

GREENVILLE ISD VOTER SURVEY

July 19 - 23, 2018

N = 229 respondents

margin of error: \pm 6.5%

KEY FINDINGS



1

After respondents hear more about the proposal, 72% would vote for, 15% would vote against it, and 12% are unsure



2

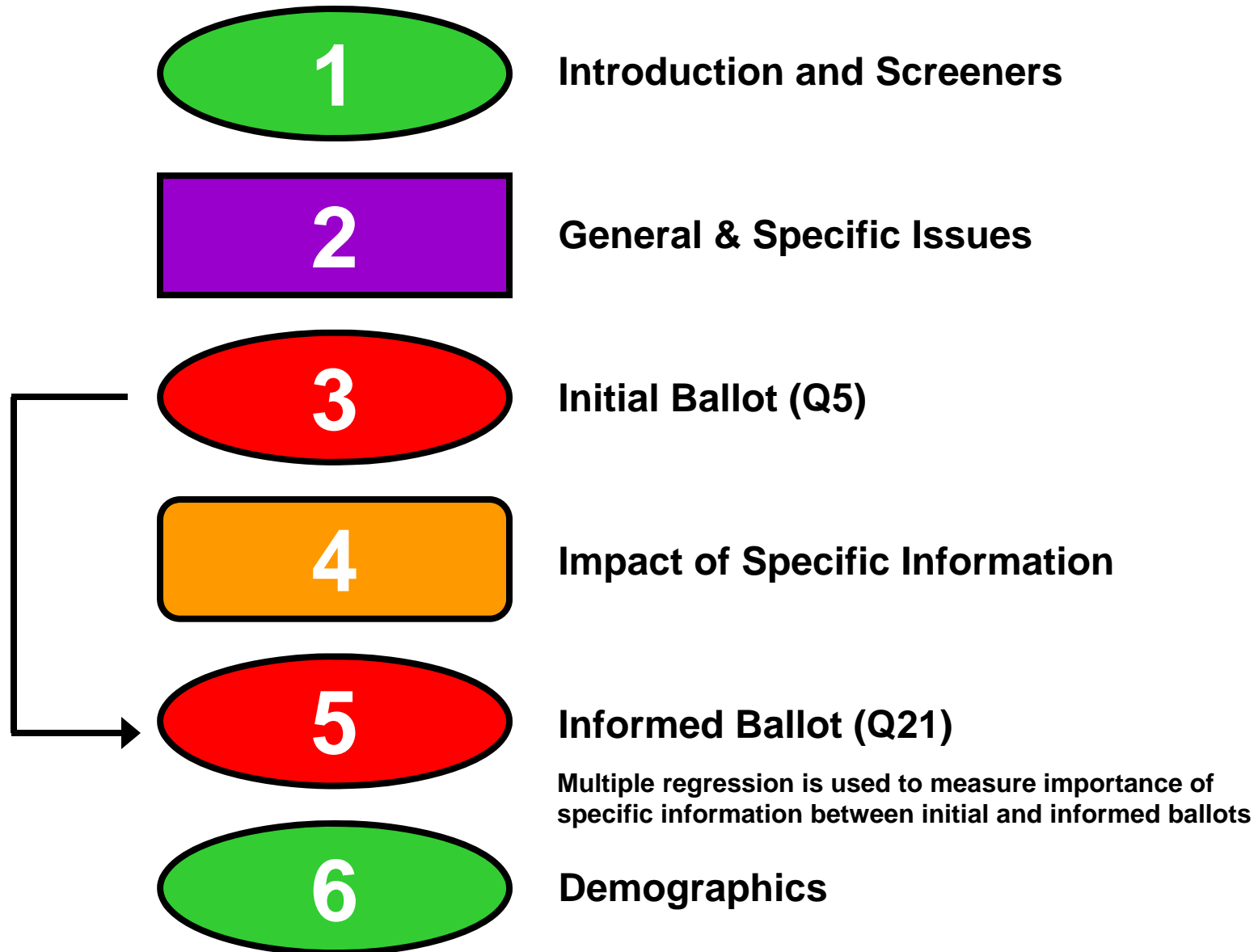
Initial support for the proposal (before information) was 51% for, 21% against, and 29% are unsure.



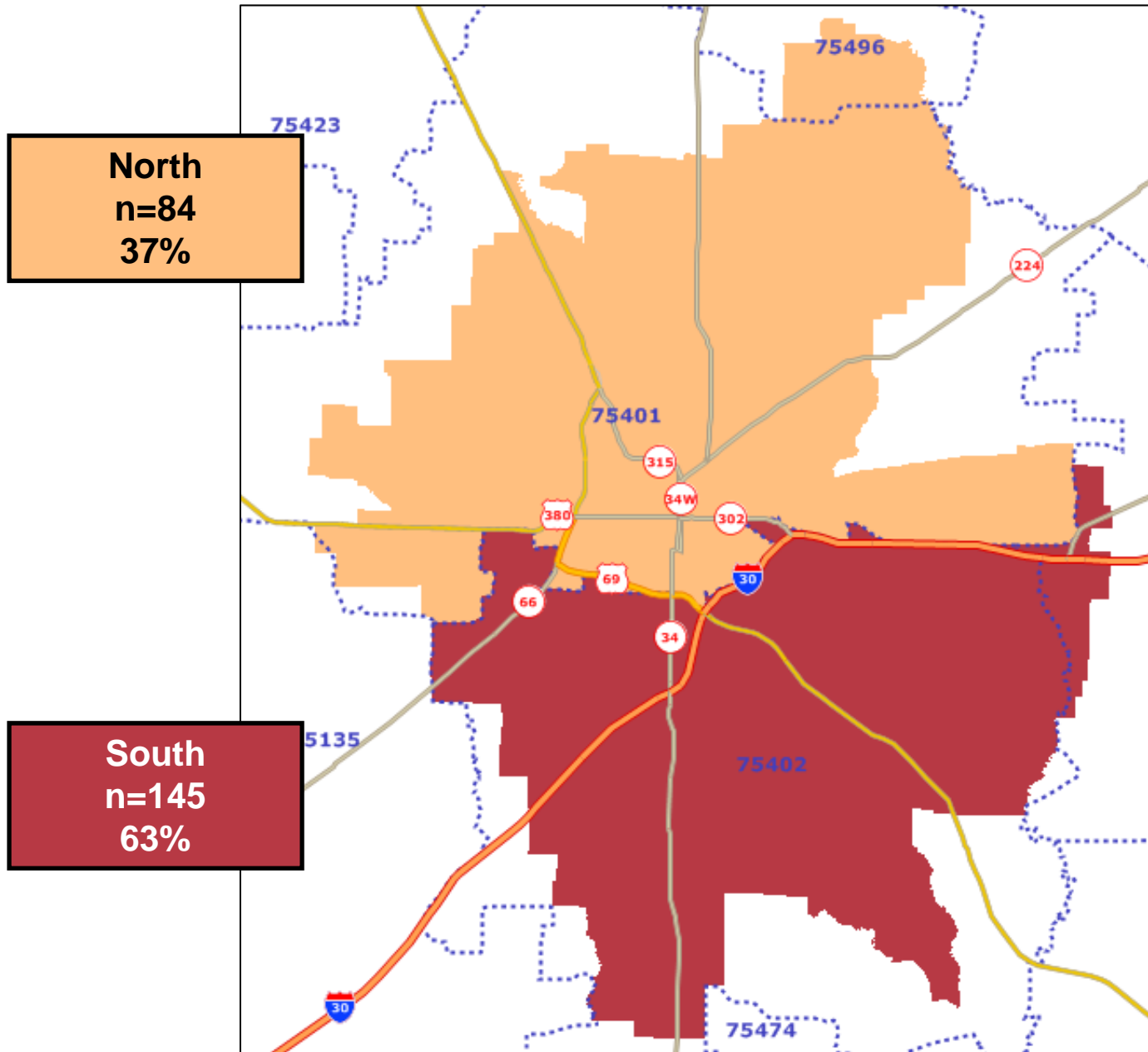
3

Even though a majority favor the concept and proposal, a majority said they would vote against when asked using the official ballot language. This shows how the standard ballot language can be confusing to the average voter.

QUESTIONNAIRE FORMAT



DISTRIBUTION OF INTERVIEWS



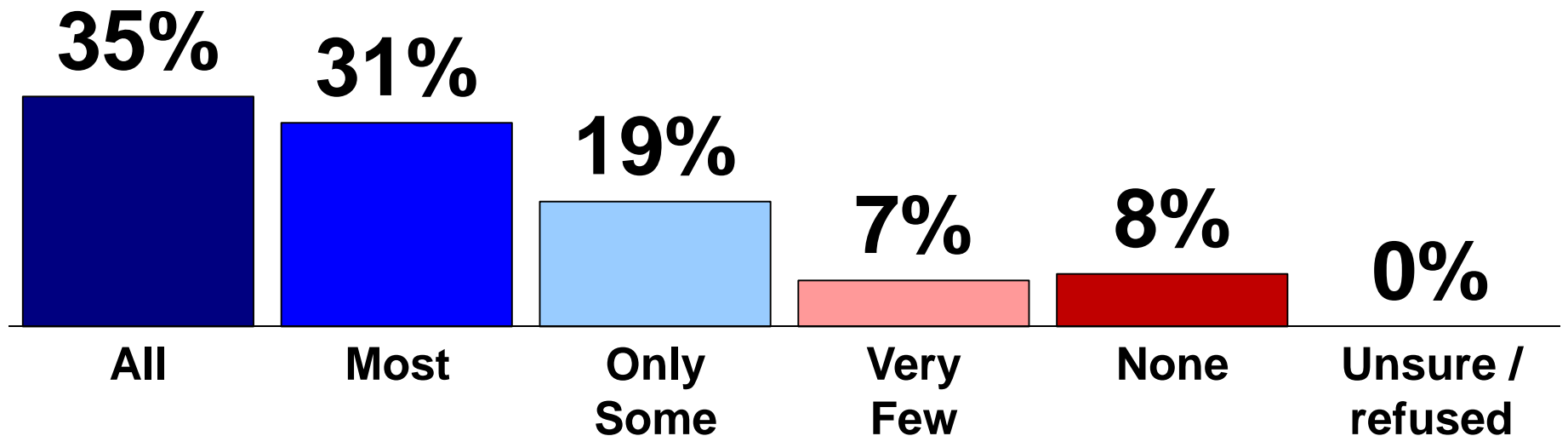
COMPARISON of SAMPLE FILE to RESPONDENTS

	18-44 yrs	45-54 yrs	55-64 yrs	65+ yrs
Registration	41%	15%	18%	25%
November 2016	28%	16%	22%	34%
November 2014	15%	15%	24%	47%
November 2017	10%	10%	23%	57%
May 2014	14%	13%	21%	51%
Survey N=229	21%	13%	22%	44%

VOTING BEHAVIOR

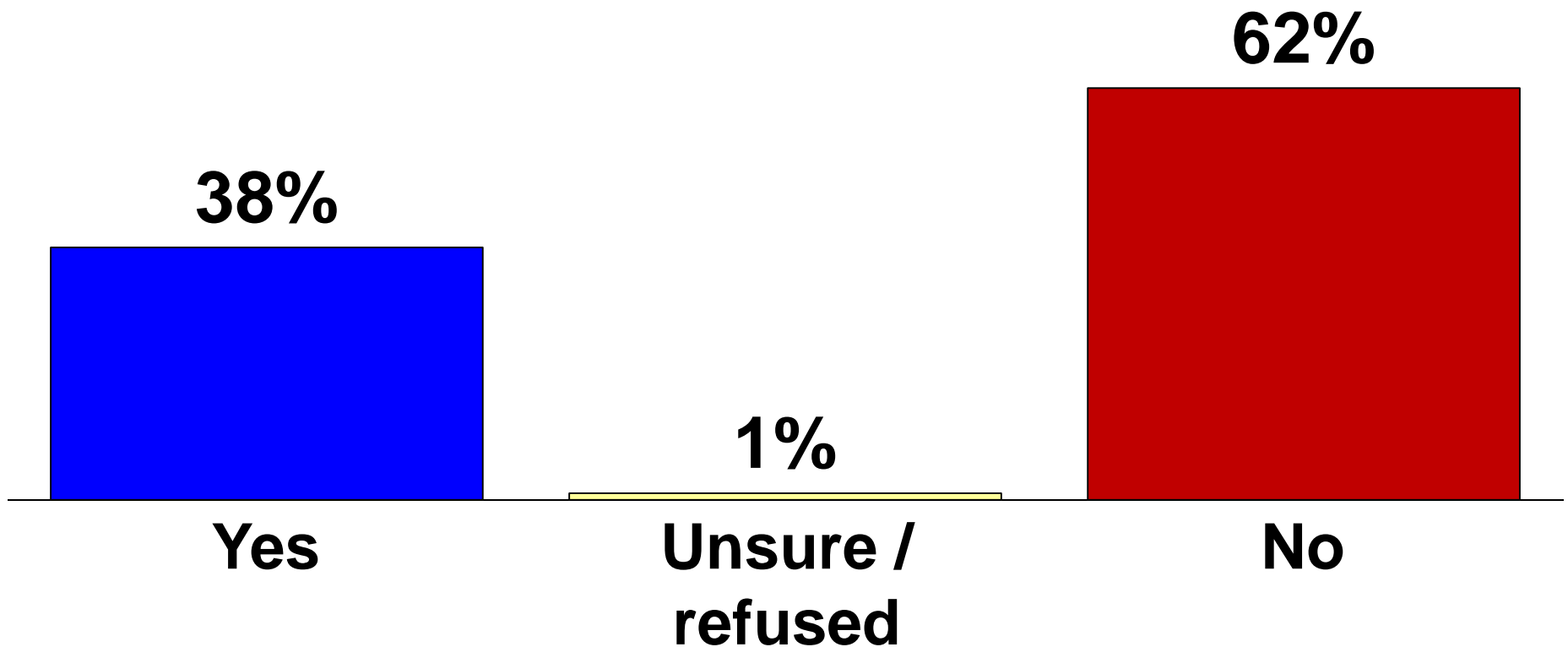
QB. Thinking about local elections for a moment -- would you say that you vote in all, most, only some, very few, or none of the local elections dealing with bond issues, local tax rates, and city council and school board races?

	Base	All	Most	Only some	Very few	None	Unsure / Refused
Total	229	35%	31%	19%	7%	8%	0%
SCPARENT - Parent of a GISD Student							
Parent	86	27%	29%	20%	10%	15%	0%
Non-Parent	143	40%	32%	19%	5%	3%	1%
RAGE4964 - Age							
18-49	62	20%	29%	23%	12%	14%	2%
50-64	63	30%	34%	22%	6%	9%	0%
65 or older	97	49%	29%	16%	4%	2%	0%



PARENT / NON-PARENT CLASSIFICATION

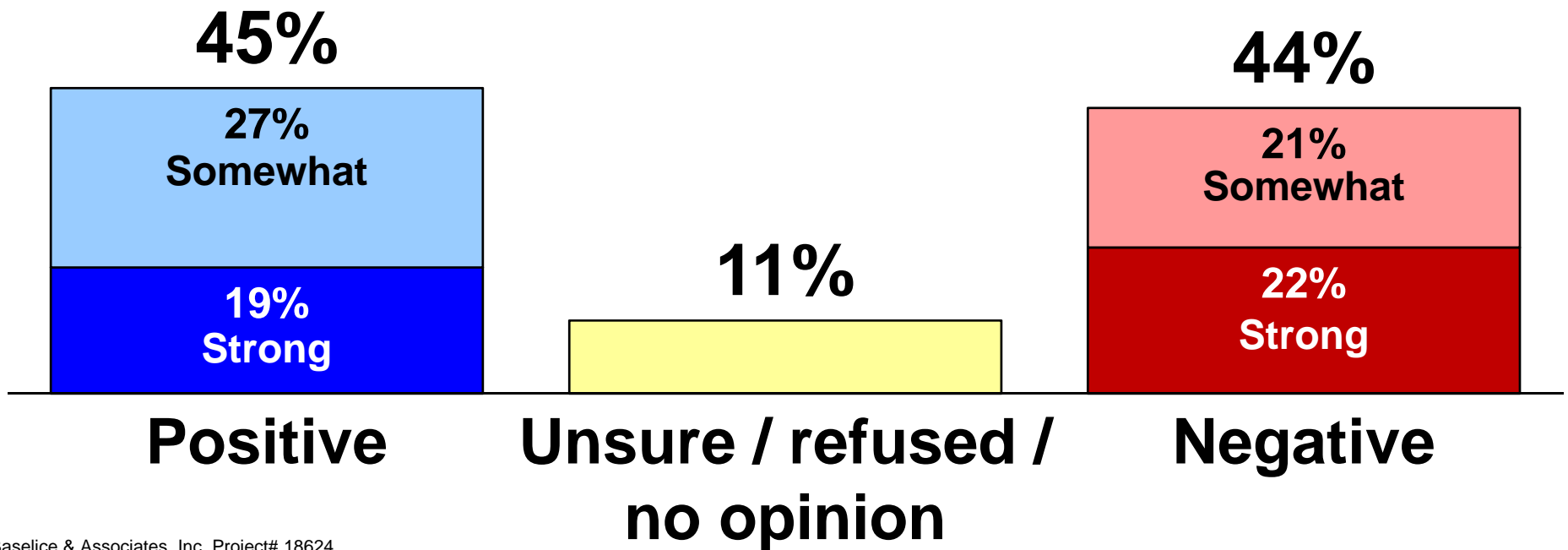
QC. Thinking about the upcoming school year which will start in August, will you have any children attending a Greenville ISD school?



GREENVILLE ISD IMAGE

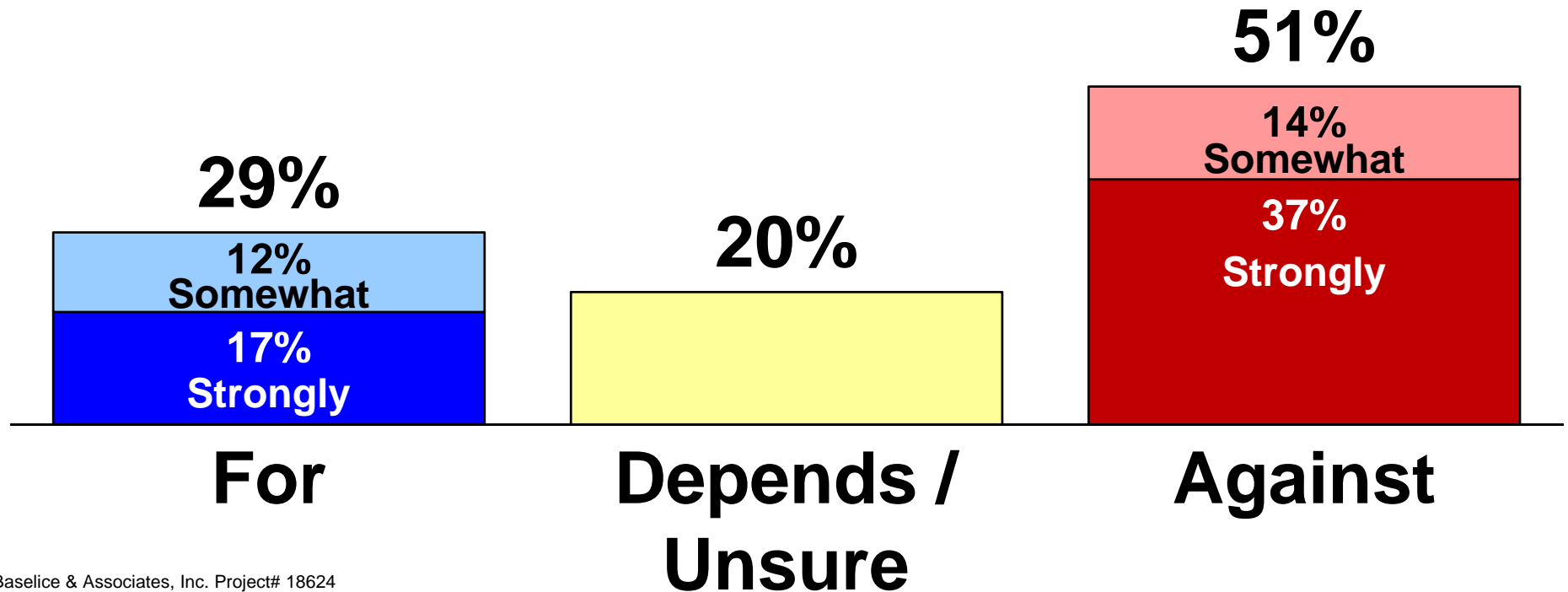
Q1. Do you have a positive or negative impression of Greenville ISD?

	Base	TOTAL POSITIVE	TOTAL NEGATIVE	Unsure / Refused / No opinion	NET POSITIVE
Total	229	45%	44%	11%	2%
SCPARENT - Parent of a GISD Student					
Parent	86	55%	40%	5%	15%
Non-Parent	143	39%	45%	15%	-6%



INITIAL BALLOT – ACTUAL TRE LANGUAGE

Q2. If an election were held today, would you vote for or against approving the ad valorem tax rate of \$1.29 per \$100 valuation in Greenville ISD for the current year, a rate that is two cents higher per \$100 valuation than the school district rollback tax rate?



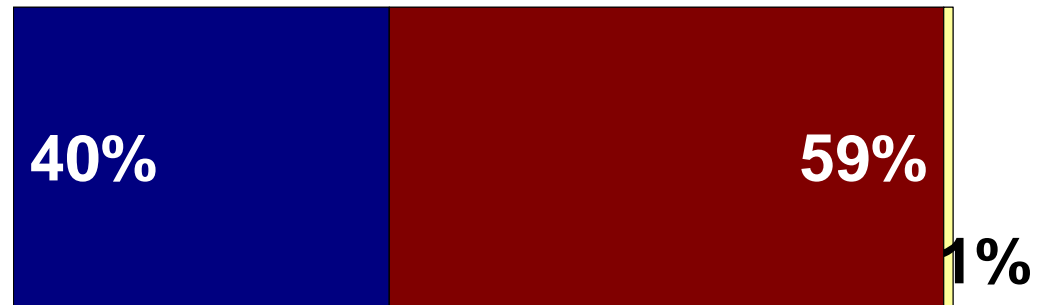
AWARENESS OF TAX RATES AND SWAPS

 Yes

 No

 Unsure

Q3. Did you know that in Texas local school district property tax rates are a combination of two rates, the I&S rate which funds bond debt, and the M&O rate which funds daily operations?



Q4. Did you know that local elections can be held to swap pennies from the I&S rate to the M&O rate and that these elections can also be coupled with a decrease in the total tax rate?

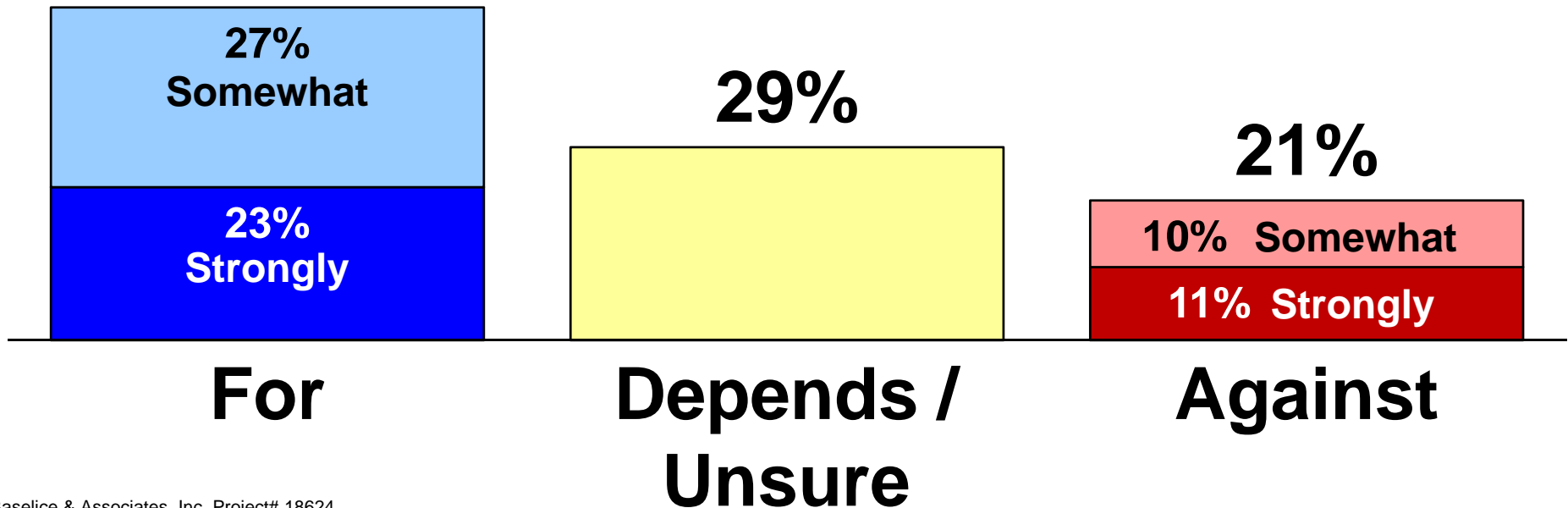


INITIAL BALLOT

Q5. If an election were held today would you vote for or against a proposal that would lower the total tax rate by one penny and swap two pennies from the I&S-debt fund to the M&O-daily operations fund?

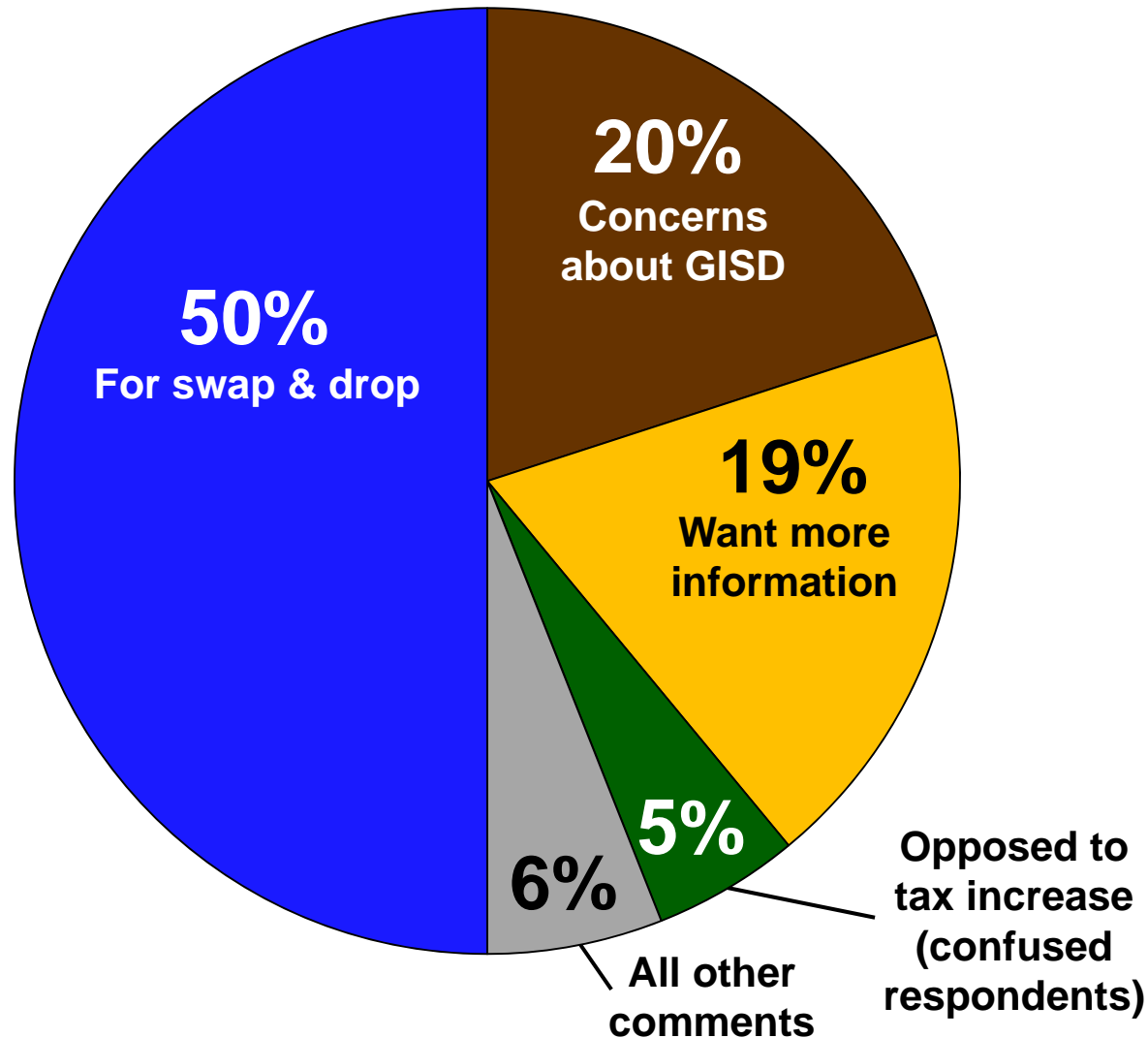
	Base	For / Strongly	Against / Strongly	TOTAL FOR	TOTAL AGAINST	DEPENDS / UNSURE	NET FOR
Total	229	23%	11%	50%	21%	29%	29%
RRB - How often vote in local elections?							
All	80	28%	18%	61%	23%	16%	38%
Most	71	19%	10%	49%	17%	34%	33%
Some-None / Uns	78	21%	6%	40%	23%	36%	17%
SCPARENT - Parent of a GISD Student							
Parent	86	25%	13%	48%	24%	27%	24%
Non-Parent	143	22%	11%	52%	19%	29%	32%

50%



OPEN-END

Q6. **IF NOT FOR IN PREVIOUS QUESTION, ASK:** And in your own words please tell me why you (would vote against / are hesitant to vote) for this proposal.



DISTRICT OPERATIONS

Q7. Which of the following best describes your opinion of how Greenville ISD manages the money it has to operate the school district?

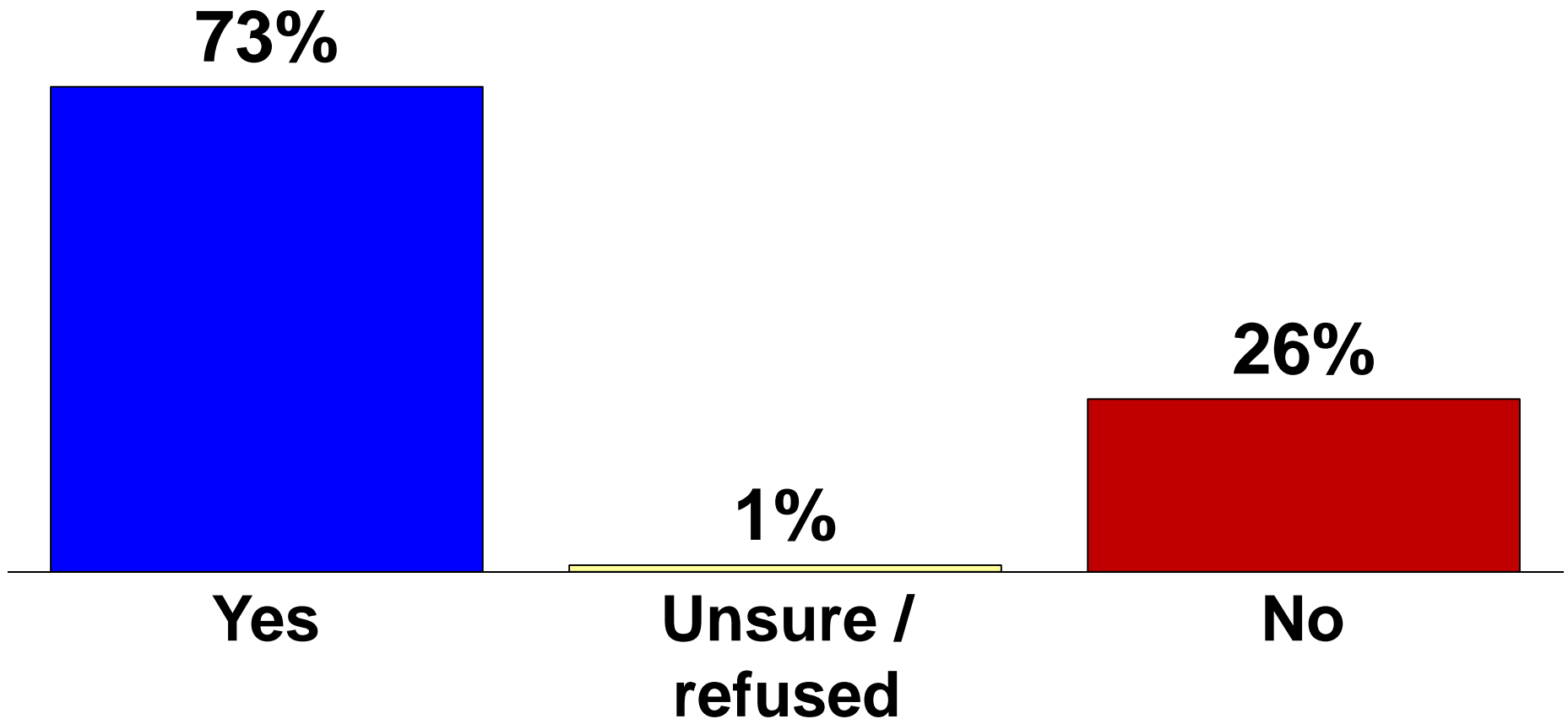
	Wisely and effectively	As well as can be expected	Wastefully and ineffectively	Unsure / Refused
Total	8%	26%	55%	11%
Parent	12%	26%	53%	9%
Non-Parent	5%	27%	56%	12%

	TOTAL FOR	TOTAL AGAINST	DEPENDS / UNSURE	NET FOR
Total	50%	21%	29%	29%
Wisely and effectively	60%	17%	23%	44%
As well as can be expected	65%	12%	23%	54%
Wastefully and ineffectively	42%	27%	31%	16%
Unsure / Refused	47%	20%	33%	27%

A majority or plurality of voters are supportive of the swap and drop regardless of their views of district spending.

BUDGET DEFICIT

Q8. Did you know that Greenville ISD had a significant budget deficit last year?



QUALITY OF EDUCATION

Q9. Would you rate the quality of education in Greenville ISD as...

	Exceeds my expectations	Meets my expectations	Below my expectations	Unsure / Refused
Total	9%	39%	43%	9%
Parent	10%	48%	37%	5%
Non-Parent	8%	34%	46%	12%

	TOTAL FOR	TOTAL AGAINST	DEPENDS / UNSURE	NET FOR
Total	50%	21%	29%	29%
Exceeds my expectations	77%	19%	4%	58%
Meets my expectations	59%	15%	26%	44%
Below my expectations	41%	28%	31%	13%
Unsure / Refused	32%	17%	51%	16%

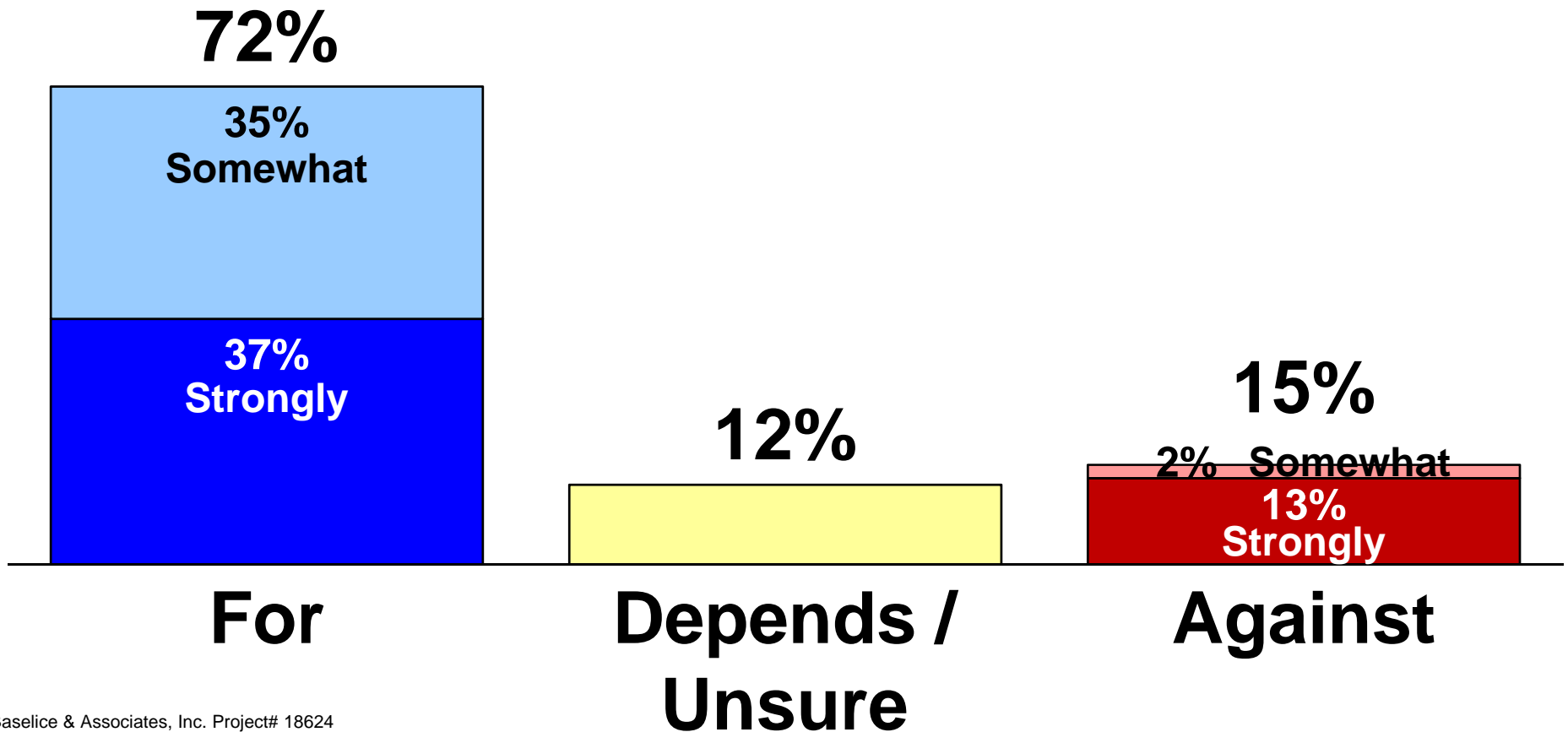
A majority or plurality of voters are supportive of the swap and drop regardless of their views of the quality of education.

MESSAGE STATEMENTS		Favor	Oppose	Depends / Unsure	Net Impact
Q10	This proposal will lower the overall property tax rate by one penny and save taxpayers about \$10 per year for every \$100,000 of taxable property value.	76%	16%	8%	+60%
Q11	The state's complex funding-formulas make pennies of the M&O rate worth more than pennies of the I&S rate, so even though this proposal decreases the total tax rate, it will actually provide the district with more funding in total.	75%	16%	9%	+60%
Q12	This proposal will leave enough pennies in the I&S fund for the district to continue to be able to make their debt payments.	77%	15%	8%	+62%
Q13	This proposal will generate another \$1.2 million annually for daily operations, and all of these new funds will be dedicated to (Ver Y: teachers and) employees raises.	79%	17%	4%	X: +57% Y: +68% +62%
Q14	This proposal will have a direct impact on students and the quality of education in the district because it will increase teacher pay and help attract and retain high quality teachers in Greenville ISD classrooms.	85%	10%	4%	+75%

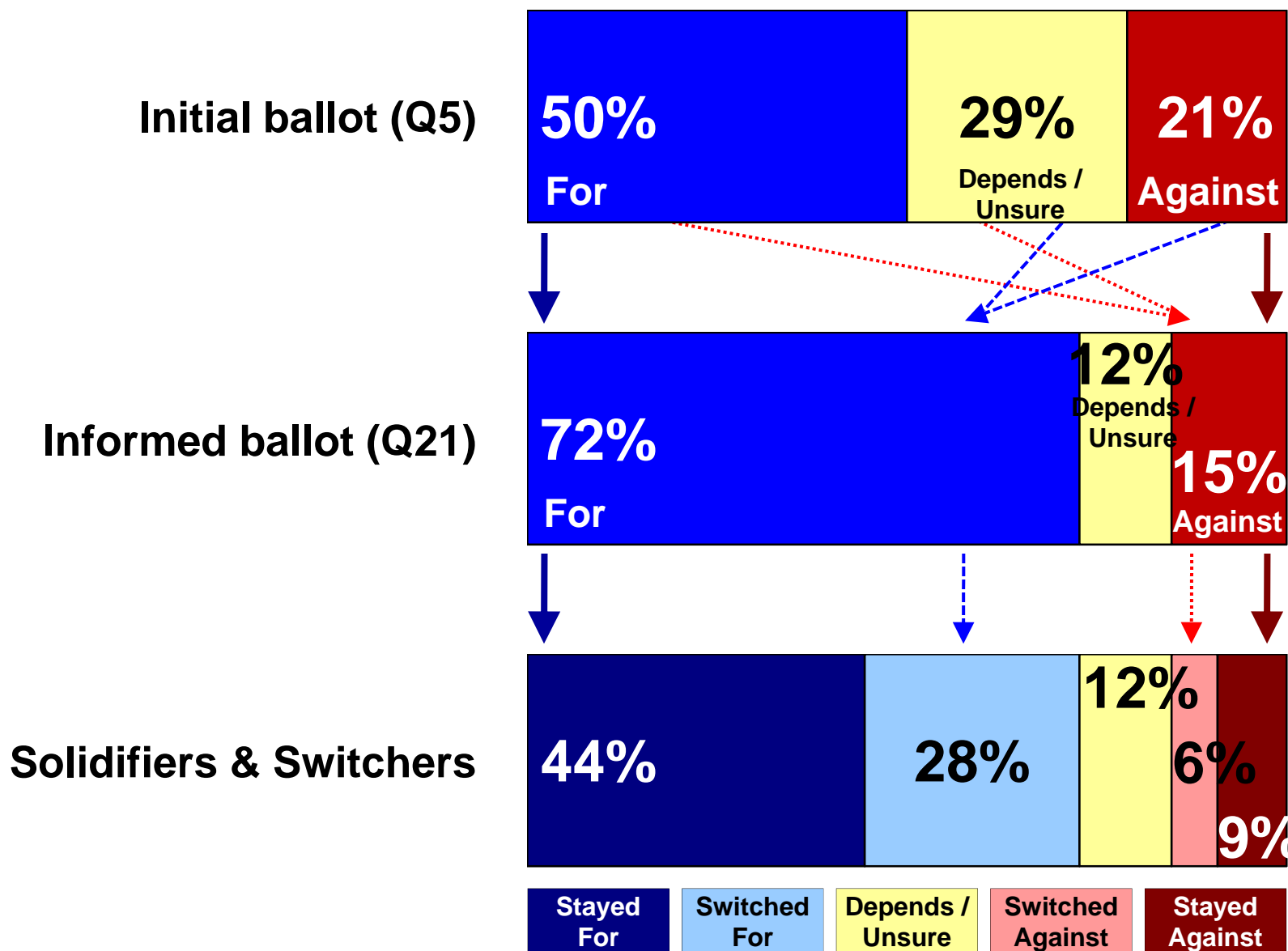
MESSAGE STATEMENTS		Favor	Oppose	Depends / Unsure	Net Impact
Q15	(Ver X: Greenville ISD salaries are below the average salary for school districts in this area. / Ver Y: On average, Greenville ISD employees are paid about 13-and-a-half percent less than employees from other districts in the area.) This proposal will increase salaries to help the district compete with neighboring districts to recruit and retain quality teachers.	86%	12%	2%	X: +74% Y: +73% +74%
Q16	Greenville ISD has fewer central administration staff than the average school district, and if the proposal passes the district will continue to operate with a relatively small number of administrators.	68%	22%	9%	+46%
Q17	This proposal will generate enough funds to give employees a raise while also protecting and preserving current funding levels for academic and student programs.	85%	12%	3%	+72%
Q18	Greenville ISD is under new leadership and this tax swap is part of a plan to provide a raise for teachers and employees as district leaders plan for the future.	79%	16%	5%	+63%
Q19	Some people may say that if there are pennies not needed for the I&S-debt fund, then they should be returned to the taxpayers in the form of a tax cut, not swapped into a new fund for more spending.	63%	25%	13%	+38%
Q20	Greenville ISD is under investigation by the Attorney General.	56%	20%	25%	+36%

INFORMED BALLOT

Q21. Having heard more, would you vote for or against a proposal that would lower the total tax rate by one penny and swap two pennies from the I&S-debt fund to the M&O-daily operations fund?

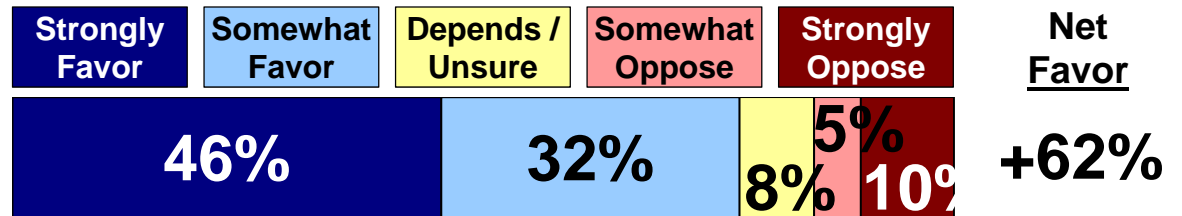


COMPARISON OF INITIAL & INFORMED BALLOTS

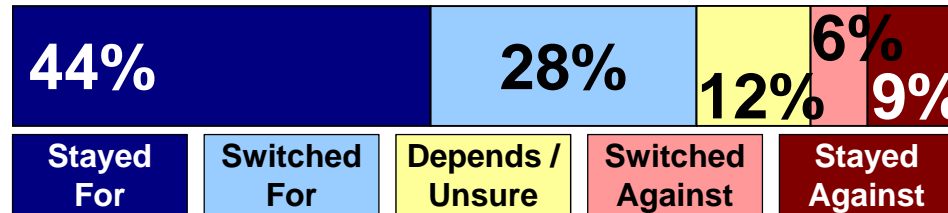


REGRESSION (CORRELATION) ANALYSIS

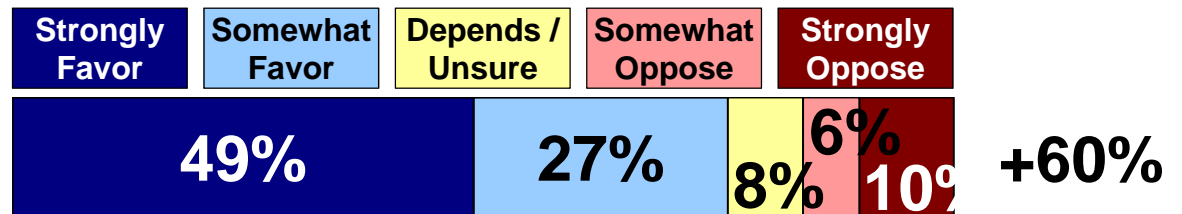
Q12. This proposal will leave enough pennies in the I&S fund for the district to continue to be able to make their debt payments.



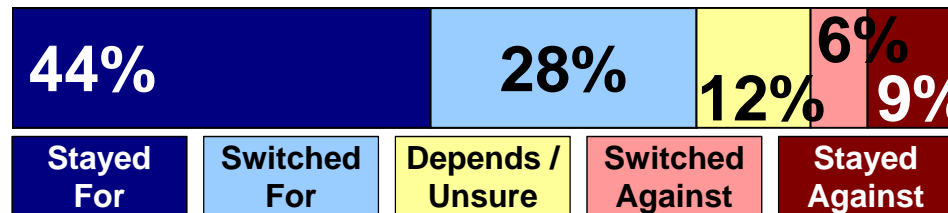
Solidifiers and Switchers →



Q10. This proposal will lower the overall property tax rate by one penny and save taxpayers about \$10 per year for every \$100,000 of taxable property value.

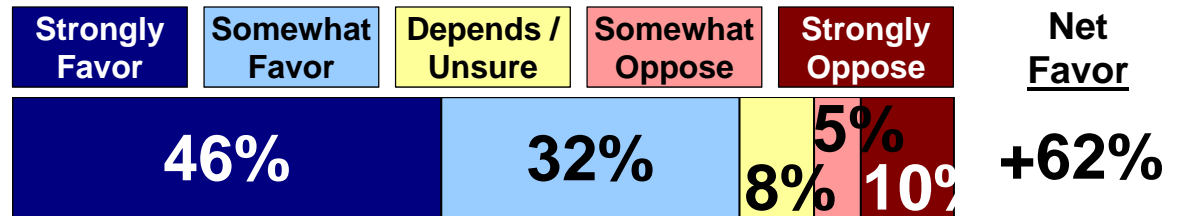


Solidifiers and Switchers →



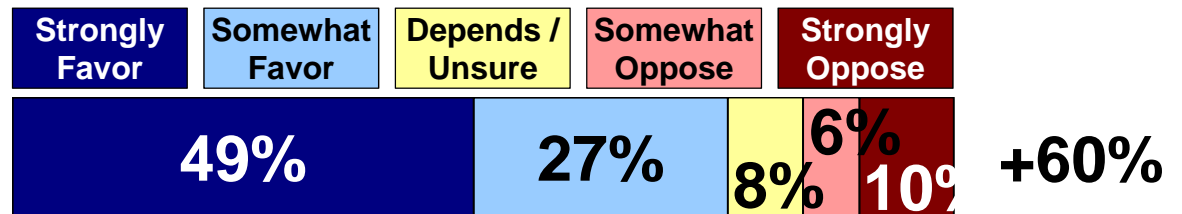
CALCULATING CORRELATION SCORES

Q12. This proposal will leave enough pennies in the I&S fund for the district to continue to be able to make their debt payments.



$$\left[\frac{\text{Solidifier Correlation Factor}}{0.0252} + \frac{\text{Switcher Correlation Factor}}{0.0461} \right] \div 2 \times \frac{\text{Net Favor}}{+62} = \frac{\text{Average Correlation Score}}{2.2}$$

Q10. This proposal will lower the overall property tax rate by one penny and save taxpayers about \$10 per year for every \$100,000 of taxable property value.



$$\left[\frac{\text{Solidifier Correlation Factor}}{0.1883} + \frac{\text{Switcher Correlation Factor}}{0.1659} \right] \div 2 \times \frac{\text{Net Favor}}{+60} = \frac{\text{Average Correlation Score}}{10.6}$$

Q10 is nearly 5 times more important than Q12.

Correlation Scores		Total Sample (N=229)	Parent (n=86)	Non- Parent (n=143)	North (n=84)	South (n=145)	Vote All (n=80)	Vote Most (n=71)	Vote Some / None (n=78)
<i>The top three scores are highlighted in light blue. The scores are relative measures that should be compared within a subgroup, not compared between different subgroups.</i>									
Q10	This proposal will lower the overall property tax rate by one penny and save taxpayers about \$10 per year for every \$100,000 of taxable property value.	10.6	1.2	15.6	11.8	10.5	8.1	3.5	11.7
Q11	The state's complex funding-formulas make pennies of the M&O rate worth more than pennies of the I&S rate, so even though this proposal decreases the total tax rate, it will actually provide the district with more funding in total.	11.4	15.4	3.1	4.6	15.2	9.5	10.1	7.9
Q12	This proposal will leave enough pennies in the I&S fund for the district to continue to be able to make their debt payments.	2.2	4.2	4.3	3.8	5.0	5.2	12.9	8.9
Q13	This proposal will generate another \$1.2 million annually for daily operations, and all of these new funds will be dedicated to (Ver Y: teachers and) employees raises.	0.5	15.8	11.4	7.2	3.4	17.4	11.1	3.3
Q14	This proposal will have a direct impact on students and the quality of education in the district because it will increase teacher pay and help attract and retain high quality teachers in Greenville ISD classrooms.	6.4	17.4	5.2	5.2	9.0	7.3	10.6	3.2
Q15	(Ver X: Greenville ISD salaries are below the average salary for school districts in this area. / Ver Y: On average, Greenville ISD employees are paid about 13-and-a-half percent less than employees from other districts in the area.) This proposal will increase salaries to help the district compete with neighboring districts to recruit and retain quality teachers.	4.1	5.4	4.2	5.3	7.1	16.1	2.6	12.5
Q16	Greenville ISD has fewer central administration staff than the average school district, and if the proposal passes the district will continue to operate with a relatively small number of administrators.	3.9	2.2	2.9	1.5	4.1	0.7	5.4	4.0
Q17	This proposal will generate enough funds to give employees a raise while also protecting and preserving current funding levels for academic and student programs.	9.4	9.4	0.8	19.0	4.5	16.0	14.7	4.7
Q18	Greenville ISD is under new leadership and this tax swap is part of a plan to provide a raise for teachers and employees as district leaders plan for the future.	9.1	17.3	4.8	0.8	12.9	7.4	14.8	16.7
Q19	Some people may say that if there are pennies not needed for the I&S-debt fund, then they should be returned to the taxpayers in the form of a tax cut, not swapped into a new fund for more spending.	-0.8	-2.4	1.5	-4.7	2.1	-0.6	-3.0	2.3
Q20	Greenville ISD is under investigation by the Attorney General.	1.1	2.0	1.1	2.6	0.7	1.3	4.4	2.7

Correlation Scores		Total Sample (N=229)	18-49 yrs (n=62)	50-64 yrs (n=63)	65+ yrs (n=97)
<i>The top three scores are highlighted in light blue. The scores are relative measures that should be compared within a subgroup, not compared between different subgroups.</i>					
Q10	This proposal will lower the overall property tax rate by one penny and save taxpayers about \$10 per year for every \$100,000 of taxable property value.	10.6	8.7	6.8	3.0
Q11	The state's complex funding-formulas make pennies of the M&O rate worth more than pennies of the I&S rate, so even though this proposal decreases the total tax rate, it will actually provide the district with more funding in total.	11.4	27.2	7.6	7.3
Q12	This proposal will leave enough pennies in the I&S fund for the district to continue to be able to make their debt payments.	2.2	5.2	6.7	7.4
Q13	This proposal will generate another \$1.2 million annually for daily operations, and all of these new funds will be dedicated to (Ver Y: teachers and) employees raises.	0.5	14.4	4.8	7.8
Q14	This proposal will have a direct impact on students and the quality of education in the district because it will increase teacher pay and help attract and retain high quality teachers in Greenville ISD classrooms.	6.4	10.6	11.7	9.6
Q15	(Ver X: Greenville ISD salaries are below the average salary for school districts in this area. / Ver Y: On average, Greenville ISD employees are paid about 13-and-a-half percent less than employees from other districts in the area.) This proposal will increase salaries to help the district compete with neighboring districts to recruit and retain quality teachers.	4.1	16.5	16.8	7.0
Q16	Greenville ISD has fewer central administration staff than the average school district, and if the proposal passes the district will continue to operate with a relatively small number of administrators.	3.9	2.1	0.4	9.1
Q17	This proposal will generate enough funds to give employees a raise while also protecting and preserving current funding levels for academic and student programs.	9.4	4.3	19.5	3.1
Q18	Greenville ISD is under new leadership and this tax swap is part of a plan to provide a raise for teachers and employees as district leaders plan for the future.	9.1	13.9	12.3	2.5
Q19	Some people may say that if there are pennies not needed for the I&S-debt fund, then they should be returned to the taxpayers in the form of a tax cut, not swapped into a new fund for more spending.	-0.8	0.3	-1.7	-1.6
Q20	Greenville ISD is under investigation by the Attorney General.	1.1	5.4	3.0	1.2