



PISD

PFLUGERVILLE ISD

Each child. Their future. Our world.

PFLUGERVILLE ISD SURVEY

December 2 - 4, 2013

N = 401 respondents

margin of error: \pm 4.9%

BASELICE
& Associates, Inc.

OBJECTIVES



1

To measure the image of Pflugerville ISD.



2

To assess support for a bond proposal for the construction and renovation of school buildings to be financed by property taxes.



3

To measure the persuasiveness of attitudinal and informative statements on support / opposition to the bond proposal.

QUESTIONNAIRE FORMAT

1

Introduction and Screeners

2

General & Specific Issues

3

Initial Ballot

4

Impact of Specific Information

5

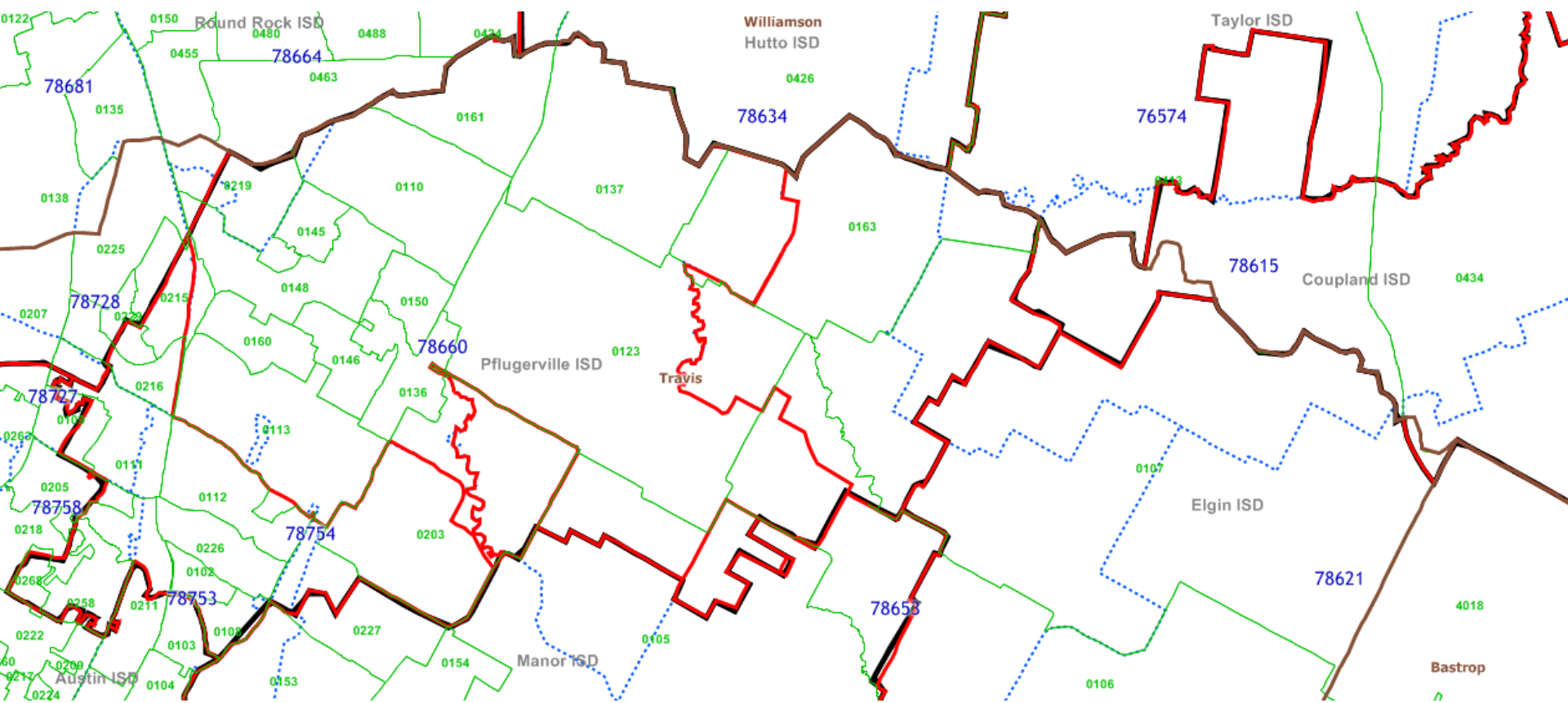
Informed Ballot

6

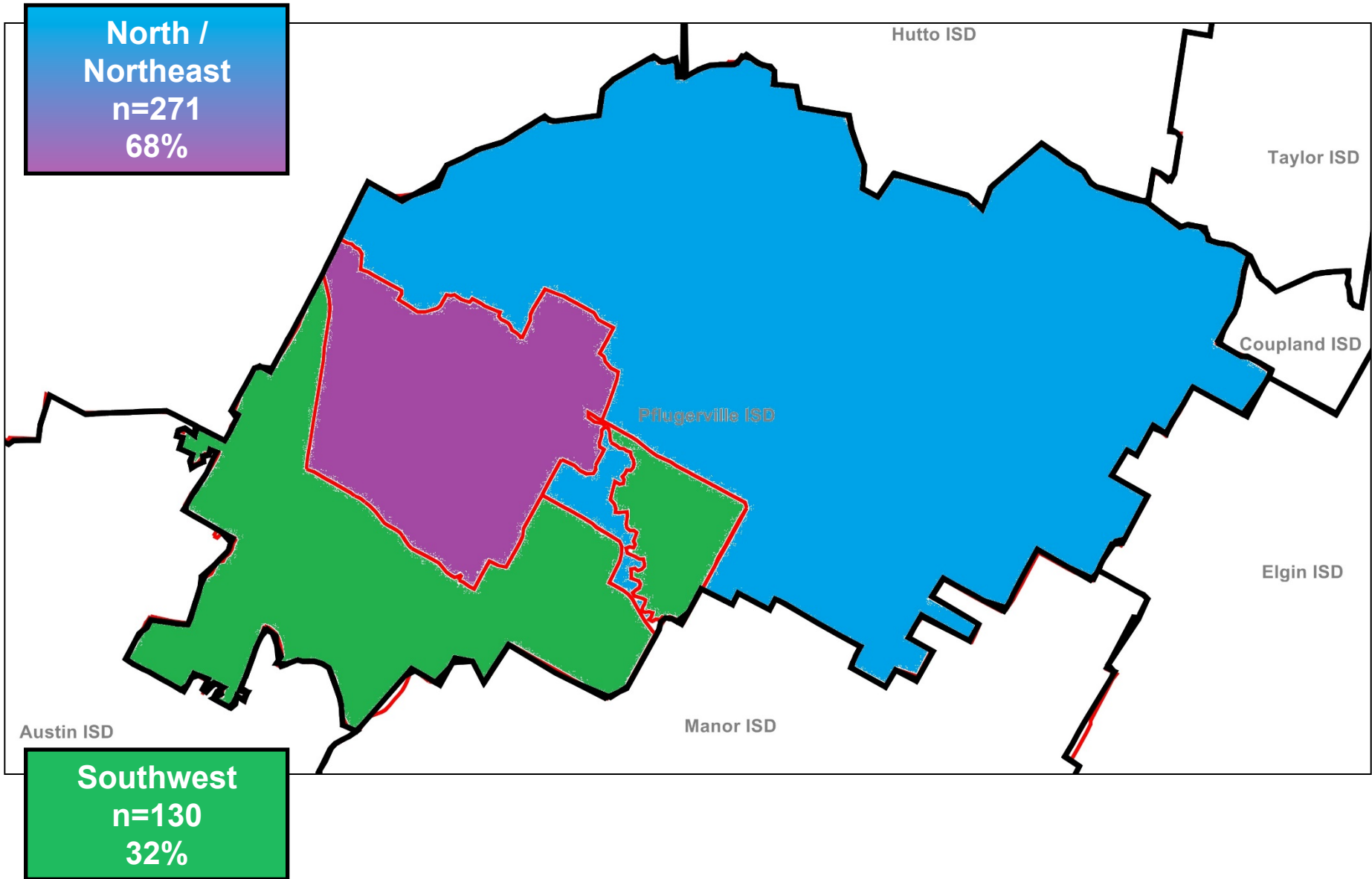
Demographics

Multiple regression is used to measure persuasiveness of specific information between initial and informed ballots

BLENDING ZIP CODES & PRECINCTS



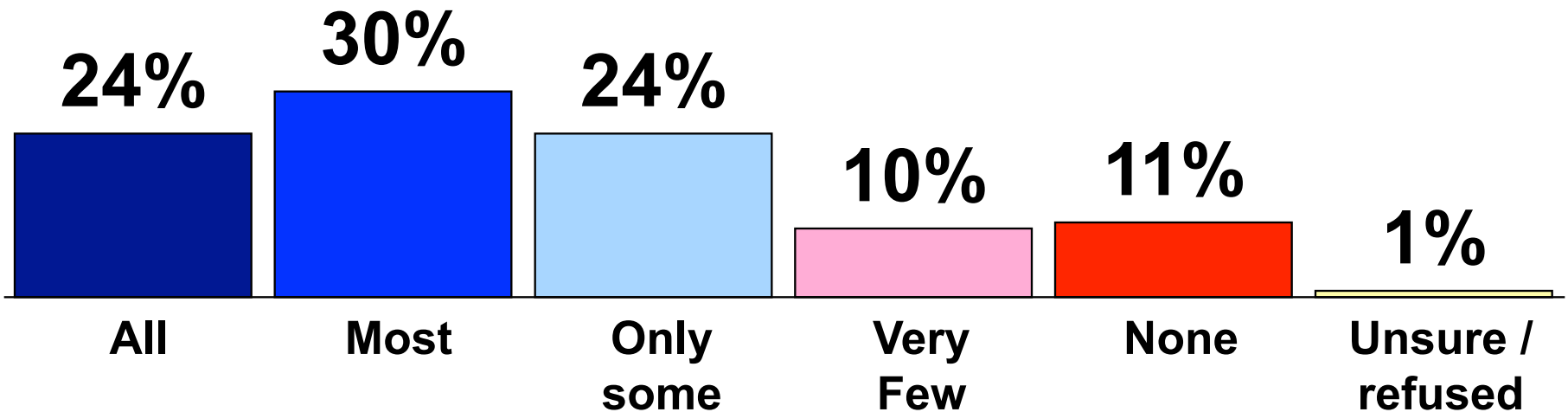
DISTRIBUTION OF INTERVIEWS



VOTING HISTORY

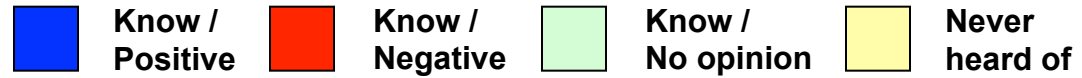
QC. Thinking about local elections for a moment -- would you say that you vote in all, most, only some, very few, or none of the local elections dealing with bond issues, taxes and local development projects?

	Base	All	Most	Only some	Very few	None	Unsure / Refused
Total	401	24%	30%	24%	10%	11%	1%
RAGE55 - Age							
18-44	146	12%	24%	30%	12%	19%	2%
45-54	98	20%	38%	17%	14%	10%	-
55-64	83	29%	30%	31%	6%	2%	2%
65 or older	68	50%	29%	12%	4%	5%	-
Age unknown	6	16%	69%	16%	-	-	-
RCHILD - Children							
No children	209	30%	35%	23%	6%	5%	1%
Has children	185	17%	25%	25%	14%	18%	2%

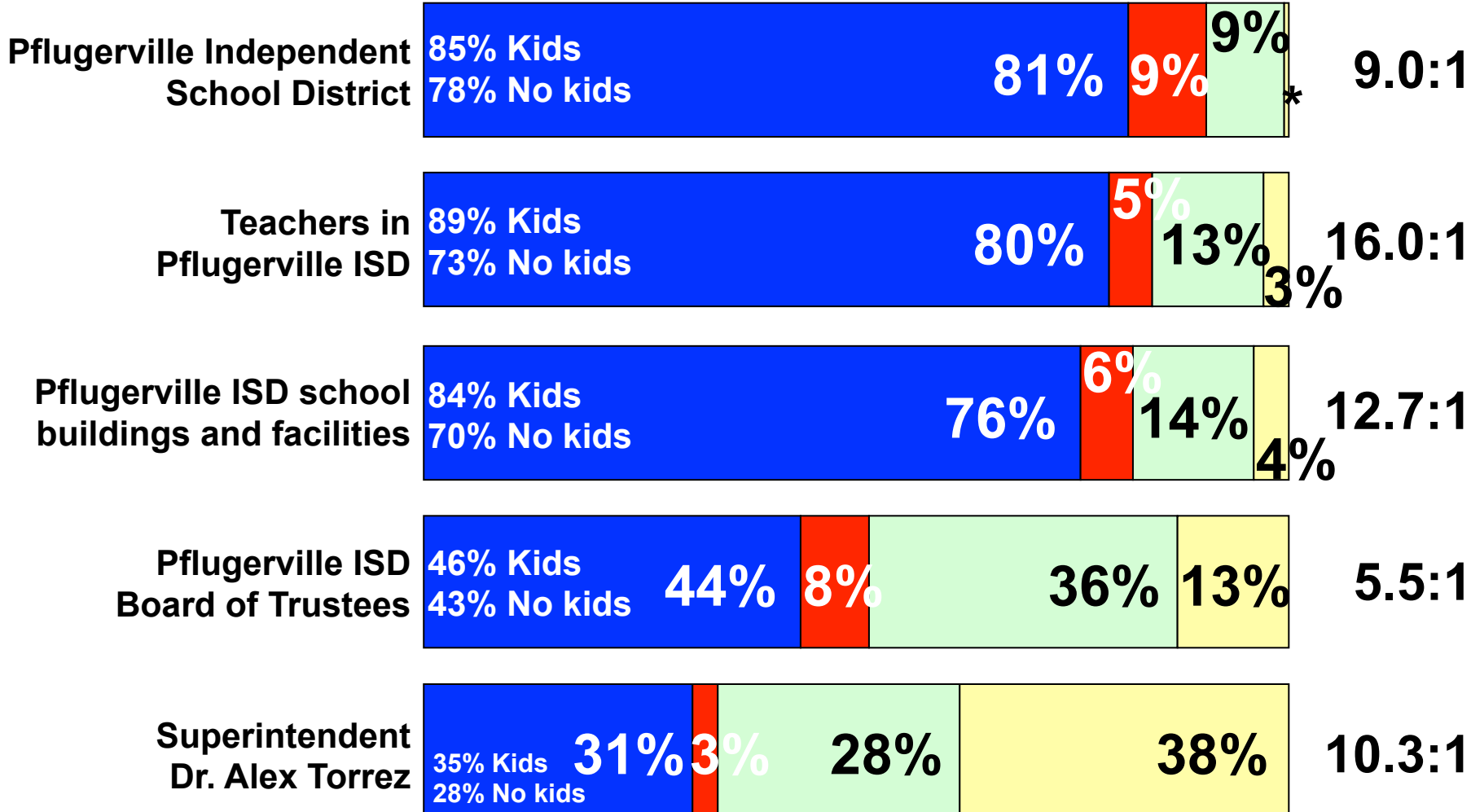


NAME AWARENESS LEVELS

(Ranked by Positive % plus Negative %)



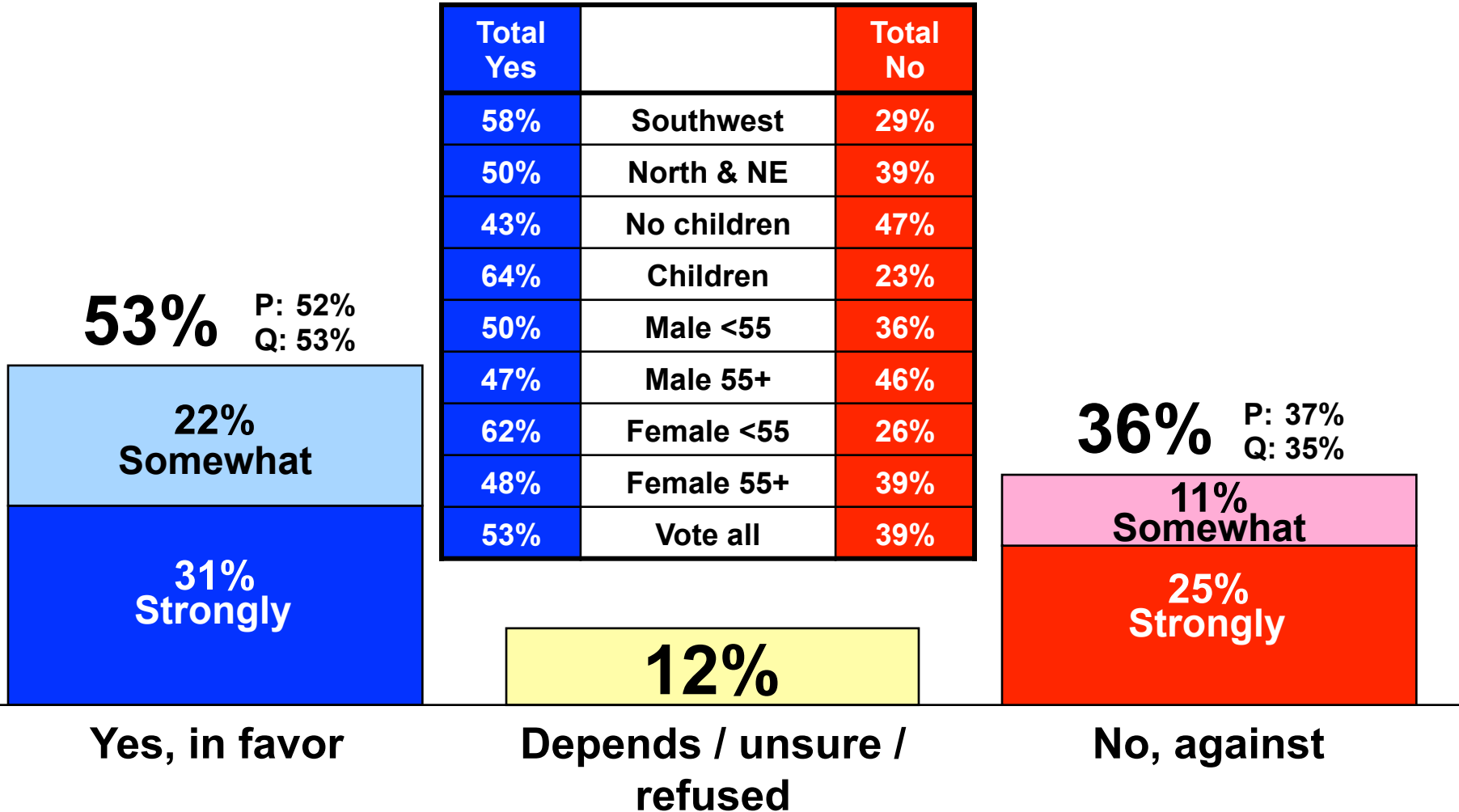
Positive /
Negative
Ratio



* Denotes less than one half percent

INITIAL BALLOT

Q6. If an election on school bonds in the Pflugerville Independent School District was held today, would you vote yes, in favor or no, against the issuance of (**Ver P: 290 / Ver Q: 300**) million dollars in bonds for the construction and renovation of school buildings, and to be financed by property taxes.

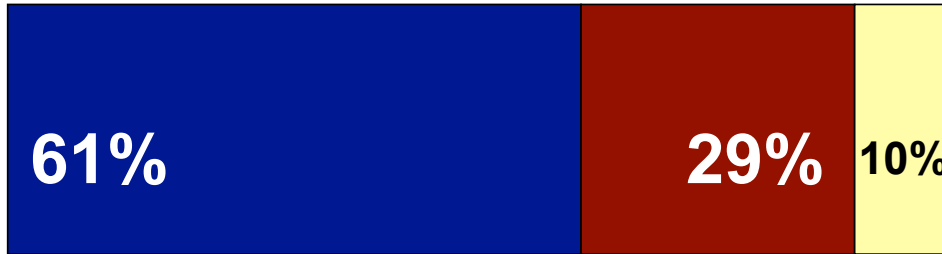


VARIOUS BOND AMOUNTS

The amount of the possible bond proposal is not set, so I will read you some various bond proposals of different amounts that might be on the ballot later this year. Please tell me if you would vote yes, in favor or no, against each proposal if you knew that there would be no school property tax increase associated with each proposal (**Ver Y**: since the bonds would be financed by existing school property tax rates).

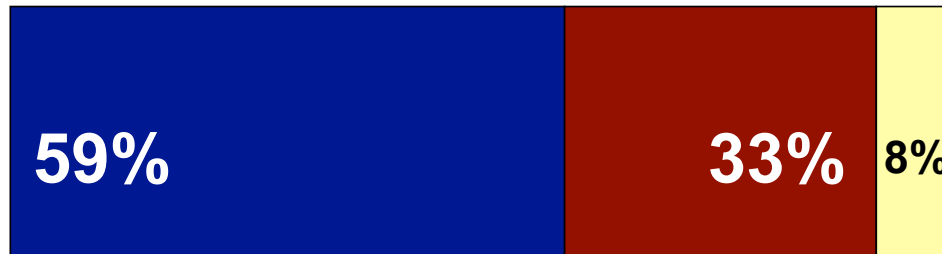
■ **Yes, in Favor**
■ **No, Against**
■ **No Difference / Unsure**
Net Favor

Q7. Would you vote yes, in favor or no, against the issuance of (Ver P: 190 / Ver Q: 200) million dollars in school bonds which would be financed by existing school property taxes being paid of 42 dollars per month on each hundred thousand dollars of taxable property value.



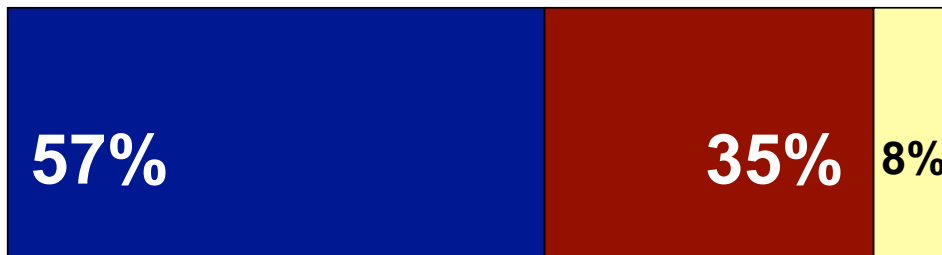
+32%
P: +30%
Q: +34%

Q8. Would you vote yes, in favor or no, against the issuance of (Ver P: 240 / Ver Q: 250) million dollars in school bonds which would be financed by existing school property taxes being paid of 42 dollars per month on each hundred thousand dollars of taxable property value.



+27%
P: +21%
Q: +32%

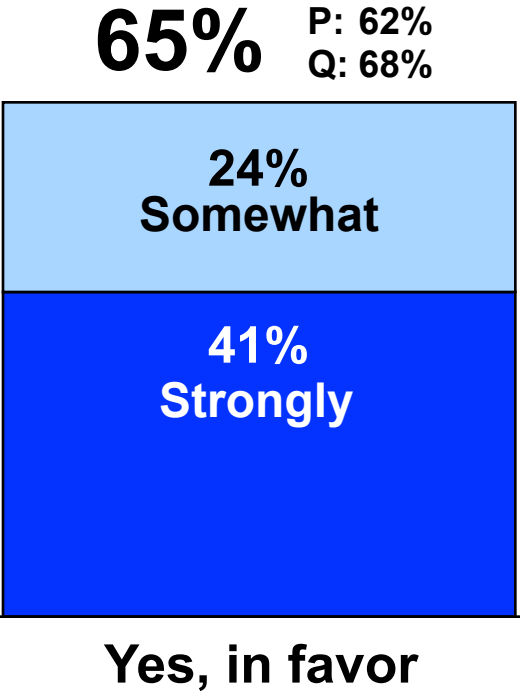
Q9. Would you vote yes, in favor or no, against the issuance of (Ver P: 290 / Ver Q: 300) million dollars in school bonds which would be financed by existing school property taxes being paid of 42 dollars per month on each hundred thousand dollars of taxable property value.



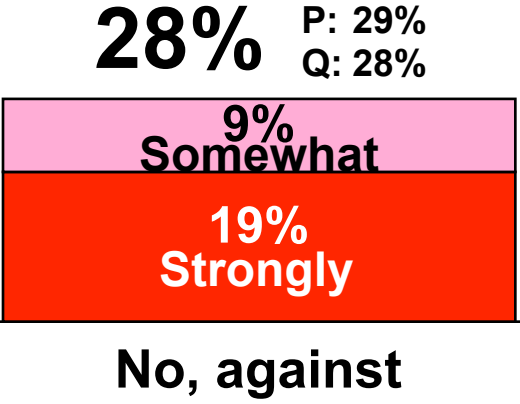
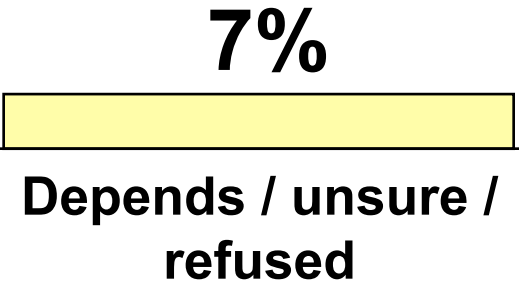
+22%
P: +19%
Q: +25%

BALLOT AFTER HEARING SCHOOL STATEMENTS

Q32. Having heard more about it, if the election was held today, would you vote yes, in favor or no, against the issuance of (**Ver P: 290 / Ver Q: 300**) million dollars in bonds for the construction and renovation of school buildings, and to be financed by property taxes?

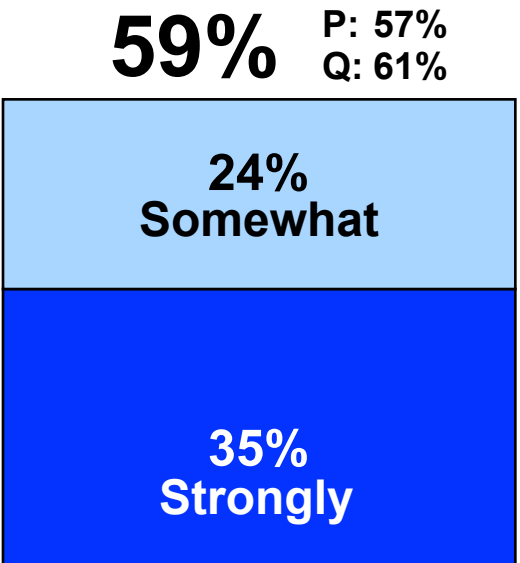


Total Yes		Total No
71%	Southwest	23%
62%	North & NE	31%
59%	No children	35%
73%	Children	19%
62%	Male <55	30%
58%	Male 55+	36%
75%	Female <55	20%
63%	Female 55+	31%
57%	Vote all	37%

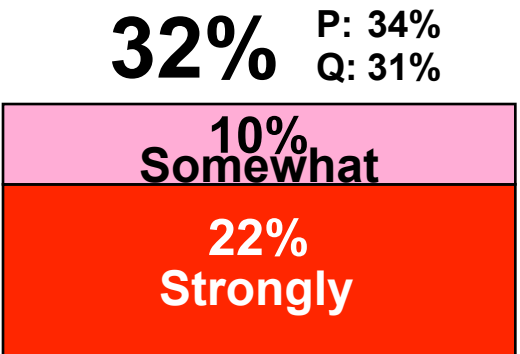
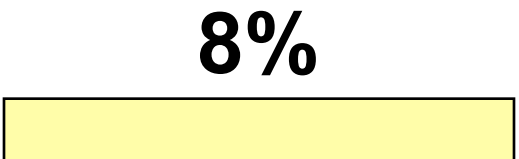


BALLOT AFTER HEARING ATHLETIC ITEMS

Q37. Having heard more about it, if the election was held today, would you vote yes, in favor or no, against the issuance of (Ver P: 290 / Ver Q: 300) million dollars in bonds for the construction and renovation of school buildings, and the levying of a property tax in payment thereof?



Total Yes		Total No
63%	Southwest	31%
57%	North & NE	33%
53%	No children	39%
67%	Children	25%
58%	Male <55	35%
47%	Male 55+	43%
70%	Female <55	25%
58%	Female 55+	29%
51%	Vote all	42%



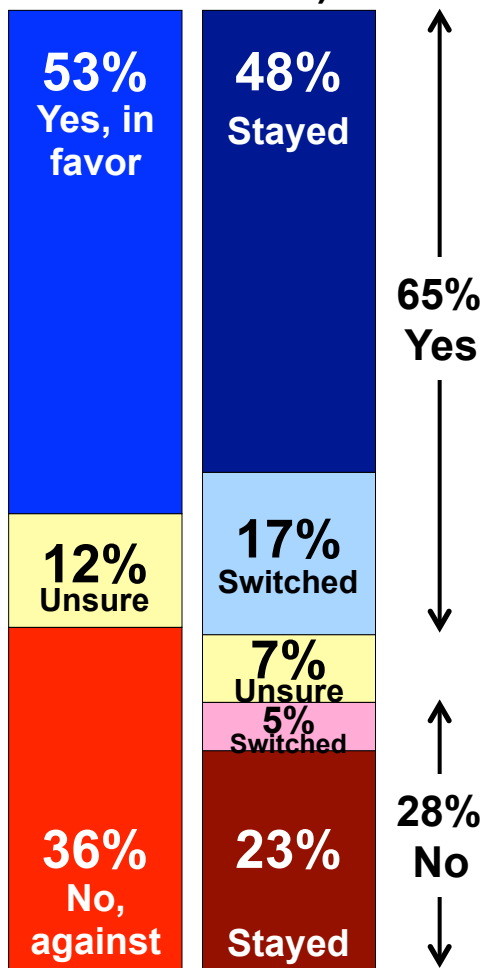
Yes, in favor

Depends / unsure / refused

No, against

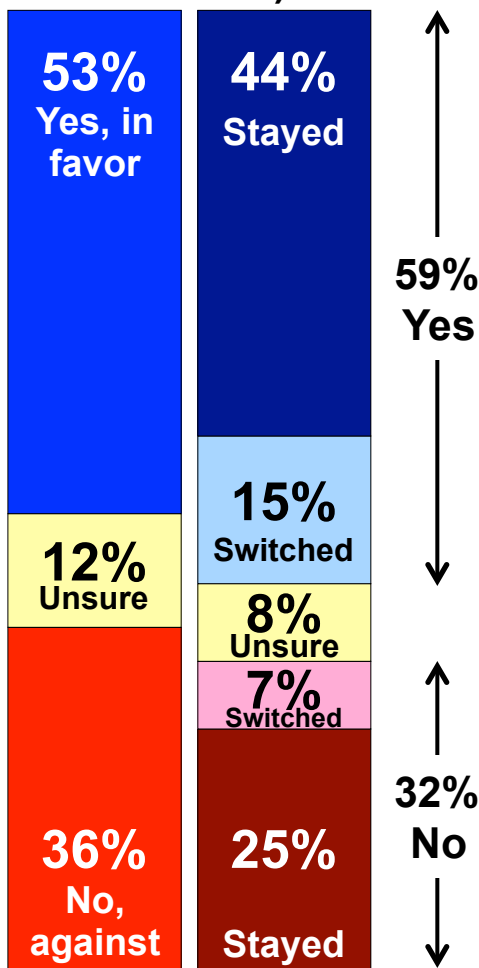
INITIAL, INTERMEDIATE & FINAL INFORMED BALLOTS

Initial (Q6) to Q32 (Ballot after School Items)



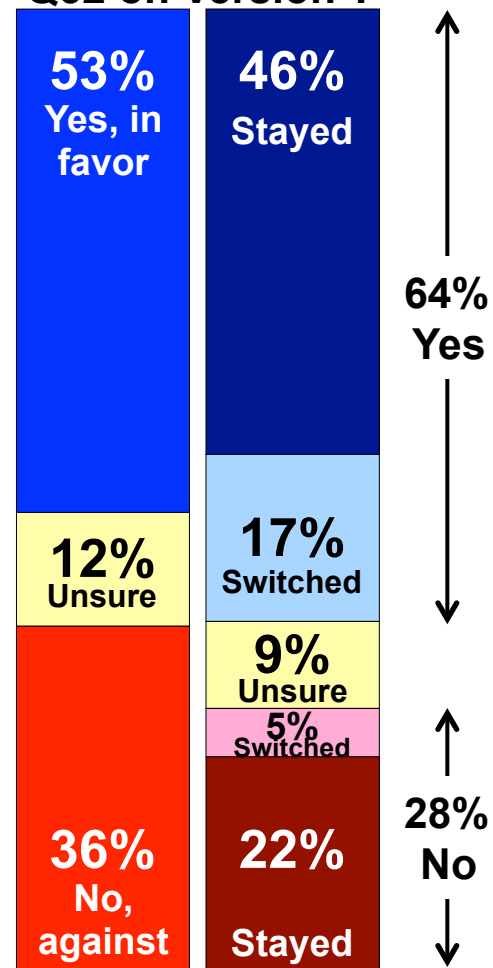
Q6 Q6Q32SO

Initial (Q6) to Q37 (Ballot after Athletics)



Q6 Q6Q37SO

Initial (Q6) Final Informed Q37 on Version S Q32 on Version T

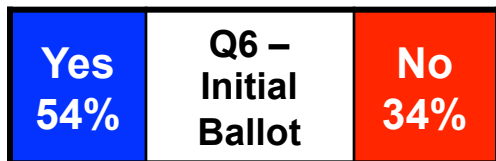


Q6 Informed

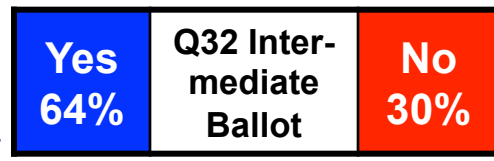
INITIAL, INTERMEDIATE & FINAL INFORMED BALLOTS

(A Deeper Look Inside the Numbers)

Version S

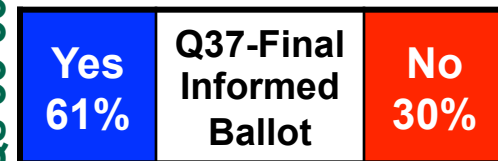


Qs 10-31



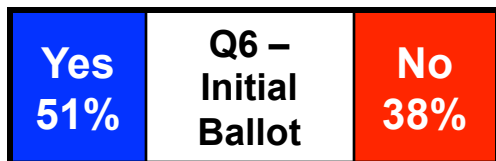
+10

Qs 33-36

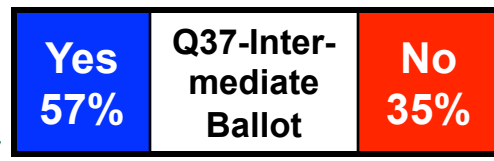


-3

Version T

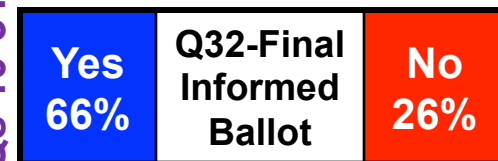


Qs 33-36



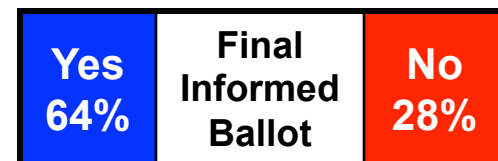
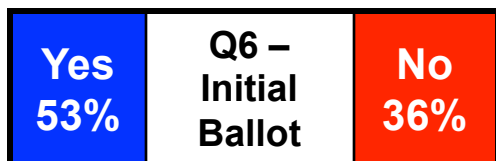
+6

Qs 10-31



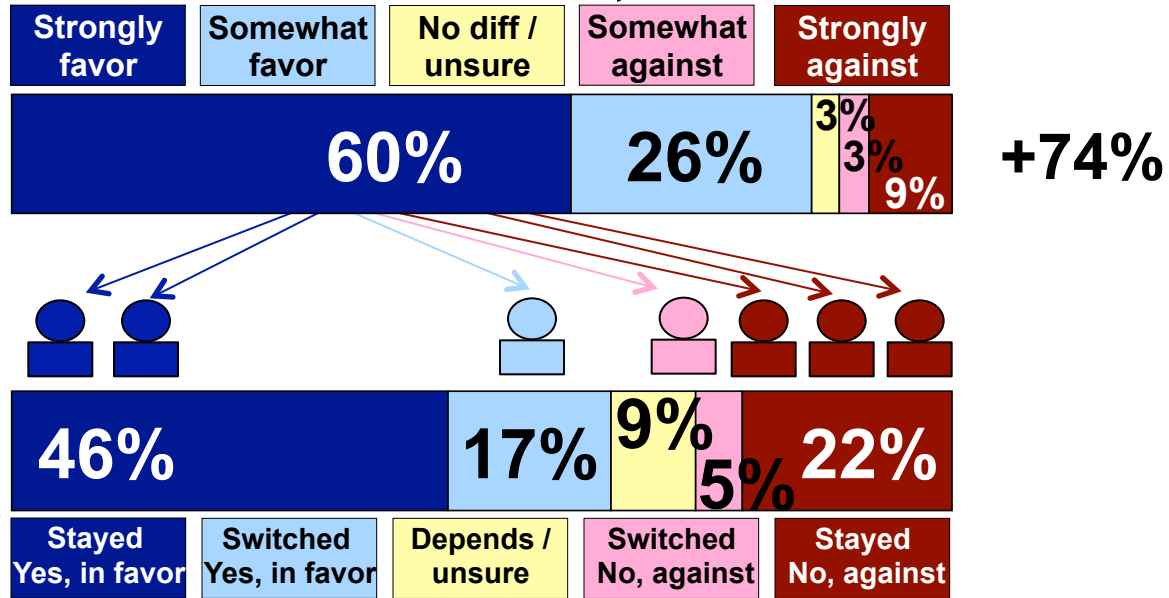
+9

Combined

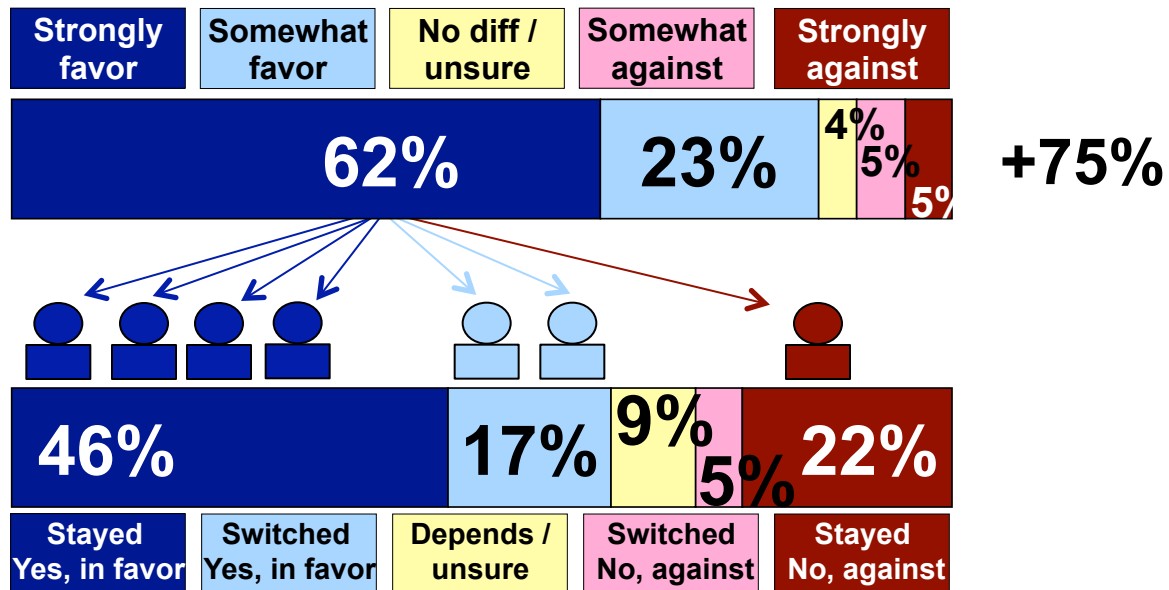


REGRESSION (CORRELATION) ANALYSIS

Q24. This bond will allow our schools to continue to maintain its energy saving efficiencies and operate at lower costs, thereby leaving more money for the classroom.

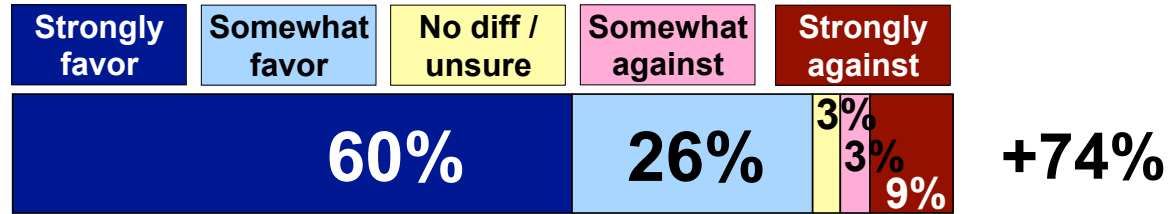


Q28. The building of schools in this proposal will allow more students to stay in their current neighborhood schools.



CALCULATING PERSUASION SCORES

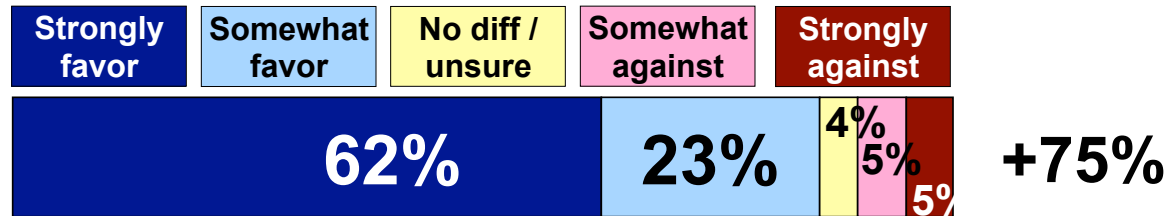
Q24. This bond will allow our schools to continue to maintain its energy saving efficiencies and operate at lower costs, thereby leaving more money for the classroom.



$$\left[\frac{\text{Solidifier Persuasion Factor}}{0.0046} + \frac{\text{Switcher Persuasion Factor}}{0.0086} \right] \div 2 \times \text{Net Favor } +74\% = \text{Average Persuasion Score } 0.5$$

19th highest score out of 26

Q28. The building of schools in this proposal will allow more students to stay in their current neighborhood schools.

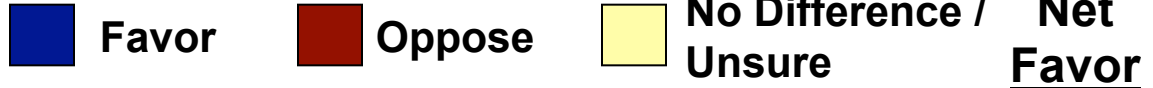


$$\left[\frac{\text{Solidifier Persuasion Factor}}{0.0657} + \frac{\text{Switcher Persuasion Factor}}{0.1027} \right] \div 2 \times \text{Net Favor } +75\% = \text{Average Persuasion Score } 6.3$$

3rd highest score out of 26

TOT (Total Sample)
SW (Southwest Region)
NNE (North / Northeast Region)

FAVOR / OPPOSE STATEMENTS



Q17. This bond package will upgrade electrical systems, fire alarms and sprinkler systems that improve safety on all campuses.



Q28. The building of schools in this proposal will allow more students to stay in their current neighborhood schools.



Q24. This bond will allow our schools to continue to maintain its energy saving efficiencies and operate at lower costs, thereby leaving more money for the classroom.



Summary of Persuasion Scores

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

		Total Sample (n=401)	South-west (n=130)	North / North-east (n=271)
		Persuasion Score	Persuasion Score	Persuasion Score
10	Reports indicate that the school district will continue to grow by approximately 400 students per year, and this bond package is needed to keep up with this growth.	3.6	3.5	2.4
11	This bond proposal includes a new high school to be built on land soon to be purchased on the east side of S.H. one-thirty.	3.4	4.4	2.2
12	The new high school in this bond proposal will alleviate overcrowding (Ver X: Hendrickson High School / Ver Y: at the high school level).	2.4	6.2	1.6
13	Demographic reports show that a fourth high school will be needed in the next several years in order to meet the district's capacity needs.	2.9	4.0	4.3
14	The new high school in this proposal would include space for Career and Technology programs similar to those programs currently housed at existing high schools.	0.6	5.9	1.9
15	Five of the 19 elementary school campuses are currently overcapacity and using up to four portable buildings per campus and nine elementary schools are projected to be over capacity by 2015. This bond package includes funds to construct new classroom additions at schools that need them and to build a new elementary school.	0.8	4.7	1.2
16	One of the six middle school campuses is currently overcapacity and using portable buildings (Ver Y: forcing teachers to share and rotate classrooms). This bond package includes funding to address these issues.	3.9	4.8	5.2
17	This bond package will upgrade electrical systems, fire alarms and sprinkler systems that improve safety on all campuses.	6.2	6.4	6.7
18	This bond package will enhance safety and security for our students with security cameras, new visitor control systems with secured passage areas between the entrances and the interiors of all school buildings in the district.	2.1	2.2	3.3
19	This bond proposal includes improvements to current computer and technology infrastructure on all campuses including improvements to internet connections, and interactive projectors that will provide better instructional tools and learning opportunities for students.	6.4	5.8	7.4
20	An advisory committee has been working for several years to evaluate the school district's needs and this bond proposal will include recommendations from this citizen's group.	3.5	10.5	1.2
21	This bond package will save taxpayers money because it is less expensive to expand and renovate existing facilities now than to wait and do it five or ten years from now.	1.1	0.2	2.4
22	The proposal will provide new air conditioning, electrical wiring, plumbing, windows and roofing that will make school buildings (Ver X: operate more efficiently and at lower costs / Ver Y: energy efficient).	2.1	3.5	4.1
23	(Ver Q: In the last five years, the district has saved over one point five million dollars through energy and water efficiency measures.) This bond proposal will allow our schools to continue to maintain its energy saving efficiencies and operate at lower costs, thereby allowing more money to be spent in the classroom.	3.7	6.5	4.3
24	This bond will allow our schools to continue to maintain its energy saving efficiencies and operate at lower costs, thereby leaving more money for the classroom.	0.5	6.5	5.3
25	This bond proposal includes new high school facilities that will provide rigorous, 21st-century integrated and academic enrichment programs, for career specific classes, certifications, preparing students for college and future career pathways.	1.8	1.0	3.1
26	This bond includes improvements to all the school buildings in the district.	4.9	4.2	6.6
27	Existing state law freezes the tax rate of homeowners sixty-five years of age or older. Senior citizens who file their exemption will not have to pay any additional property taxes associated with this bond proposal.	0.5	1.7	1.4
28	The building of schools in this proposal will allow more students to stay in their current neighborhood schools.	6.3	7.2	6.6
29	The bonds in this proposal would not require any tax increase because the bonds would be financed by existing school property tax revenues.	12.4	21.8	9.9
30	Some opponents say this bond package is not needed because there are currently schools that are under capacity and with room for more students in them.	0.0	0.0	0.0
31	Some opponents say this bond package will continue to maintain a level of debt that we will be paying for years to come.	0.2	0.3	0.1
33	(Ver P: One / Per Q: Another) option is to build a new stadium at high school number four that is comparable to the three existing high school stadiums. These four stadiums will accommodate freshman and junior varsity activities, and a new, district-wide stadium will be built to accommodate all varsity activities of all four high schools.	0.4	0.4	0.3
34	(Ver P: Another / Per Q: One) option is to enhance the three existing stadiums to a level that will accommodate their respective student populations and build a comparable stadium at the new high school number four.	0.3	1.2	1.1
35	The three current high schools are large 4A and 5A campuses but their current stadiums were built when they had half as many students and the population in the community was smaller. The stadium enhancements in this proposal address these issues.	2.2	5.7	1.3
36	An enhanced and new districtwide stadium can attract other events that generate revenues to help maintain the stadium once it is built.	2.2	0.7	2.2

Summary of Persuasion Scores

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

		Total Sample (n=401)	South-west (n=130)	North / North-east (n=271)	Vote All Local (n=96)	Vote Most Local (n=122)	Vote Some / Few Local (n=135)	Ver S (n=197)	Ver T (n=204)	Ver X (n=195)	Ver Y (n=206)
		Persuasion Score	Persuasion Score	Persuasion Score	Persuasion Score	Persuasion Score	Persuasion Score	Persuasion Score	Persuasion Score	Persuasion Score	Persuasion Score
10	Reports indicate that the school district will continue to grow by approximately 400 students per year, and this bond package is needed to keep up with this growth.	3.6	3.5	2.4	6.0	9.7	0.7	2.9	8.7	5.0	1.8
16	One of the six middle school campuses is currently overcapacity and using portable buildings (Ver Y: forcing teachers to share and rotate classrooms). This bond package includes funding to address these issues.	3.9	4.8	5.2	9.3	6.5	1.9	1.0	9.6	5.2	3.7
17	This bond package will upgrade electrical systems, fire alarms and sprinkler systems that improve safety on all campuses.	6.2	6.4	6.7	4.7	5.3	3.7	7.6	5.7	7.0	4.6
19	This bond proposal includes improvements to current computer and technology infrastructure on all campuses including improvements to internet connections, and interactive projectors that will provide better instructional tools and learning opportunities for students.	6.4	5.8	7.4	10.3	6.4	2.0	5.2	5.3	1.0	13.0
20	An advisory committee has been working for several years to evaluate the school district's needs and this bond proposal will include recommendations from this citizen's group.	3.5	10.5	1.2	10.7	3.4	8.5	2.5	12.5	2.6	5.6
21	This bond package will save taxpayers money because it is less expensive to expand and renovate existing facilities now than to wait and do it five or ten years from now.	1.1	0.2	2.4	5.4	2.0	11.9	3.3	5.0	2.2	1.6
22	The proposal will provide new air conditioning, electrical wiring, plumbing, windows and roofing that will make school buildings (Ver X: operate more efficiently and at lower costs / Ver Y: energy efficient).	2.1	3.5	4.1	0.1	0.9	6.0	3.2	1.8	2.2	11.0
23	(Ver Q: In the last five years, the district has saved over one point five million dollars through energy and water efficiency measures.) This bond proposal will allow our schools to continue to maintain its energy saving efficiencies and operate at lower costs, thereby allowing more money to be spent in the classroom.	3.7	6.5	4.3	4.5	9.5	5.7	6.5	1.4	14.6	7.5
24	This bond will allow our schools to continue to maintain its energy saving efficiencies and operate at lower costs, thereby leaving more money for the classroom.	0.5	6.5	5.3	3.1	9.0	10.7	1.3	0.8	2.7	3.1
25	This bond proposal includes new high school facilities that will provide rigorous, 21st-century integrated and academic enrichment programs, for career specific classes, certifications, preparing students for college and future career pathways.	1.8	1.0	3.1	3.8	2.7	3.4	1.8	2.7	1.5	10.0
26	This bond includes improvements to all the school buildings in the district.	4.9	4.2	6.6	2.9	9.6	3.7	7.9	2.4	5.0	6.4
28	The building of schools in this proposal will allow more students to stay in their current neighborhood schools.	6.3	7.2	6.6	5.9	12.2	1.7	5.2	4.6	12.8	3.4
29	The bonds in this proposal would not require any tax increase because the bonds would be financed by existing school property tax revenues.	12.4	21.8	9.9	11.1	10.9	12.1	12.1	12.3	14.6	6.2

Summary of Persuasion Scores

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

		Total Sample (n=401)	South-west (n=130)	North / North-east (n=271)	Vote All Local (n=96)	Vote Most Local (n=122)	Vote Some / Few Local (n=135)	Ver S (n=197)	Ver T (n=204)	Ver X (n=195)	Ver Y (n=206)
		Persuasion Score	Persuasion Score	Persuasion Score	Persuasion Score	Persuasion Score	Persuasion Score	Persuasion Score	Persuasion Score	Persuasion Score	Persuasion Score
10	Reports indicate that the school district will continue to grow by approximately 400 students per year, and this bond package is needed to keep up with this growth.	3.6	3.5	2.4	6.0	9.7	0.7	2.9	8.7	5.0	1.8
11	This bond proposal includes a new high school to be built on land soon to be purchased on the east side of S.H. one-thirty.	3.4	4.4	2.2	8.5	4.0	3.7	3.3	4.5	1.4	5.6
12	The new high school in this bond proposal will alleviate overcrowding (Ver X: Hendrickson High School / Ver Y: at the high school level).	2.4	6.2	1.6	6.5	3.4	1.5	4.8	1.2	2.1	3.0
13	Demographic reports show that a fourth high school will be needed in the next several years in order to meet the district's capacity needs.	2.9	4.0	4.3	9.1	7.6	3.0	3.0	2.4	6.2	3.0
14	The new high school in this proposal would include space for Career and Technology programs similar to those programs currently housed at existing high schools.	0.6	5.9	1.9	5.5	7.0	3.6	2.0	2.3	5.1	1.0
15	Five of the 19 elementary school campuses are currently overcapacity and using up to four portable buildings per campus and nine elementary schools are projected to be over capacity by 2015. This bond package includes funds to construct new classroom additions at schools that need them and to build a new elementary school.	0.8	4.7	1.2	3.0	5.4	5.7	1.8	1.7	1.5	3.2
16	One of the six middle school campuses is currently overcapacity and using portable buildings (Ver Y: forcing teachers to share and rotate classrooms). This bond package includes funding to address these issues.	3.9	4.8	5.2	9.3	6.5	1.9	1.0	9.6	5.2	3.7
17	This bond package will upgrade electrical systems, fire alarms and sprinkler systems that improve safety on all campuses.	6.2	6.4	6.7	4.7	5.3	3.7	7.6	5.7	7.0	4.6
18	This bond package will enhance safety and security for our students with security cameras, new visitor control systems with secured passage areas between the entrances and the interiors of all school buildings in the district.	2.1	2.2	3.3	2.1	1.0	3.0	3.4	2.5	3.8	2.1
19	This bond proposal includes improvements to current computer and technology infrastructure on all campuses including improvements to internet connections, and interactive projectors that will provide better instructional tools and learning opportunities for students.	6.4	5.8	7.4	10.3	6.4	2.0	5.2	5.3	1.0	13.0
20	An advisory committee has been working for several years to evaluate the school district's needs and this bond proposal will include recommendations from this citizen's group.	3.5	10.5	1.2	10.7	3.4	8.5	2.5	12.5	2.6	5.6
21	This bond package will save taxpayers money because it is less expensive to expand and renovate existing facilities now than to wait and do it five or ten years from now.	1.1	0.2	2.4	5.4	2.0	11.9	3.3	5.0	2.2	1.6
22	The proposal will provide new air conditioning, electrical wiring, plumbing, windows and roofing that will make school buildings (Ver X: operate more efficiently and at lower costs / Ver Y: energy efficient).	2.1	3.5	4.1	0.1	0.9	6.0	3.2	1.8	2.2	11.0
23	(Ver Q: In the last five years, the district has saved over one point five million dollars through energy and water efficiency measures.) This bond proposal will allow our schools to continue to maintain its energy saving efficiencies and operate at lower costs, thereby allowing more money to be spent in the classroom.	3.7	6.5	4.3	4.5	9.5	5.7	6.5	1.4	14.6	7.5
24	This bond will allow our schools to continue to maintain its energy saving efficiencies and operate at lower costs, thereby leaving more money for the classroom.	0.5	6.5	5.3	3.1	9.0	10.7	1.3	0.8	2.7	3.1
25	This bond proposal includes new high school facilities that will provide rigorous, 21st-century integrated and academic enrichment programs, for career specific classes, certifications, preparing students for college and future career pathways.	1.8	1.0	3.1	3.8	2.7	3.4	1.8	2.7	1.5	10.0
26	This bond includes improvements to all the school buildings in the district.	4.9	4.2	6.6	2.9	9.6	3.7	7.9	2.4	5.0	6.4
27	Existing state law freezes the tax rate of homeowners sixty-five years of age or older. Senior citizens who file their exemption will not have to pay any additional property taxes associated with this bond proposal.	0.5	1.7	1.4	5.6	3.0	6.1	3.7	2.8	3.5	1.4
28	The building of schools in this proposal will allow more students to stay in their current neighborhood schools.	6.3	7.2	6.6	5.9	12.2	1.7	5.2	4.6	12.8	3.4
29	The bonds in this proposal would not require any tax increase because the bonds would be financed by existing school property tax revenues.	12.4	21.8	9.9	11.1	10.9	12.1	12.1	12.3	14.6	6.2
30	Some opponents say this bond package is not needed because there are currently schools that are under capacity and with room for more students in them.	0.0	0.0	0.0	-0.1	0.3	0.1	0.0	-0.1	0.0	0.0
31	Some opponents say this bond package will continue to maintain a level of debt that we will be paying for years to come.	0.2	0.3	0.1	0.3	0.3	1.5	0.1	0.7	0.3	0.4
33	(Ver P: One / Per Q: Another) option is to build a new stadium at high school number four that is comparable to the three existing high school stadiums. These four stadiums will accommodate freshman and junior varsity activities, and a new, district-wide stadium will be built to accommodate all varsity activities of all four high schools.	0.4	0.4	0.3	-0.3	0.0	1.4	1.3	1.2	0.1	0.5
34	(Ver P: Another / Per Q: One) option is to enhance the three existing stadiums to a level that will accommodate their respective student populations and build a comparable stadium at the new high school number four.	0.3	1.2	1.1	2.1	0.4	0.4	1.8	0.6	0.7	1.2
35	The three current high schools are large 4A and 5A campuses but their current stadiums were built when they had half as many students and the population in the community was smaller. The stadium enhancements in this proposal address these issues.	2.2	5.7	1.3	3.8	2.0	5.6	3.1	2.7	0.7	6.0
36	An enhanced and new districtwide stadium can attract other events that generate revenues to help maintain the stadium once it is built.	2.2	0.7	2.2	0.5	0.5	5.5	6.1	2.5	3.1	1.8

Summary of Persuasion Scores

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

		Total Sample (n=401)	No Children (n=209)	Has children (n=185)	K - 5 (n=101)	6 - 8 (n=65)	9 - 12 (n=71)
		Persuasion Score	Persuasion Score	Persuasion Score	Persuasion Score	Persuasion Score	Persuasion Score
10	Reports indicate that the school district will continue to grow by approximately 400 students per year, and this bond package is needed to keep up with this growth.	3.6	2.3	4.4	6.8	8.9	6.2
11	This bond proposal includes a new high school to be built on land soon to be purchased on the east side of S.H. one-thirty.	3.4	2.0	3.4	3.4	8.6	8.6
12	The new high school in this bond proposal will alleviate overcrowding (Ver X: Hendrickson High School / Ver Y: at the high school level).	2.4	0.8	2.8	16.6	14.3	2.8
13	Demographic reports show that a fourth high school will be needed in the next several years in order to meet the district's capacity needs.	2.9	2.4	3.3	7.1	15.4	19.8
14	The new high school in this proposal would include space for Career and Technology programs similar to those programs currently housed at existing high schools.	0.6	1.2	5.8	4.0	9.2	1.6
15	Five of the 19 elementary school campuses are currently overcapacity and using up to four portable buildings per campus and nine elementary schools are projected to be over capacity by 2015. This bond package includes funds to construct new classroom additions at schools that need them and to build a new elementary school.	0.8	0.9	1.5	3.0	11.6	11.9
16	One of the six middle school campuses is currently overcapacity and using portable buildings (Ver Y: forcing teachers to share and rotate classrooms). This bond package includes funding to address these issues.	3.9	6.1	6.9	6.1	14.0	8.5
17	This bond package will upgrade electrical systems, fire alarms and sprinkler systems that improve safety on all campuses.	6.2	2.0	5.8	30.0	15.5	17.5
18	This bond package will enhance safety and security for our students with security cameras, new visitor control systems with secured passage areas between the entrances and the interiors of all school buildings in the district.	2.1	2.5	4.7	1.3	5.2	4.2
19	This bond proposal includes improvements to current computer and technology infrastructure on all campuses including improvements to internet connections, and interactive projectors that will provide better instructional tools and learning opportunities for students.	6.4	5.8	5.1	8.0	1.1	3.6
20	An advisory committee has been working for several years to evaluate the school district's needs and this bond proposal will include recommendations from this citizen's group.	3.5	3.8	5.0	6.1	2.8	14.3
21	This bond package will save taxpayers money because it is less expensive to expand and renovate existing facilities now than to wait and do it five or ten years from now.	1.1	7.0	9.8	4.2	11.0	1.6
22	The proposal will provide new air conditioning, electrical wiring, plumbing, windows and roofing that will make school buildings (Ver X: operate more efficiently and at lower costs / Ver Y: energy efficient).	2.1	7.0	1.4	8.3	6.2	0.7
23	(Ver Q: In the last five years, the district has saved over one point five million dollars through energy and water efficiency measures.) This bond proposal will allow our schools to continue to maintain its energy saving efficiencies and operate at lower costs, thereby allowing more money to be spent in the classroom.	3.7	4.8	7.5	13.6	24.1	25.2
24	This bond will allow our schools to continue to maintain its energy saving efficiencies and operate at lower costs, thereby leaving more money for the classroom.	0.5	3.1	6.1	13.4	10.6	20.5
25	This bond proposal includes new high school facilities that will provide rigorous, 21st-century integrated and academic enrichment programs, for career specific classes, certifications, preparing students for college and future career pathways.	1.8	1.9	3.7	1.9	3.5	10.5
26	This bond includes improvements to all the school buildings in the district.	4.9	7.0	1.1	3.3	8.1	8.3
27	Existing state law freezes the tax rate of homeowners sixty-five years of age or older. Senior citizens who file their exemption will not have to pay any additional property taxes associated with this bond proposal.	0.5	2.5	3.5	3.0	13.7	5.9
28	The building of schools in this proposal will allow more students to stay in their current neighborhood schools.	6.3	4.7	7.2	7.2	8.2	6.0
29	The bonds in this proposal would not require any tax increase because the bonds would be financed by existing school property tax revenues.	12.4	7.5	10.1	13.1	26.5	21.9
30	Some opponents say this bond package is not needed because there are currently schools that are under capacity and with room for more students in them.	0.0	0.0	0.2	0.0	0.5	0.0
31	Some opponents say this bond package will continue to maintain a level of debt that we will be paying for years to come.	0.2	0.1	1.4	0.7	0.9	0.3
33	(Ver P: One / Per Q: Another) option is to build a new stadium at high school number four that is comparable to the three existing high school stadiums. These four stadiums will accommodate freshman and junior varsity activities, and a new, district-wide stadium will be built to accommodate all varsity activities of all four high schools.	0.4	-0.3	1.8	5.2	6.7	2.8
34	(Ver P: Another / Per Q: One) option is to enhance the three existing stadiums to a level that will accommodate their respective student populations and build a comparable stadium at the new high school number four.	0.3	0.6	3.1	1.9	6.6	1.1
35	The three current high schools are large 4A and 5A campuses but their current stadiums were built when they had half as many students and the population in the community was smaller. The stadium enhancements in this proposal address these issues.	2.2	1.0	3.7	15.8	13.0	8.7
36	An enhanced and new districtwide stadium can attract other events that generate revenues to help maintain the stadium once it is built.	2.2	1.9	5.1	4.9	4.0	2.0

Summary of Persuasion Scores

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

	Total Sample (n=401)	Males <55 (n=116)	Males 55+ (n=73)	Females <55 (n=128)	Females 55+ (n=78)	Solid GOP (n=103)	Broad IND (n=131)	Solid DEM (n=167)	
	Persuasion Score	Persuasion Score	Persuasion Score	Persuasion Score	Persuasion Score	Persuasion Score	Persuasion Score	Persuasion Score	
10	Reports indicate that the school district will continue to grow by approximately 400 students per year, and this bond package is needed to keep up with this growth.	3.6	3.7	13.8	11.4	4.6	2.7	8.0	2.4
11	This bond proposal includes a new high school to be built on land soon to be purchased on the east side of S.H. one-thirty.	3.4	3.5	6.5	8.1	6.6	5.1	1.8	4.0
12	The new high school in this bond proposal will alleviate overcrowding (Ver X: Hendrickson High School / Ver Y: at the high school level).	2.4	9.3	1.2	11.1	4.1	5.1	4.9	14.3
13	Demographic reports show that a fourth high school will be needed in the next several years in order to meet the district's capacity needs.	2.9	2.8	6.8	8.5	0.7	1.8	4.0	21.6
14	The new high school in this proposal would include space for Career and Technology programs similar to those programs currently housed at existing high schools.	0.6	5.3	1.2	6.3	12.0	2.5	2.8	7.8
15	Five of the 19 elementary school campuses are currently overcapacity and using up to four portable buildings per campus and nine elementary schools are projected to be over capacity by 2015. This bond package includes funds to construct new classroom additions at schools that need them and to build a new elementary school.	0.8	4.4	3.9	8.8	3.2	7.9	8.9	2.3
16	One of the six middle school campuses is currently overcapacity and using portable buildings (Ver Y: forcing teachers to share and rotate classrooms). This bond package includes funding to address these issues.	3.9	11.1	3.1	2.1	19.7	7.1	6.6	9.7
17	This bond package will upgrade electrical systems, fire alarms and sprinkler systems that improve safety on all campuses.	6.2	7.3	5.4	1.0	12.5	2.7	3.9	25.1
18	This bond package will enhance safety and security for our students with security cameras, new visitor control systems with secured passage areas between the entrances and the interiors of all school buildings in the district.	2.1	1.3	6.3	11.5	13.4	1.2	3.6	7.5
19	This bond proposal includes improvements to current computer and technology infrastructure on all campuses including improvements to internet connections, and interactive projectors that will provide better instructional tools and learning opportunities for students.	6.4	3.1	10.1	2.0	7.2	7.4	2.8	7.2
20	An advisory committee has been working for several years to evaluate the school district's needs and this bond proposal will include recommendations from this citizen's group.	3.5	3.3	5.5	4.5	10.4	2.5	1.9	10.5
21	This bond package will save taxpayers money because it is less expensive to expand and renovate existing facilities now than to wait and do it five or ten years from now.	1.1	7.6	0.6	15.9	4.4	2.8	4.4	2.3
22	The proposal will provide new air conditioning, electrical wiring, plumbing, windows and roofing that will make school buildings (Ver X: operate more efficiently and at lower costs / Ver Y: energy efficient).	2.1	3.3	5.6	19.1	20.7	4.3	3.2	1.4
23	(Ver Q: In the last five years, the district has saved over one point five million dollars through energy and water efficiency measures.) This bond proposal will allow our schools to continue to maintain its energy saving efficiencies and operate at lower costs, thereby allowing more money to be spent in the classroom.	3.7	4.7	15.4	17.6	12.4	9.4	4.4	5.1
24	This bond will allow our schools to continue to maintain its energy saving efficiencies and operate at lower costs, thereby leaving more money for the classroom.	0.5	0.3	5.5	4.1	2.3	8.9	3.1	15.8
25	This bond proposal includes new high school facilities that will provide rigorous, 21st-century integrated and academic enrichment programs, for career specific classes, certifications, preparing students for college and future career pathways.	1.8	7.7	1.0	3.1	3.1	4.0	1.7	1.2
26	This bond includes improvements to all the school buildings in the district.	4.9	2.0	4.5	0.4	12.1	4.6	4.6	13.9
27	Existing state law freezes the tax rate of homeowners sixty-five years of age or older. Senior citizens who file their exemption will not have to pay any additional property taxes associated with this bond proposal.	0.5	4.8	9.0	7.4	4.7	1.8	3.2	3.2
28	The building of schools in this proposal will allow more students to stay in their current neighborhood schools.	6.3	5.4	5.3	9.5	2.4	9.6	0.6	11.2
29	The bonds in this proposal would not require any tax increase because the bonds would be financed by existing school property tax revenues.	12.4	16.5	10.2	8.0	2.4	9.3	5.0	15.0
30	Some opponents say this bond package is not needed because there are currently schools that are under capacity and with room for more students in them.	0.0	0.0	0.6	-0.2	-0.1	0.0	0.0	0.0
31	Some opponents say this bond package will continue to maintain a level of debt that we will be paying for years to come.	0.2	0.5	-0.1	0.5	0.6	-0.1	1.1	0.8
33	(Ver P: One / Per Q: Another) option is to build a new stadium at high school number four that is comparable to the three existing high school stadiums. These four stadiums will accommodate freshman and junior varsity activities, and a new, district-wide stadium will be built to accommodate all varsity activities of all four high schools.	0.4	0.5	-3.0	2.6	2.6	-0.6	0.2	2.2
34	(Ver P: Another / Per Q: One) option is to enhance the three existing stadiums to a level that will accommodate their respective student populations and build a comparable stadium at the new high school number four.	0.3	2.4	1.6	5.3	2.1	0.1	0.5	3.1
35	The three current high schools are large 4A and 5A campuses but their current stadiums were built when they had half as many students and the population in the community was smaller. The stadium enhancements in this proposal address these issues.	2.2	8.1	0.8	5.7	6.1	3.4	1.0	4.2
36	An enhanced and new districtwide stadium can attract other events that generate revenues to help maintain the stadium once it is built.	2.2	1.6	0.0	2.5	5.1	0.3	1.8	3.9

MESSAGE MATRIX

The bonds in this proposal would not require any tax increase because the bonds would be financed by existing school property tax revenues (Q29).

The building of schools in this proposal will allow more students to stay in their current neighborhood schools (Q28).

Total

This bond proposal includes improvements to current computer and technology infrastructure on all campuses including improvements to internet connections, and interactive projectors that will provide better instructional tools and learning opportunities for students (Q19).

This bond package will upgrade electrical systems, fire alarms and sprinkler systems that improve safety on all campuses (Q17).

Southwest

An advisory committee has been working for several years to evaluate the school district's needs and this bond proposal will include recommendations from this citizen's group (Q20).

(Ver Q: In the last five years, the district has saved over one point five million dollars through energy and water efficiency measures.) This bond proposal will allow our schools to continue to maintain its energy saving efficiencies and operate at lower costs, thereby allowing more money to be spent in the classroom (Q23).

This bond will allow our schools to continue to maintain its energy saving efficiencies and operate at lower costs, thereby leaving more money for the classroom (Q24).

North / Northeast

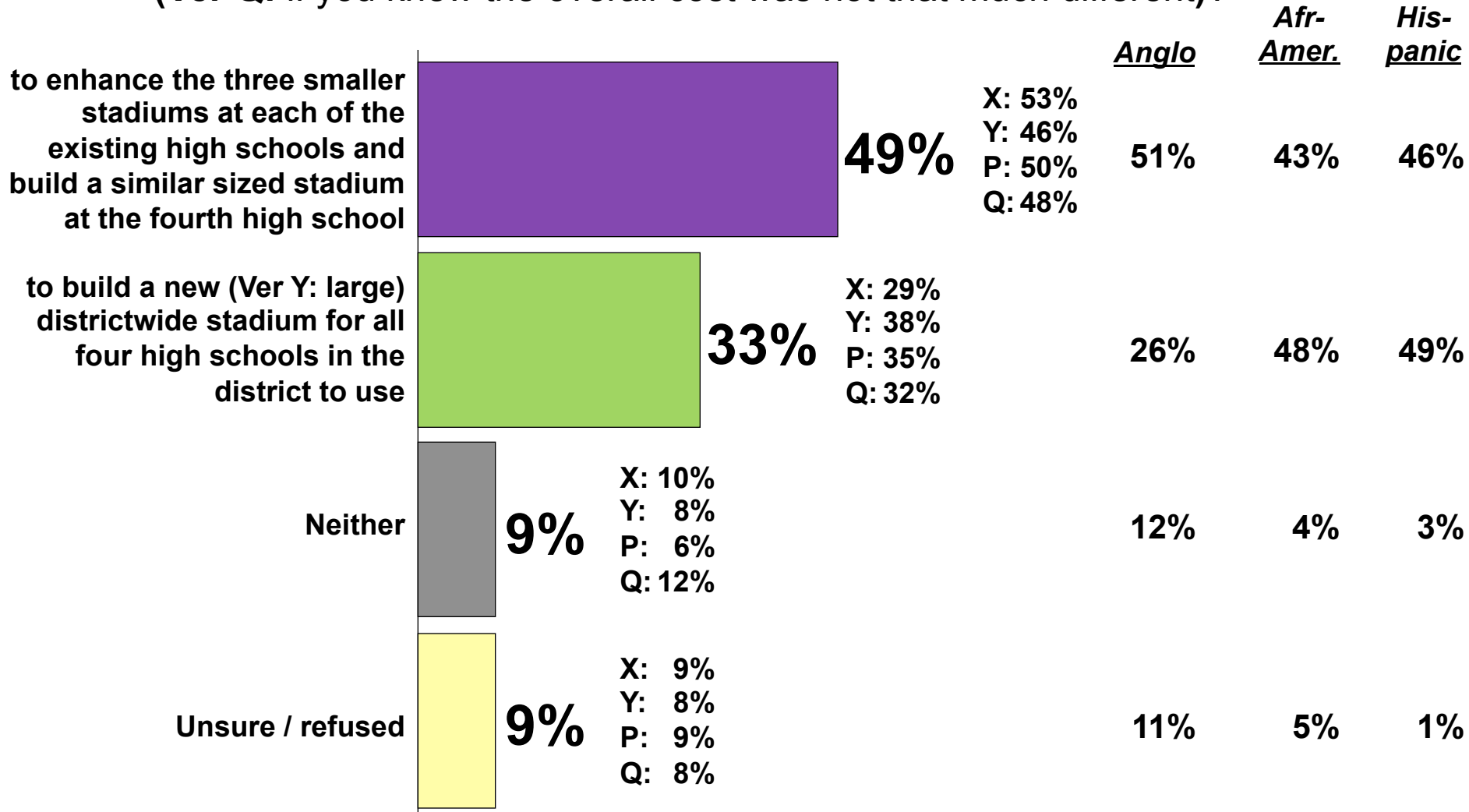
This bond proposal includes improvements to current computer and technology infrastructure on all campuses including improvements to internet connections, and interactive projectors that will provide better instructional tools and learning opportunities for students (Q19).

This bond package will upgrade electrical systems, fire alarms and sprinkler systems that improve safety on all campuses (Q17).

This bond includes improvements to all the school buildings in the district (Q26).

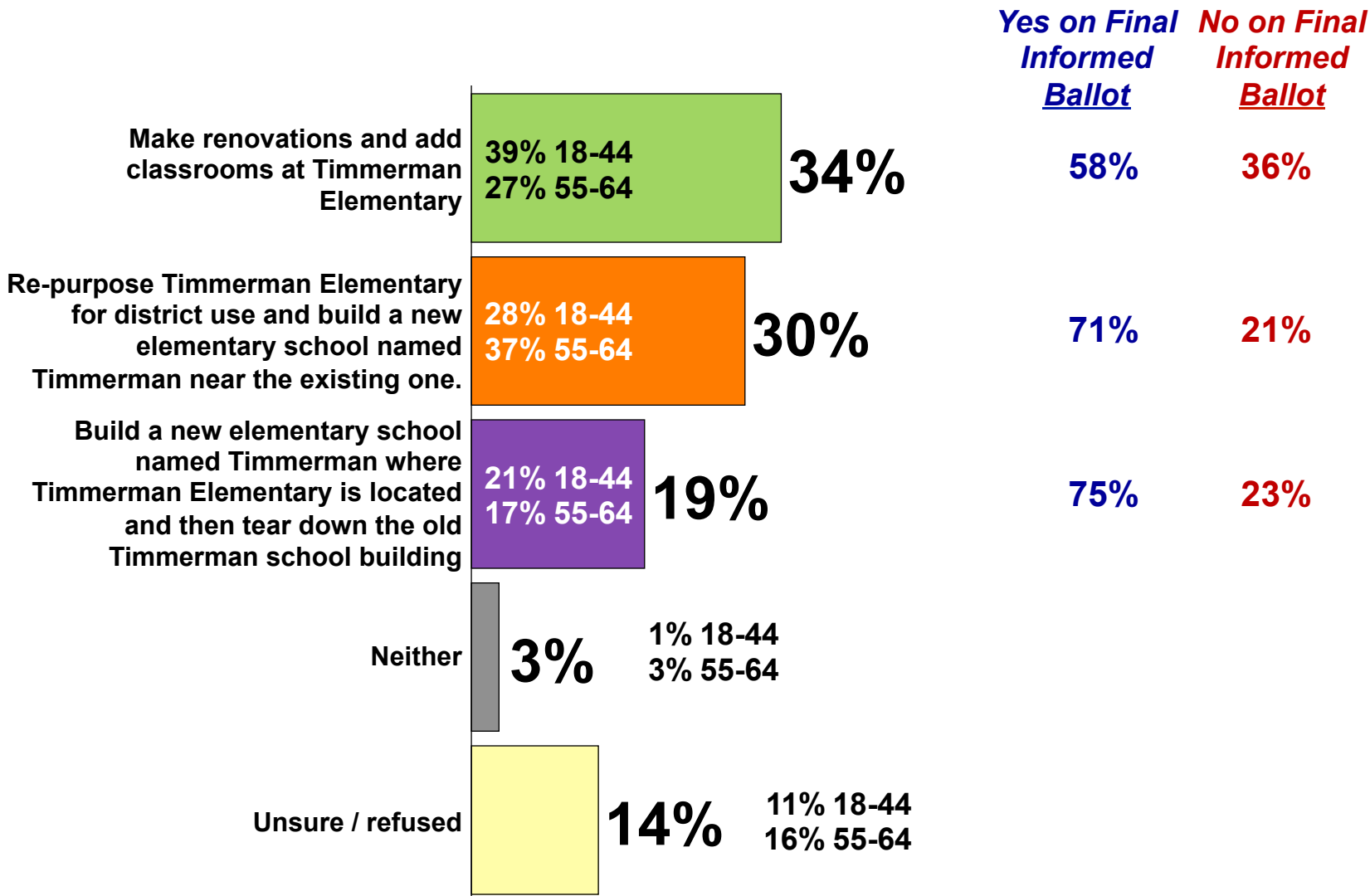
ONE LARGE vs. THREE SMALL STADIUMS

Q38. Regardless of your previous responses, which would you prefer
 (Ver Q: if you knew the overall cost was not that much different)?



TIMMERMAN ELEMENTARY

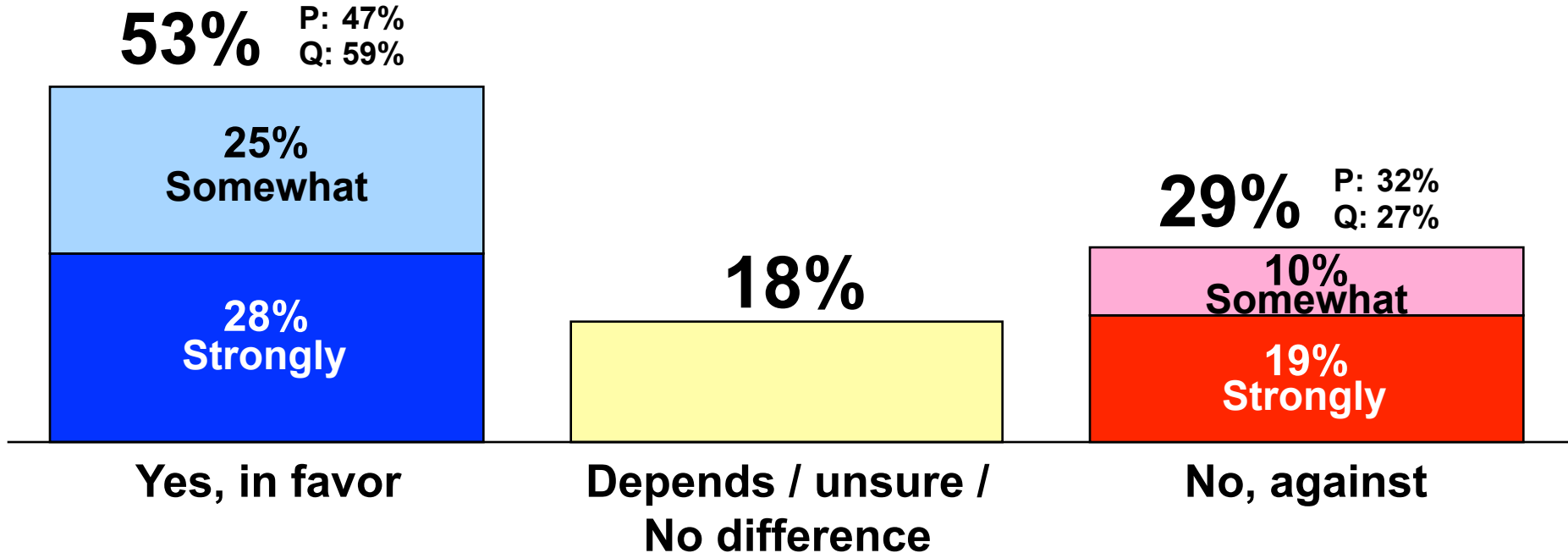
Q39. Timmerman Elementary School is the oldest school building in the district and it is limited in terms of getting it up to the level of the other elementary schools in the district. Knowing this, which do you prefer?



TIMMERMAN ELEM. DIFFERENT OPTION

Q40. If the school district did something regarding Timmerman Elementary that was different than the option you prefer, then would you vote yes, in favor or no, against the issuance of the (**Ver P: 290 / Ver Q: 300**) million dollars bond proposal?

Q40 Yes	Timmerman Preference	Q40 No
48%	Renovate & add classrooms	39%
66%	Re-purpose & build new nearby	21%
62%	Build new & tear down old	28%



CONCLUSIONS



1

The strong positive image of Pflugerville ISD carries through with a majority support (53%) on the initial ballot for a bond proposal.



2

The informed ballot shows 64% support for the bonds versus 28% opposed. The two umbrella messages that correlate most with support for the bonds are a) there would be no tax increase since the bonds would be financed with existing property tax revenues, and b) this bond proposal allows more students to stay in their current neighborhood schools.



3

School building improvements correlate with an increase in bond support more so than do stadium issues.



4

There is more support for building a new Timmerman Elementary School than there is to renovate the existing school. Regardless, any option the district selects results in there being more support for the bonds than less support.