	4%	12%	11%	7%	2%	3%
Percentage among "No" voters	34%	9%	31%	28%	17%	4%	8%

NOVEMBER BOND ELECTION

(Only those identified as having actually voted)

	Base	For / Strongly	TOTAL FOR	Against / Strongly	TOTAL AGAINST	DEPENDS / UNSURE	NET FOR
Total	194	32%	49%	36%	43%	9%	6%
MRGQ10T - How receive most info about bond prop...							
From the newspaper	104	35%	49%	34%	42%	10%	7%
From local TV news	13	40%	58%	26%	33%	9%	25%
Parents / others in community	49	23%	38%	53%	57%	5%	-19%
Teachers and staff	19	71%	87%	8%	8%	5%	79%
From news sites and blogs	19	19%	43%	38%	45%	13%	-2%
From direct mail to your house	61	25%	42%	42%	52%	6%	-10%
From yard signs and billboards	24	24%	30%	40%	48%	22%	-18%
District emails, texts, phone	18	38%	72%	10%	14%	14%	57%
Something in the mailbox	4	29%	100%	0%	0%	0%	100%
Information sent home with child	3	58%	80%	0%	0%	20%	80%
Two or more / All	14	55%	64%	30%	36%	-	27%
Other	16	13%	37%	54%	54%	9%	-18%
Unsure / Refused	26	29%	44%	42%	45%	11%	-1%

REASONS FOR SUPPORTING NOVEMBER BOND

(Ranked by Major % plus Minor %)

n=148



Q13. You (*thought / think*) the District should manage growth and provide adequate facilities.



Q11. You (*thought / think*) that the proposal was a good investment in the community.



Q12. You (*thought / think*) the items in the bond proposal were needed.



Q14. You (*were / are*) in favor of safety and security upgrades.



REASONS FOR OPPOSING NOVEMBER BOND

(Ranked by Major % plus Minor %)

■ Major reason
 ■ Minor Reason
 ■ Not a reason
 ■ Unsure

n=127

Q16. You (*thought / think*) \$61.5 million (*was / is*) too much money.



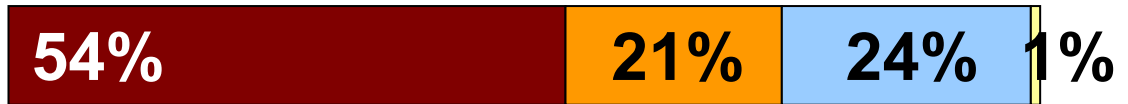
Q22. You (*were / are*) concerned about the overall level of debt in the district.



Q18. You (*did / do*) not think the bond package was needed.



Q15. You (*were / are*) afraid of a property tax increase.



Q21. You (*thought / think*) the bond package was not well planned.



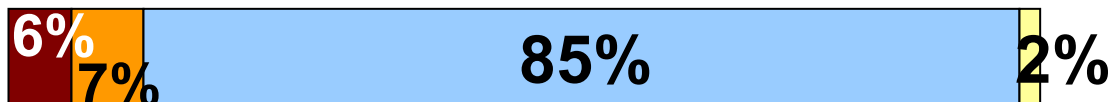
Q20. You (*did / do*) not trust the school district to spend the money the way it was designated to be spent



Q19. You (*did / do*) not know enough about it.



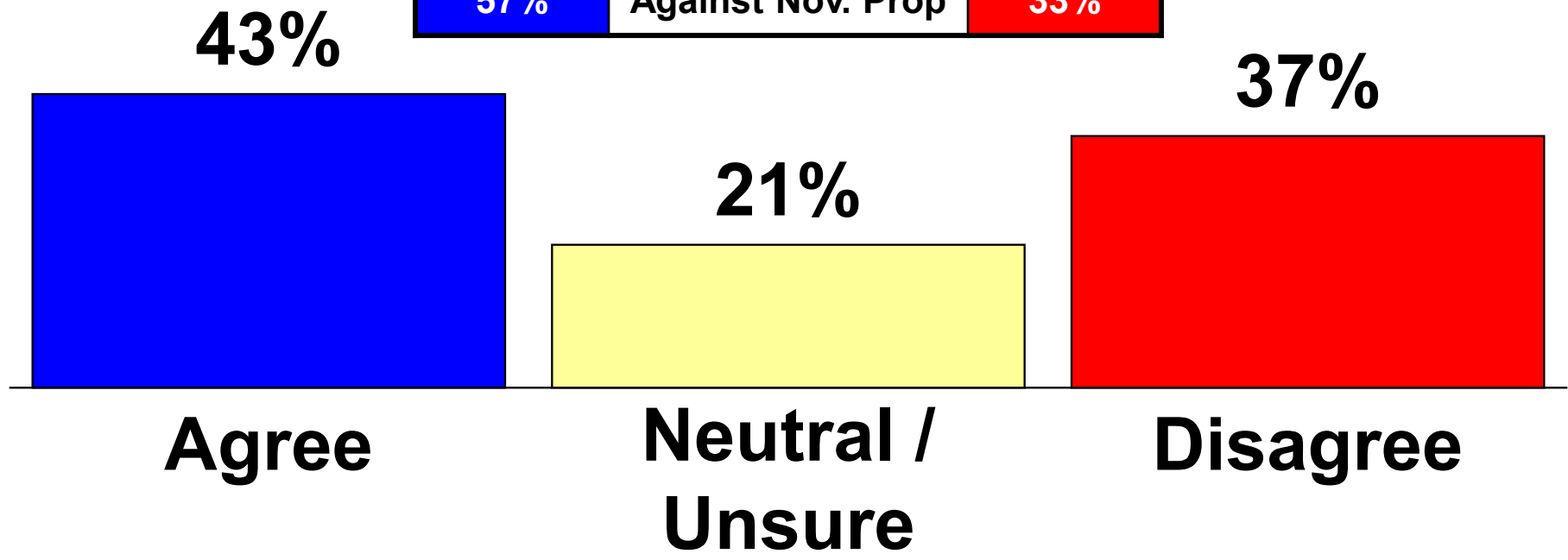
Q17. You are part of an opposition group that votes against new taxation any time.



SUPPORT MORE THAN ONE PROPOSITION

Q23. Do you agree or disagree with the following statement?
 I would have been more supportive of the bonds had they been divided into more than one bond proposition on the ballot

Agree		Disagree
39%	Voted	42%
48%	Not Voted	29%
32%	For Nov. Prop	43%
57%	Against Nov. Prop	33%



HIGHLIGHTS – THE PAST



1

Large majorities of supporters think:

- a) the district should manage growth and provide adequate facilities,
- b) the proposal was a good investment in the community,
- c) the items in the bond proposal were needed.



2

The open-ended responses show that main reasons volunteered for opposing the bond were concerns about taxes, a concern that the district spends too much money, and that the bonds are not needed. Close-ended reasons for opposing the bond by voters who were against it were:

- a) the belief that \$61.5 million was too much money,
- b) concern about the overall level of debt in the district,
- c) the notion that the bond package was not needed.



3

Voters who opposed the bond package at above average rates were those who claimed to have received information about the bond package from other parents in the community and/or from direct mail that was received at home.



4

Intensity of the vote (Strongly “For” versus Strongly “Against”) is a better indicator of the actual outcome than the total response levels, and 55-64 year voters were substantially more opposed than were other voter subgroups to the November bond proposal.

INITIAL BALLOT FOR BOND NEXT YEAR

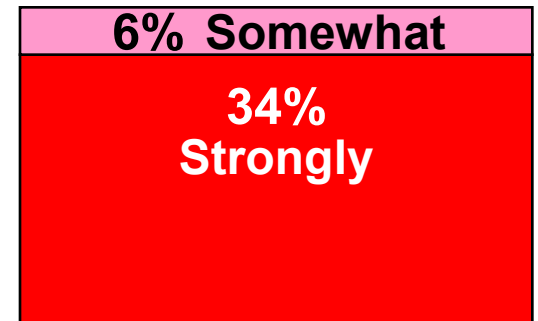
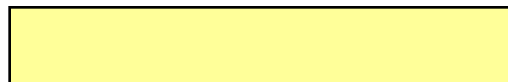
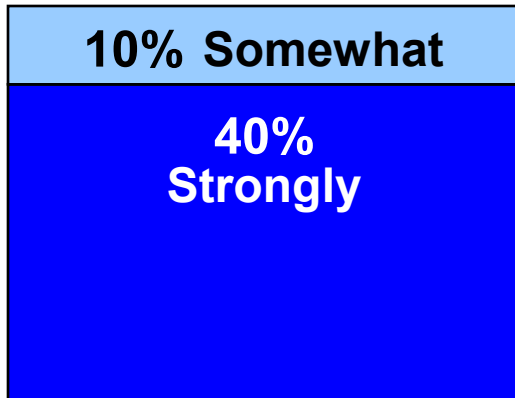
Q24. The Aledo ISD bonds did not pass in November, so there may be another bond election next year. If an election on school bonds in the Aledo Independent School District were held, would you vote yes, in favor or no, against the issuance of \$61.5 million in bonds for the construction and renovation of school buildings, and to make other improvements and acquisitions, to be financed by property taxes?

Strongly For	Total For		Total Against	Strongly Against
51%	65%	Parent	23%	17%
32%	40%	Non-Parent	52%	45%
39%	49%	Voted in Nov.	42%	38%
37%	47%	Not Voted in Nov.	39%	28%

50%

40%

10%



Yes, in favor

**Depends /
Unsure**

No, against

INITIAL BALLOT FOR BOND NEXT YEAR

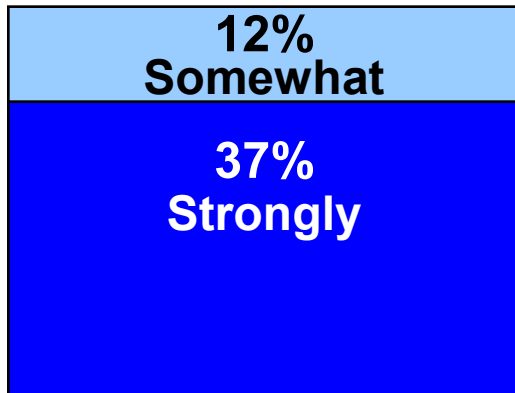
	Base	Yes, in favor / Strongly	TOTAL YES, IN FAVOR	No, against / Strongly	TOTAL NO, AGAINST	DEPENDS / UNSURE	NET YES, IN FAVOR
Total	301	40%	50%	34%	40%	10%	10%
SCPARENT - Parent of Aledo I.S.D. Student							
Parent	123	51%	65%	17%	23%	13%	42%
Non-Parent	178	32%	40%	45%	52%	8%	-12%
R5 - And what grades are your children in?							
Pre-k thru Fourth	57	58%	74%	10%	12%	14%	62%
Fifth thru Eighth	51	38%	54%	24%	29%	17%	25%
Ninth thru Twelfth	59	57%	65%	19%	25%	10%	40%
Not in school yet / Refused	4	33%	49%	0%	0%	51%	49%
RRQ1 - How often do you vote in local elections?							
All	142	40%	49%	38%	42%	9%	7%
Most	91	42%	50%	31%	37%	12%	13%
Some - None	66	38%	54%	26%	38%	9%	16%
G3 - NOV'14, NOV '12, & NOV '10 Vote History							
Voted none	25	48%	58%	30%	36%	6%	22%
Voted 1	38	46%	59%	23%	29%	12%	29%
Voted 2	69	43%	56%	28%	37%	7%	19%
Voted 3	150	33%	41%	42%	47%	11%	-6%
No Match	20	58%	73%	13%	21%	6%	52%
Q7 - Did you vote for or against the issuance of \$61.5 million in bonds?							
TOTAL FOR	148	78%	95%	2%	2%	3%	93%
TOTAL AGAINST	127	3%	7%	73%	83%	9%	-76%
DEPENDS / UNSURE	26	3%	8%	25%	42%	50%	-34%

IMPACT OF USING MAINTENANCE BUDGET ON INITIAL BALLOT

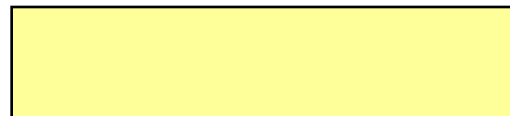
Q25. And if you knew that portable buildings for elementary and intermediate school students would have to be purchased using the district's maintenance and operations budget if the bond package failed, then would you vote yes, in favor or no, against the issuance of \$61.5 million in bonds for Aledo ISD?

Strongly For	Total For		Total Against	Strongly Against
48%	64%	Parent	21%	16%
29%	38%	Non-Parent	49%	38%
34%	45%	Voted in Nov.	41%	32%
41%	52%	Not Voted in Nov.	36%	26%

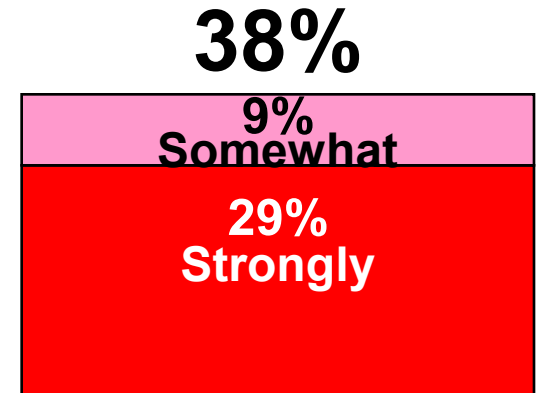
49%



Yes, in favor



**Depends /
Unsure**

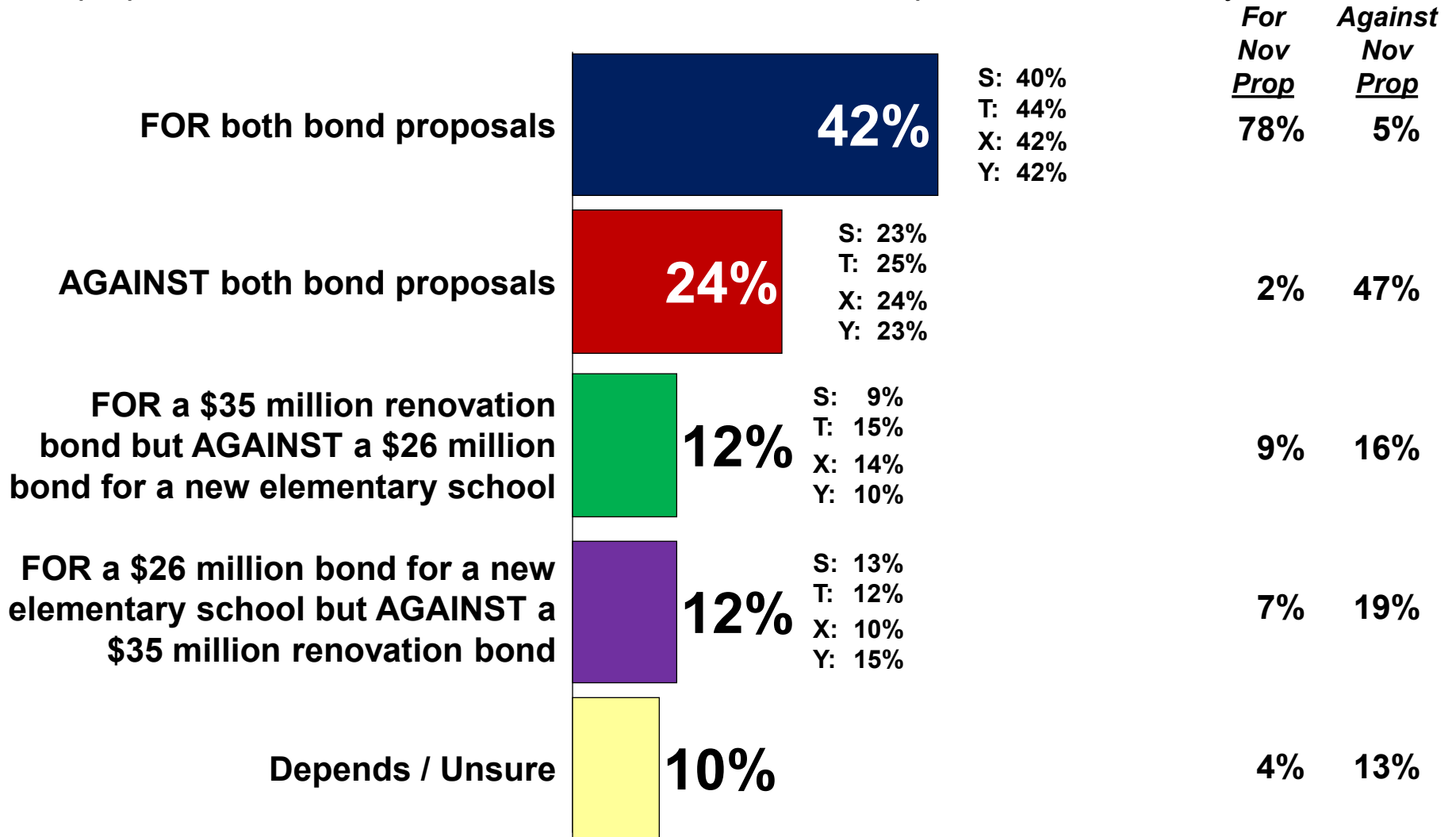


38%

No, against

RENOVATION vs. NEW ELEMENTARY

Q26. A bond proposal of approximately \$61 million includes \$26 million for a new elementary school, which will be needed in (**Ver X: 5 years / Ver Y: 2019**). How would you vote if the bonds were split into two propositions where one proposition was \$26 million for a new elementary school and the other proposition was \$35 million for renovations and other improvements? Would you vote...



BOND ELEMENTS

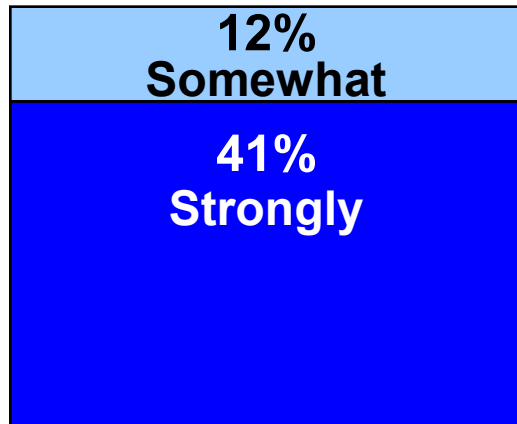
		Favor	Oppose	No diff / Unsure	Net Favor	
Q27	Aledo ISD is projected to add (Ver X: nearly 1,600 students over the next 5 years, which is a 32% / Ver Y: 5,000 students over the next 10 years, which is a 100%) increase in enrollment. This bond will allow the district to meet the needs of this growing community.	65%	30%	5%	+35%	X: +30% Y: +40%
Q28	This bond will enhance safety and security of our students and staff with controlled access entryways, surveillance cameras, improved emergency lighting, new fire alarms, phone and intercom system upgrades, and ADA accessibility issues.	73%	25%	3%	+48%	
Q29	This bond will reduce overcrowding by expanding classroom and cafeteria spaces at McAnally Intermediate School.	66%	26%	9%	+40%	
Q30	Demographic projections show that a new elementary school will be needed in five years. This bond would allow for the construction of that new elementary school. (Version Y: in order to avoid adding portable buildings to elementary campuses).	66%	31%	3%	+35%	X: +28% Y: +42%
Q31	Aledo ISD's last significant investment in technology infrastructure was seven years ago, and most of that equipment is obsolete or worn out. This bond provides districtwide wireless points for one-to-one access, network cabling and servers, student and lab computers, and interactive whiteboards and projectors for 21st Century teaching and learning.	69%	27%	4%	+41%	
Q32	This bond includes campus repairs including replacing outdated H.V.A.C. units with energy efficient models, roofs, door hardware, drainage issues, and playground upgrades.	67%	28%	5%	+39%	
Q33	AISD buses travel over 650,000 miles each year. 26 buses or 39% of the fleet are at, or will soon be past, their useful life. This bond would provide 18 new buses over the next 2 years to put the district back on their replacement schedule.	73%	22%	5%	+51%	
Q34	A diverse committee of 38 citizens met for 4 months to study and prioritize long-term district needs, and the bond proposal is representative of their recommendations.	56%	28%	16%	+28%	
Q35	If passed, this bond would increase property taxes by about 8 dollars per month for every hundred thousand dollars of taxable property value. However, the Aledo ISD tax rate has not changed since 2008, or seven years, and is one of the lowest in the area. After passage of the bond, the rate will (Ver X: still be lower than many others in the area / Ver Y: be about average for the area).	59%	34%	6%	+25%	X: +23% Y: +27%
Q36	Existing state law freezes the tax rate of homeowners 65 years of age or older. Senior citizens who file and receive their exemption will not have to pay any additional property taxes associated with this bond proposal.	66%	19%	15%	+46%	
Q37	Bond opponents say school property taxes are already too high and these bonds will maintain a level of debt on which we will be paying for years to come.	42%	47%	11%	-5%	

INFORMED BALLOT

Q38. Having heard more about it, if the election were held today, would you vote yes, in favor of or no, against the issuance of \$61.5 million in bonds for the construction and renovation of school buildings, and to make other improvements and acquisitions, to be financed by property taxes?

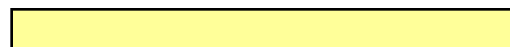
Initial Strongly For	Informed Strongly For		Initial Strongly Against	Informed Strongly Against
51%	58%	Parent	17%	17%
32%	29%	Non-Parent	45%	45%
39%	40%	Voted in Nov.	38%	38%
37%	36%	Not Voted in Nov.	28%	29%

53%



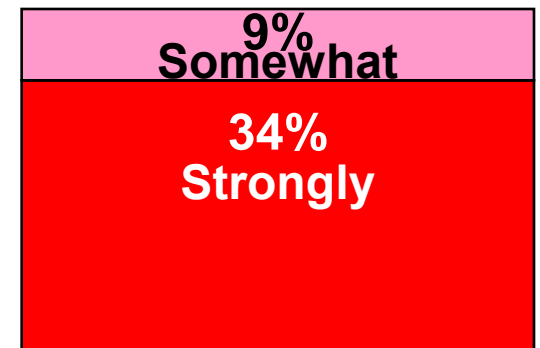
Yes, in favor

5%



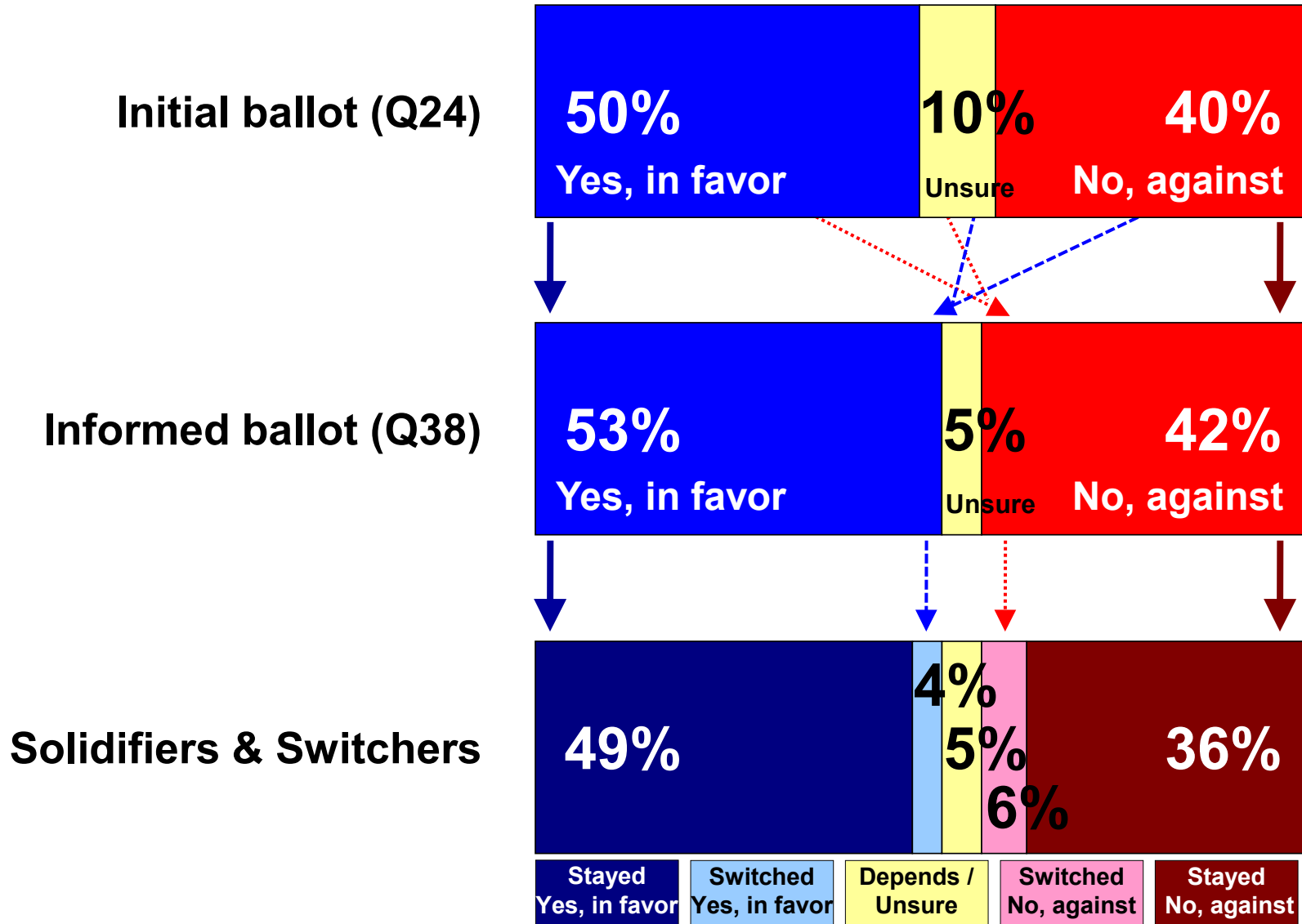
**Depends /
Unsure**

42%



No, against

COMPARISON OF INITIAL & INFORMED BALLOTS

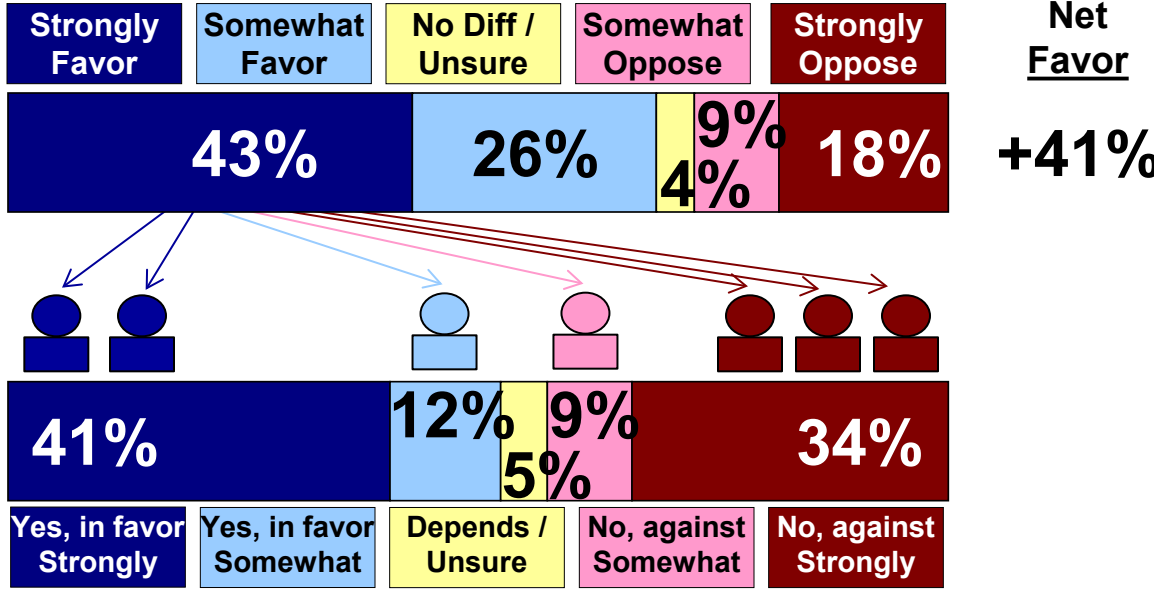


COMPARISON OF INITIAL & INFORMED BALLOTS

	Base	Stayed Yes, in Favor	Switched to Yes, in Favor	Ended up Depends / Unsure	Switched to No, Against	Stayed No, Against
Total	301	49%	4%	5%	6%	36%
SCPARENT - Parent of Aledo I.S.D. Student						
Parent	123	64%	3%	7%	5%	21%
Non-Parent	178	38%	5%	4%	7%	46%
RRQ1 - How often do you vote in local elections?						
All	142	47%	2%	3%	7%	41%
Most	91	49%	5%	5%	9%	32%
Some - None	66	53%	7%	9%	2%	30%
G3 - NOV'14, NOV '12, & NOV '10 Vote History						
Voted none	25	53%	4%	2%	5%	36%
Voted 1	38	59%	10%	4%	6%	21%
Voted 2	69	56%	4%	6%	4%	30%
Voted 3	150	39%	3%	5%	8%	44%
No Match	20	69%	3%	3%	3%	21%
Q7 - Did you vote for or against the issuance of \$61.5 million in bonds?						
TOTAL FOR	148	94%	2%	-	1%	2%
TOTAL AGAINST	127	4%	6%	5%	9%	76%
DEPENDS / UNSURE	26	8%	8%	32%	22%	30%

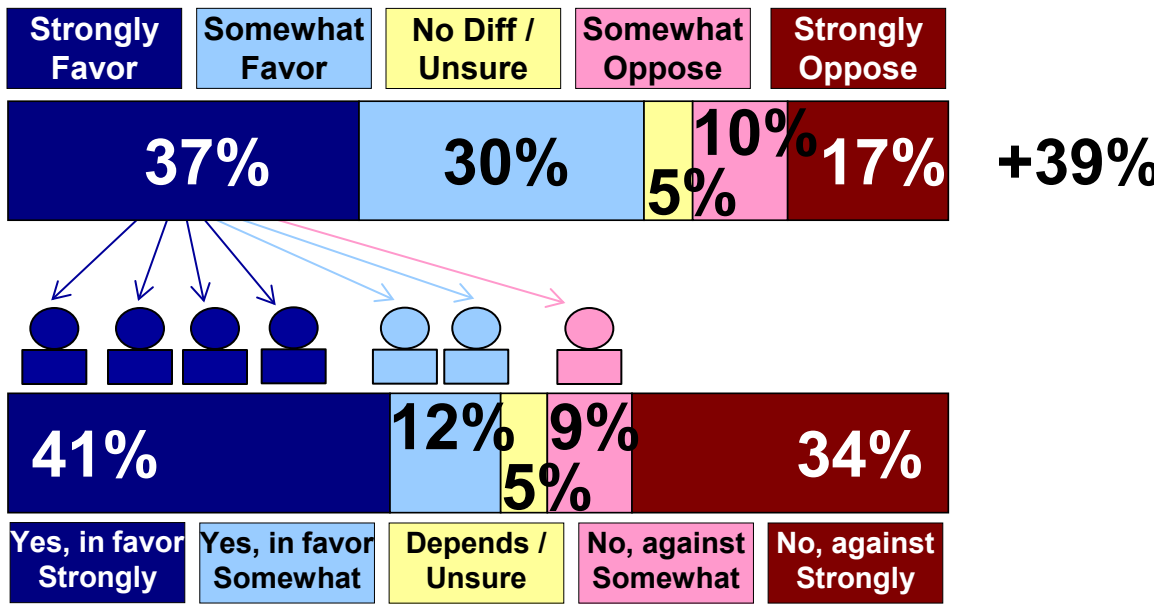
REGRESSION (CORRELATION) ANALYSIS

Q31. Aledo ISD's last significant investment in technology infrastructure was 7 years ago, and most of that equipment is obsolete or worn out. This bond provides districtwide wireless points for one-to-one access, network cabling and servers, student and lab computers, and interactive whiteboards and projectors for 21st Century teaching and learning.



Informed Ballot (Q38) →

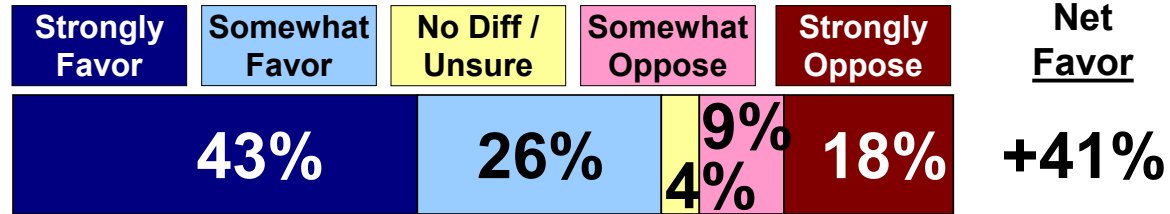
Q32. This bond includes campus repairs including replacing outdated H.V.A.C. units with energy efficient models, roofs, door hardware, drainage issues, and playground upgrades.



Informed Ballot (Q38) →

CALCULATING CORRELATION SCORES

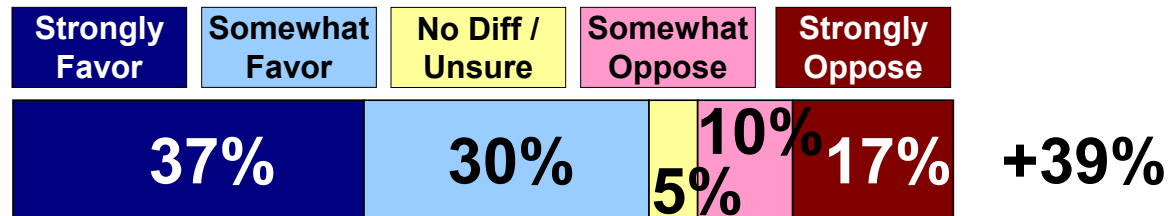
Q31. Aledo ISD's last significant investment in technology infrastructure was 7 years ago, and most of that equipment is obsolete or worn out. This bond provides districtwide wireless points for one-to-one access, network cabling and servers, student and lab computers, and interactive whiteboards and projectors for 21st Century teaching and learning.



$$\frac{\text{Correlation Factor}}{0.1111} \times \frac{\text{Net Favor}}{+41\%} = \frac{\text{Correlation Score}}{4.6}$$

5th highest score out of 11 statements

Q32. This bond includes campus repairs including replacing outdated H.V.A.C. units with energy efficient models, roofs, door hardware, drainage issues, and playground upgrades.



$$\frac{\text{Correlation Factor}}{0.1711} \times \frac{\text{Net Favor}}{+39\%} = \frac{\text{Correlation Score}}{6.7}$$

3rd highest score out of 11 statements

BOND ELEMENTS

		Favor	Oppose	No diff / Unsure	Net Favor	Correlation Score
Q27	Aledo ISD is projected to add (Ver X: nearly 1,600 students over the next 5 years, which is a 32% / Ver Y: 5,000 students over the next 10 years, which is a 100%) increase in enrollment. This bond will allow the district to meet the needs of this growing community.	65%	30%	5%	+35%	3.2
Q28	This bond will enhance safety and security of our students and staff with controlled access entryways, surveillance cameras, improved emergency lighting, new fire alarms, phone and intercom system upgrades, and ADA accessibility issues.	73%	25%	3%	+48%	1.6
Q29	This bond will reduce overcrowding by expanding classroom and cafeteria spaces at McAnally Intermediate School.	66%	26%	9%	+40%	5.1
Q30	Demographic projections show that a new elementary school will be needed in five years. This bond would allow for the construction of that new elementary school. (Version Y: in order to avoid adding portable buildings to elementary campuses).	66%	31%	3%	+35%	3.3
Q31	Aledo ISD's last significant investment in technology infrastructure was seven years ago, and most of that equipment is obsolete or worn out. This bond provides districtwide wireless points for one-to-one access, network cabling and servers, student and lab computers, and interactive whiteboards and projectors for 21st Century teaching and learning.	69%	27%	4%	+41%	4.6
Q32	This bond includes campus repairs including replacing outdated H.V.A.C. units with energy efficient models, roofs, door hardware, drainage issues, and playground upgrades.	67%	28%	5%	+39%	6.7
Q33	AISD buses travel over 650,000 miles each year. 26 buses or 39% of the fleet are at, or will soon be past, their useful life. This bond would provide 18 new buses over the next 2 years to put the district back on their replacement schedule.	73%	22%	5%	+51%	1.8
Q34	A diverse committee of 38 citizens met for 4 months to study and prioritize long-term district needs, and the bond proposal is representative of their recommendations.	56%	28%	16%	+28%	7.6
Q35	If passed, this bond would increase property taxes by about 8 dollars per month for every hundred thousand dollars of taxable property value. However, the Aledo ISD tax rate has not changed since 2008, or seven years, and is one of the lowest in the area. After passage of the bond, the rate will (Ver X: still be lower than many others in the area / Ver Y: be about average for the area).	59%	34%	6%	+25%	11.3
Q36	Existing state law freezes the tax rate of homeowners 65 years of age or older. Senior citizens who file and receive their exemption will not have to pay any additional property taxes associated with this bond proposal.	66%	19%	15%	+46%	1.7
Q37	Bond opponents say school property taxes are already too high and these bonds will maintain a level of debt on which we will be paying for years to come.	42%	47%	11%	-5%	-1.0

Summary of Correlation Scores

The top three scores are highlighted in light blue. Correlation Scores are relative measures that should be compared within a subgroup, not compared between different subgroups.

	Total Sample (N=301)	Parent (n=123)	Non-Parent (n=178)	Vote all (n=142)	Vote most (n=91)	Vote some / none (n=68)	76008 / Central Aledo ISD (n=168)	Remainder of Aledo ISD (n=133)	
	Correlation Score	Correlation Score	Correlation Score	Correlation Score	Correlation Score	Correlation Score	Correlation Score	Correlation Score	
Q27	Aledo ISD is projected to add (Ver X: nearly sixteen hundred students over the next five years, which is a thirty-two percent / Ver Y: five thousand students over the next ten years, which is a one hundred percent) increase in enrollment. This bond will allow the district to meet the needs of this growing community.	3.2	2.4	1.2	1.7	4.3	2.1	2.8	2.9
Q28	This bond will enhance safety and security of our students and staff with controlled access entryways, surveillance cameras, improved emergency lighting, new fire alarms, phone and intercom system upgrades, and ADA accessibility issues.	1.6	7.1	2.5	3.2	5.5	1.5	3.7	7.3
Q29	This bond will reduce overcrowding by expanding classroom and cafeteria spaces at McAnally Intermediate School.	5.1	1.3	5.4	7.6	1.3	0.7	6.2	1.8
Q30	Demographic projections show that a new elementary school will be needed in five years. This bond would allow for the construction of that new elementary school. (Version Y: in order to avoid adding portable buildings to elementary campuses).	3.3	7.6	1.7	2.4	9.6	10.0	2.6	2.0
Q31	Aledo ISD's last significant investment in technology infrastructure was seven years ago, and most of that equipment is obsolete or worn out. This bond provides districtwide wireless points for one-to-one access, network cabling and servers, student and lab computers, and interactive whiteboards and projectors for 21st Century teaching and learning.	4.6	5.8	6.3	4.0	2.0	0.3	6.7	2.1
Q32	This bond includes campus repairs including replacing outdated H.V.A.C. units with energy efficient models, roofs, door hardware, drainage issues, and playground upgrades.	6.7	17.0	1.8	3.0	4.7	11.5	6.7	8.7
Q33	AISD buses travel over six hundred and fifty thousand miles each year. Twenty-six buses or thirty-nine percent of the fleet are at, or will soon be past, their useful life. This bond would provide eighteen new buses over the next two years to put the district back on their replacement schedule.	1.8	2.7	2.0	0.8	0.1	6.0	4.6	10.0
Q34	A diverse committee of thirty-eight citizens met for four months to study and prioritize long-term district needs, and the bond proposal is representative of their recommendations.	7.6	10.9	2.6	6.0	2.5	3.5	4.9	7.0
Q35	If passed, this bond would increase property taxes by about 8 dollars per month for every hundred thousand dollars of taxable property value. However, the Aledo ISD tax rate has not changed since 2008, or seven years, and is one of the lowest in the area. After passage of the bond, the rate will (Ver X: still be lower than many others in the area / Ver Y: be about average for the area).	11.3	17.0	1.2	7.3	8.3	18.3	11.2	8.7
Q36	Existing state law freezes the tax rate of homeowners sixty-five years of age or older. Senior citizens who file and receive their exemption will not have to pay any additional property taxes associated with this bond proposal.	1.7	1.9	1.6	1.7	9.0	7.6	0.8	0.5
Q37	Bond opponents say school property taxes are already too high and these bonds will maintain a level of debt on which we will be paying for years to come.	-1.0	0.7	-3.9	-0.7	-1.2	0.7	-0.4	-0.9

ELEMENT MATRIX

A diverse committee of 38 citizens met for four months to study and prioritize long-term district needs, and the bond proposal is representative of their recommendations (Q34).

Total

If passed, this bond would increase property taxes by about \$8 per month for every \$100,000 of taxable property value. However, the Aledo ISD tax rate has not changed since 2008, or 7 years, and is one of the lowest in the area. After passage of the bond, the rate will (Ver X: still be lower than many others in the area / Ver Y: be about average for the area) (Q35).

This bond includes campus repairs including replacing outdated H.V.A.C. units with energy efficient models, roofs, door hardware, drainage issues, and playground upgrades (Q32).

Parent

If passed, this bond would increase property taxes by about \$8 per month for every \$100,000 of taxable property value. However, the Aledo ISD tax rate has not changed since 2008, or 7 years, and is one of the lowest in the area. After passage of the bond, the rate will (Ver X: still be lower than many others in the area / Ver Y: be about average for the area) (Q35).

This bond includes campus repairs including replacing outdated H.V.A.C. units with energy efficient models, roofs, door hardware, drainage issues, and playground upgrades (Q32).

Non-Parent

Aledo ISD's last significant investment in technology infrastructure was 7 years ago, and most of that equipment is obsolete or worn out. This bond provides districtwide wireless points for one-to-one access, network cabling and servers, student and lab computers, and interactive whiteboards and projectors for 21st Century teaching and learning (Q31).

This bond will reduce overcrowding by expanding classroom and cafeteria spaces at McAnally Intermediate School (Q29).

HIGHLIGHTS – THE FUTURE



1

There is a path forward for a successful bond election as November supporters are more in favor of another bond than November opponents are opposed to another bond.



2

If an election on school bonds were held today, 50% would vote “for” and 40% would vote “against” while 10% are unsure. However, a future bond election is closer than the ten-point spread noted on the ballot test because the “Strongly For” versus “Strongly Against” responses among those voters who participated in the November election is 39% to 38%, respectively.



3

Non-parents are more strongly against (45%) than strongly for (32%). In a low turnout election such as May 2015 or Nov 2015, relatively older or non-parental voters will be the most apt to turn out and vote.



4

After hearing more information about the possible bond, 53% would vote in favor while 42% would vote against it. However, intensity of support and opposition on the informed ballot remains much different between parents and non-parents.



5

An element that correlates most with bond support is that a diverse committee of 38 citizens met for four months to study and prioritize long-term district needs, and the bond proposal is representative of their recommendations. However, other elements and their correlation with bond support must be viewed at the subgroup level.