

MIDLOTHIAN ISD VOTER SURVEY

June 17 - 29, 2025

N = 804 respondents

margin of error: $\pm 3.5\%$

n=213 interviews by telephone & n=591 interviews via postcard

All interviews were weighted to better reflect the demographics of likely voters and those percentages are displayed along side the unweighted data throughout this report.

OBJECTIVES

1

To assess general attitudes about Midlothian Independent School District.

2

To measure initial levels of support and opposition for various bond amounts / proposals.

3

To determine support for various bond projects.

4

To measure informed levels of support and opposition for various bond amounts / proposals.

DISTRIBUTION OF INTERVIEWS BY REGION

North

27% Likely Voters

28% Unweighted

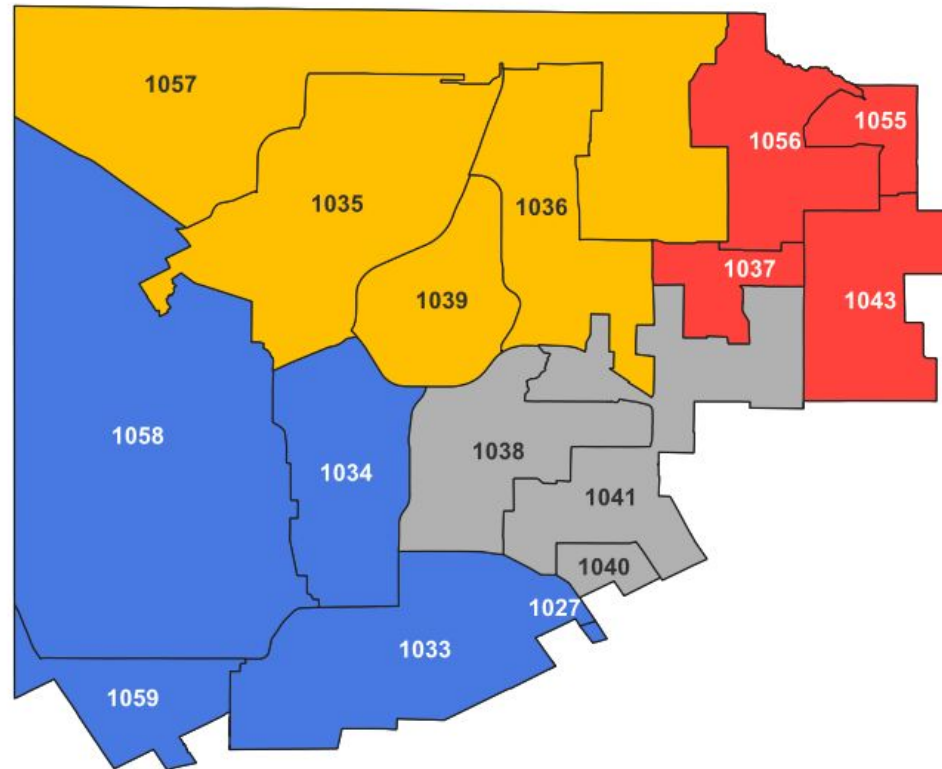
27% Weighted

East

27% Likely Voters

25% Unweighted

28% Weighted



Southwest

21% Likely Voters

23% Unweighted

21% Weighted

South-Central

25% Likely Voters

24% Unweighted

25% Weighted

COMPARISON OF VOTER FILE vs RESPONDENTS



Averages May 23 (last bond) and Nov 23 (last odd-year Nov)

COMPARISON OF VOTER FILE vs RESPONDENTS



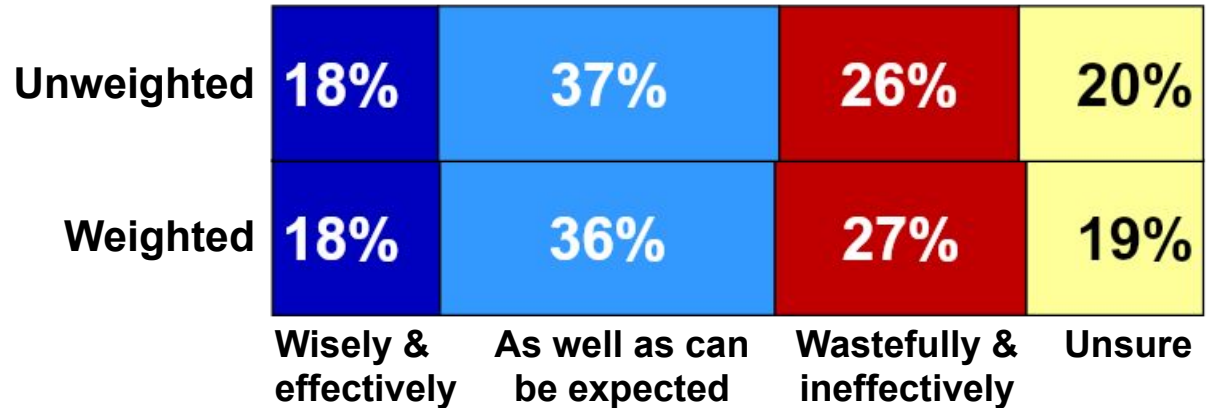
Averages May 23 (last bond) and Nov 23 (last odd-year Nov)

IMAGE & FISCAL MANAGEMENT

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

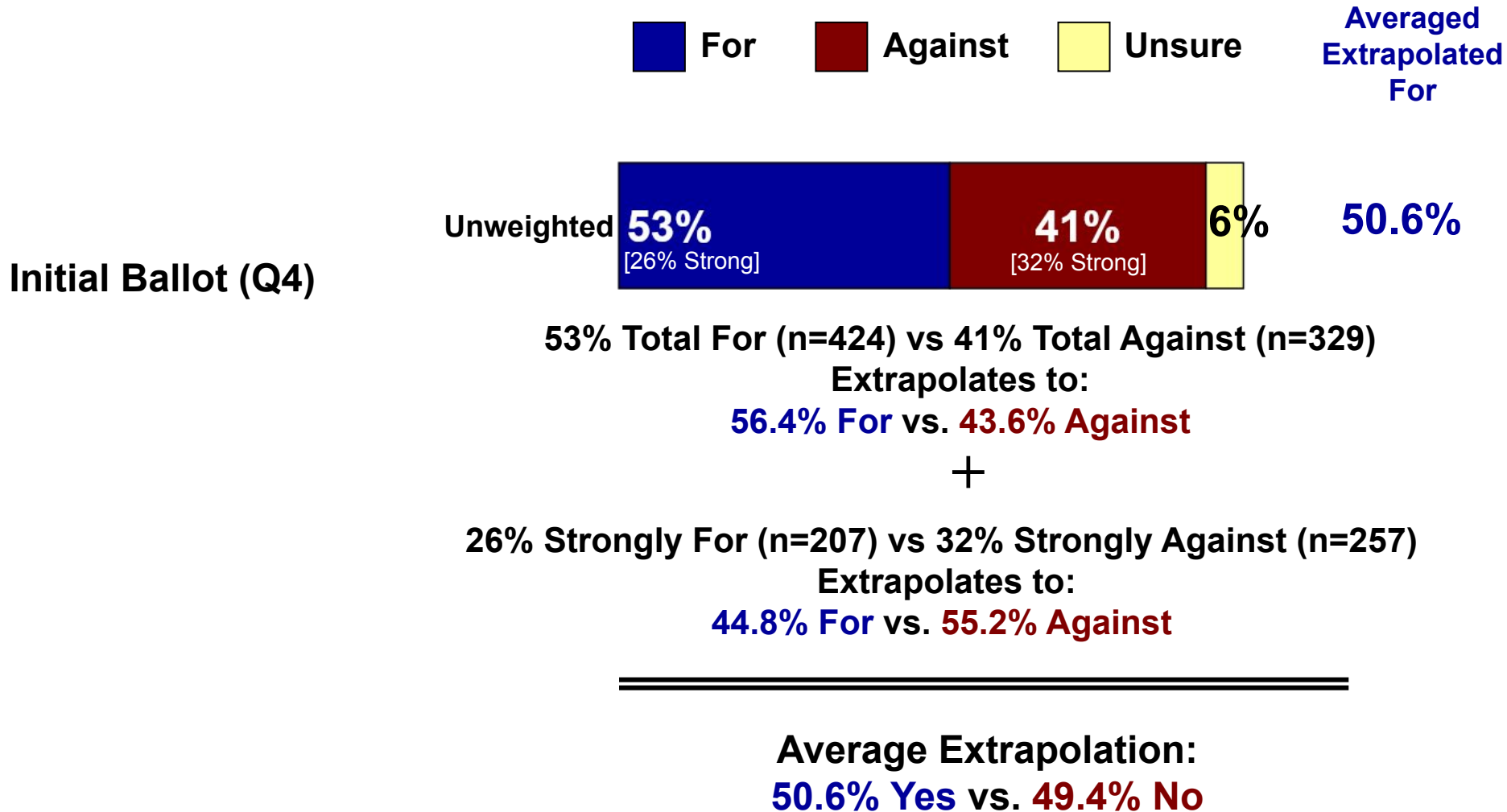


Q10. Which of the following best describes your opinion of how MISD manages the money it has to operate the school district?



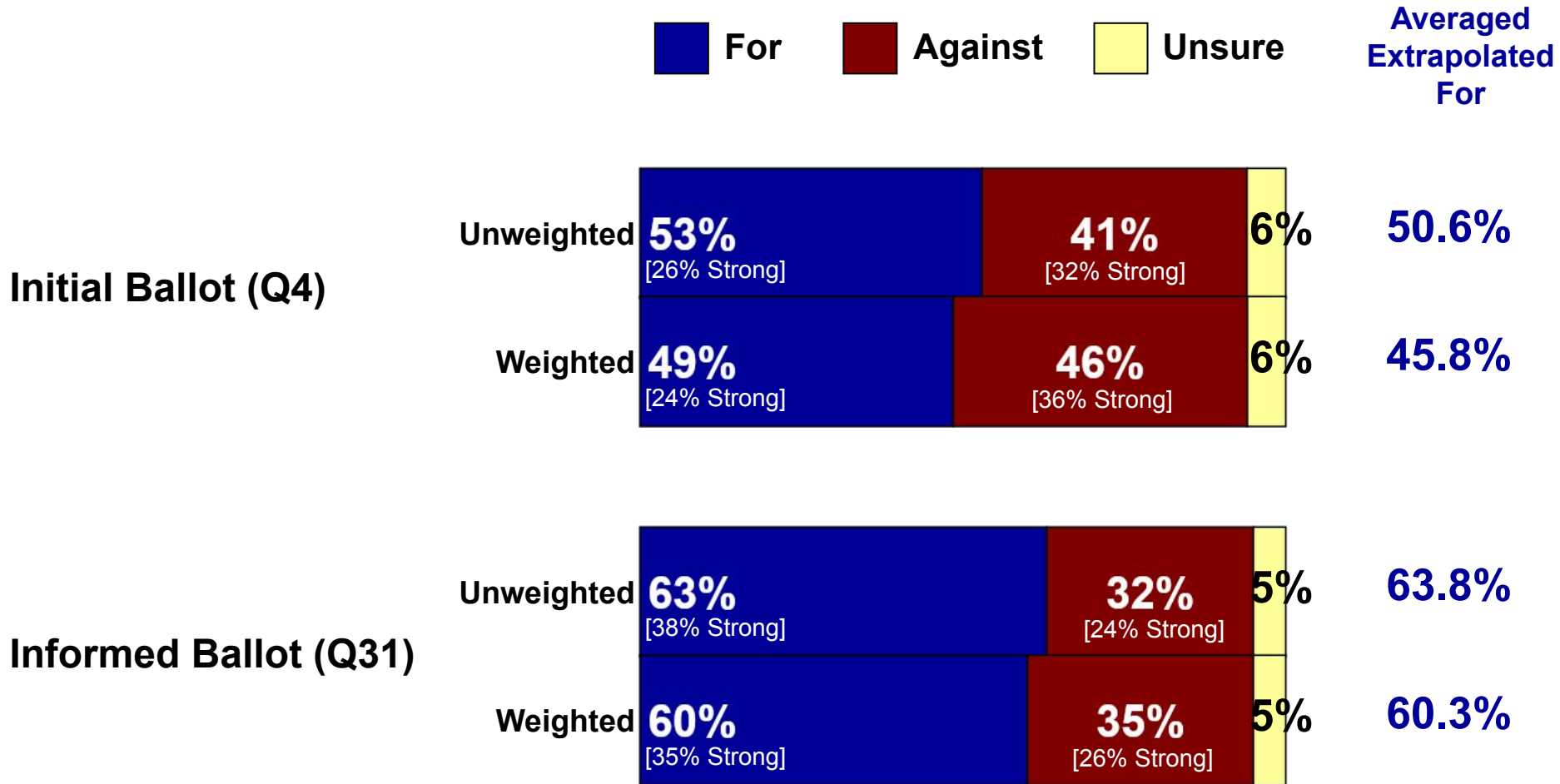
\$235 MILLION IN BONDS

Would you vote for or against the issuance of \$235 million in bonds to construct, renovate, and equip school buildings, and purchase buses, which the ballot states is a property tax increase?



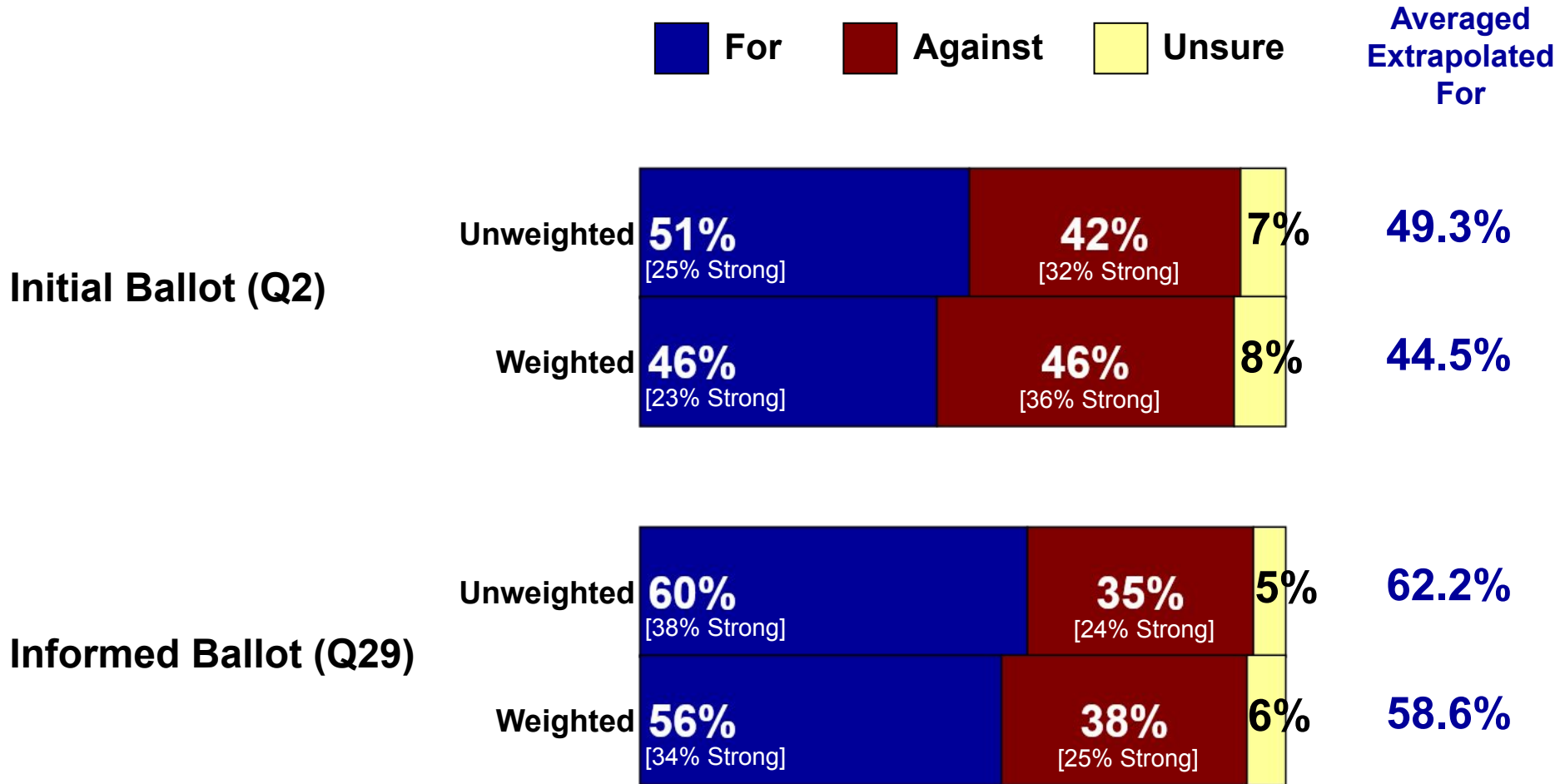
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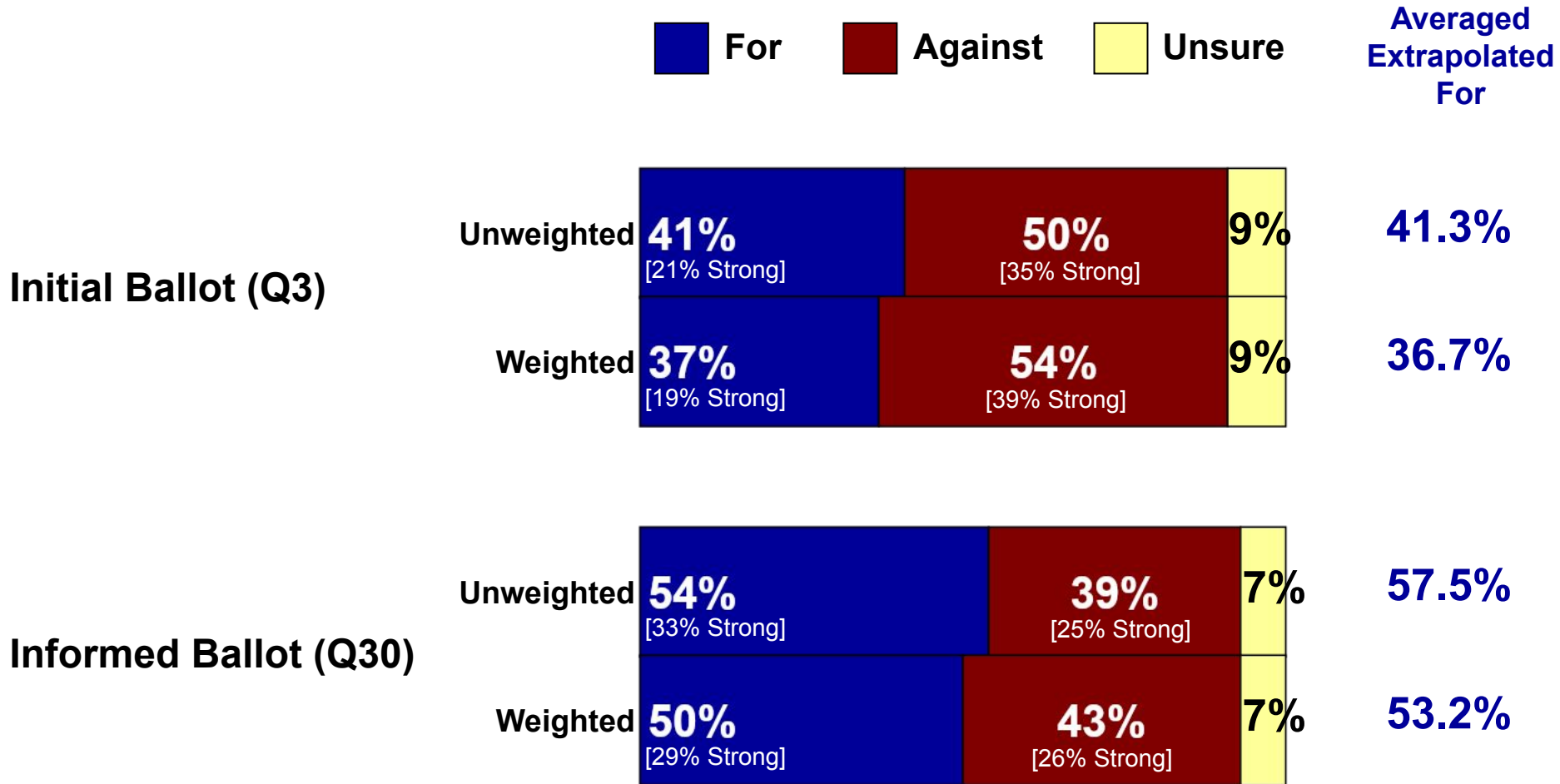
\$380 MILLION IN BONDS

Would you vote for or against the issuance of \$380 million in bonds to construct, renovate, and equip school buildings, and purchase buses, which the ballot states is a property tax increase?



\$420 MILLION IN BONDS

Would you vote for or against the issuance of \$420 million in bonds to construct, renovate, and equip school buildings, and purchase buses, which the ballot states is a property tax increase?



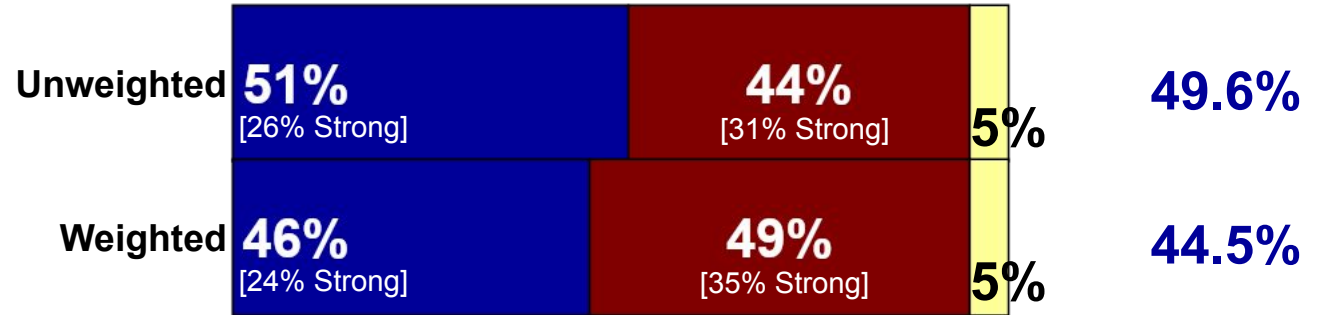
\$280 MILLION IN BONDS – GENERAL PROP

Would you vote for or against the issuance of \$280 million in bonds to construct, renovate, and equip school buildings (**Ver Y**: including a new elementary school and capital improvements to existing schools), and the purchase of buses, which the ballot states is a property tax increase?

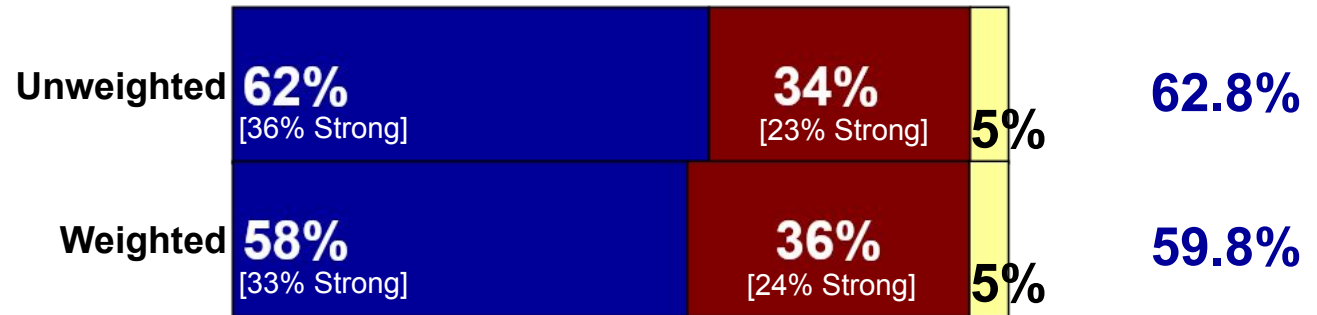
(There was no statistical difference between Versions X & Y.)

■ For
 ■ Against
 ■ Unsure
 Averaged Extrapolated For

Initial Ballot (Q5)

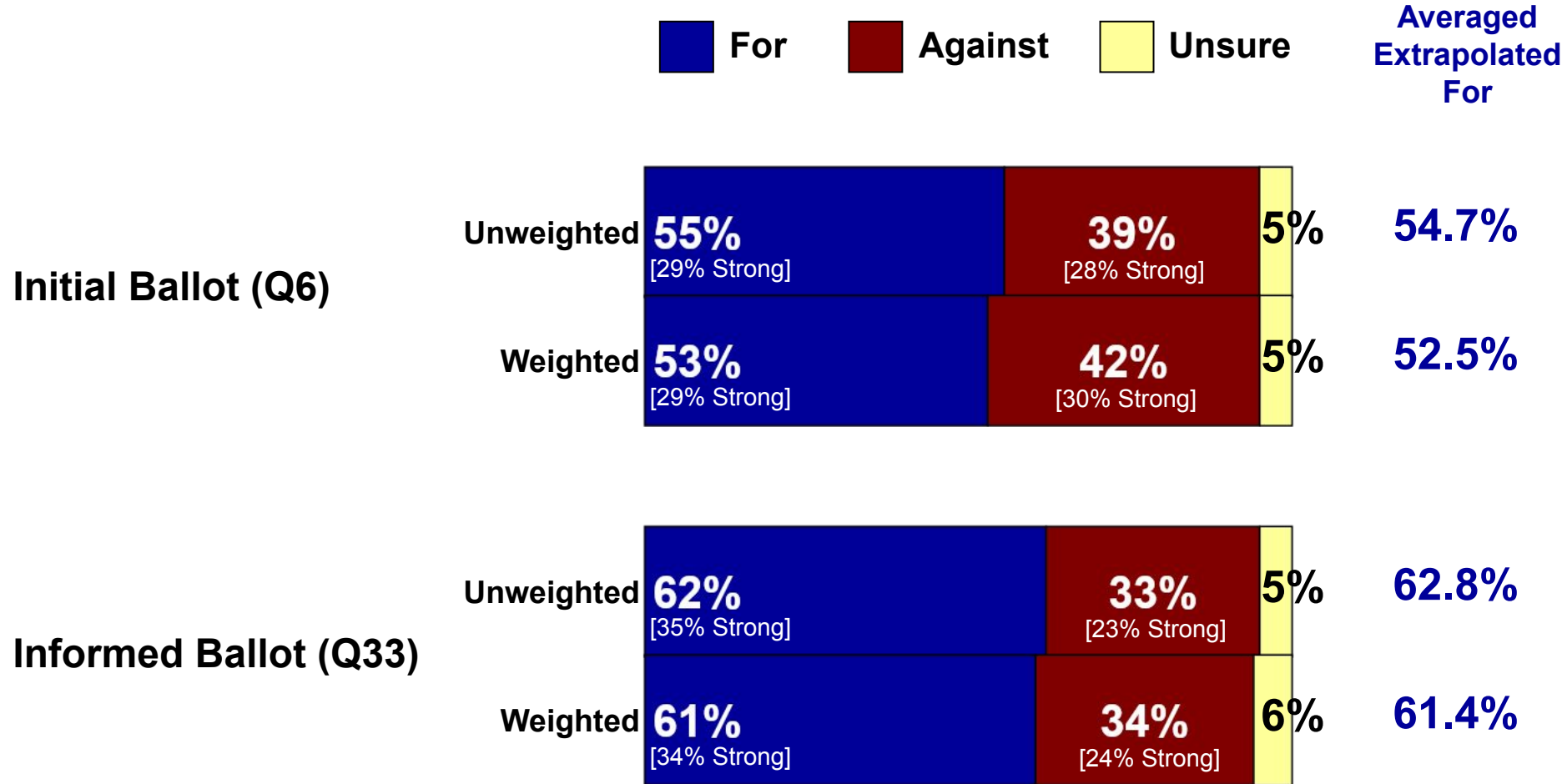


Informed Ballot (Q32)



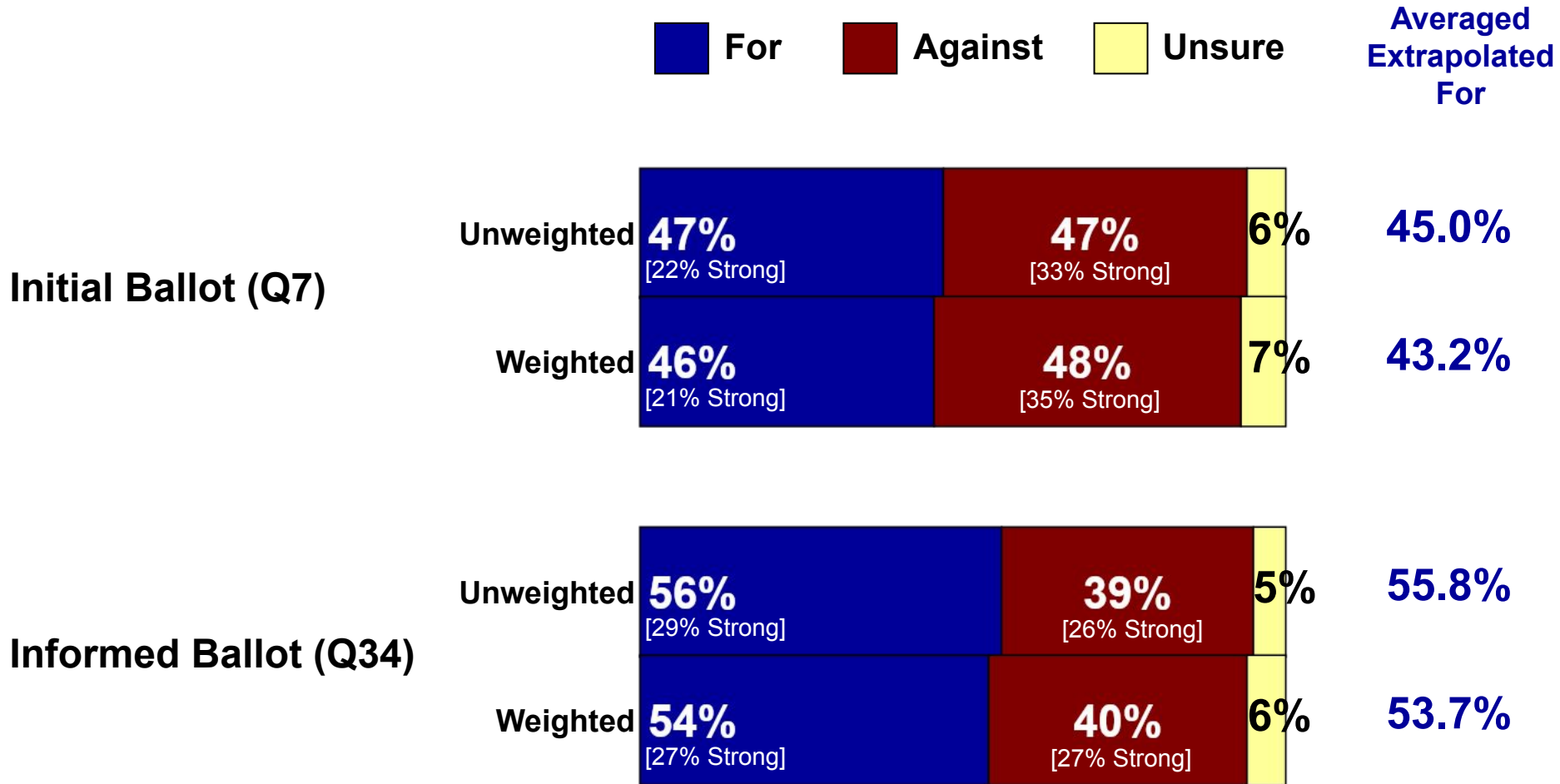
\$165 MILLION IN BONDS – CTE PROP

Would you vote for or against the issuance of \$165 million in bonds to construct a districtwide Career and Technical Education Center, which the ballot states is a property tax increase?



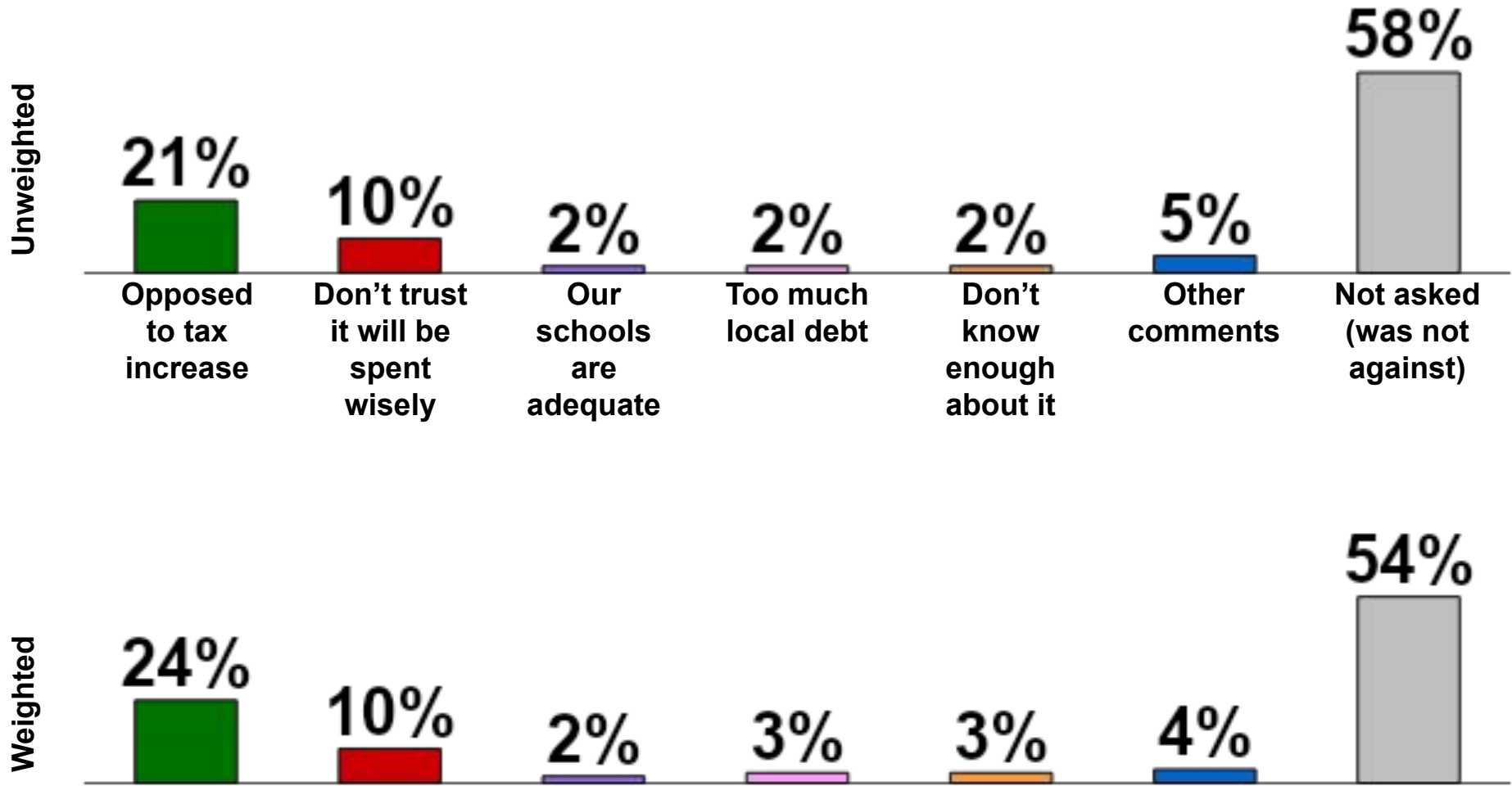
\$6.1 MILLION IN BONDS – TECH PROP

Would you vote for or against the issuance of \$6.1 million in bonds for instructional technology devices, which the ballot states is a property tax increase?



REASONS AGAINST BOND

Which one of the following is the biggest reason you may vote against bonds for MISD? (Asked of those against the \$380M in bonds from Q2)



GROWTH & GENERAL CAPITAL IMPROVEMENTS

Now I am going to tell you about some projects or elements that could be included in the bond proposal. Please tell me if you strongly favor, somewhat favor, somewhat oppose or strongly oppose that project or element.

		Favor	Oppose	Unsure	Net Favor	Net Favor WEIGHTED
Q11	The district has grown by more than 3,000 students in the last ten years and is projected to grow by at least another 3,000 students over the next ten years. The last bond voters approved nine years ago effectively managed growth, and this bond is the next step in a strategic, long-range plan to (Ver X: stay ahead of growth / Ver Y: keep up with growth).	62%	32%	6%	+31%	+29%
Q12	Two of the district's elementary schools are at or near capacity and growth is expected to continue. This bond will allow for construction of a new elementary school to address growth.	66%	30%	3%	+36%	+33%
Q13	If a new elementary school is not built, the district will need to send some students across the district to overflow campuses, worsening commutes for parents and keeping students on the bus longer. The bond will help keep students at their regular campus.	62%	32%	6%	+30%	+30%
Q14	This bond will allow for capital improvements to existing school buildings, which include replacing critical systems that are beyond their useful life, like H-VAC, roofing, electrical, flooring and plumbing, to keep schools properly functioning.	72%	25%	3%	+48%	+47%
Q15	This bond would allow for renovations to older schools such as correcting undersized classrooms and adjusting a decade-old design to remove stair-step sunken floors to reduce falls. These and other renovations will help bring older schools to the same standard as newer schools.	64%	32%	5%	+32%	+30%
Q16	Improvements made possible by the bond such as new air conditioning systems, windows, lighting, and roofing will make school buildings more energy efficient and lower operating costs.	68%	27%	5%	+41%	+41%

TRANSPORTATION, TECHNOLOGY & PROGRAMS

Now I am going to tell you about some projects or elements that could be included in the bond proposal. Please tell me if you strongly favor, somewhat favor, somewhat oppose or strongly oppose that project or element.

		Favor	Oppose	Unsure	Net Favor	Net Favor WEIGHTED
Q17	This bond could allow for improvements to technology infrastructure to increase its speed, connectivity, reliability and security to better support district operations and modern learning.	61%	35%	4%	+25%	+27%
Q18	The bond would purchase buses to replace those that are at the end of their useful life, and purchase more buses to cover new routes and accommodate the growing number of students.	67%	28%	5%	+40%	+39%
Q19	The district's transportation center is undersized. The bond could allow for adding restrooms, new training spaces, a mechanical bay, and other improvements for maintaining the bus fleet.	59%	34%	6%	+25%	+27%
Q20	The district's Ag program has outgrown the MISD Ag Facility. The bond could allow for expansions which will allow more students to participate in Ag, increase instruction, and help families avoid costs associated with overcrowding.	60%	34%	6%	+26%	+29%
Q21	To address equity between schools, the bond could allow for adding artificial turf to baseball and softball fields at Heritage High School and adding four tennis courts to Walnut Grove Middle School.	38%	55%	6%	-17%	-14%
Q22	The Career and Technical Education program has outgrown its current facility and cannot offer the same programs as neighboring districts. A bond could allow for the construction of a CTE facility to add new courses like automotive, construction and drone-aviation, and create more space for students in existing programs like coding, culinary arts and health science.	71%	26%	3%	+44%	+47%
Q23	Technology has become a vital element to instruction and the devices students use need to be replaced on a regular basis. The bond would allow for replacing worn out devices to ensure students continue to have access to the tools they need.	60%	35%	4%	+25%	+27%

TAX IMPACT & OTHER INFORMATION

Now I would like to tell you some more information relating to the bonds. For each item, please tell me if that information makes you strongly favor, somewhat favor, somewhat oppose, or strongly oppose bonds for MISD.

		Favor	Oppose	Unsure	Net Favor	Net Favor WEIGHTED
Q24	A diverse steering committee of nearly 80 citizens, community leaders, campus staff, and parents met over the course of several months to study and prioritize the district's needs and these bonds are based on their recommendations.	59%	30%	11%	+30%	+30%
Q25	Due to increases in property values and paying off past debt, the district is able to finance all of these bonds without increasing the property tax rate.	77%	19%	4%	+58%	+58%
Q26	State law requires all ballots for school bonds to say "this is a property tax increase" even if the tax rate will not increase. This is because existing tax rates are being used to pay for new debt.	65%	26%	9%	+39%	+37%
Q27	Construction costs can increase by as much as 10% each year, which means delaying \$200 million on projects could cost taxpayers \$20 million for each year they are delayed. Passing a bond now will save taxpayers' money.	62%	31%	6%	+31%	+28%
Q28	School districts do not receive state funding for building new schools and facilities and instead must use voter-approved bonds which help pay for large projects that get paid back over time like a mortgage, and MISD has not had a bond in nine years.	63%	30%	7%	+33%	+33%

SUMMARY OF BALLOTS

Averaged Extrapolated For Percentages

Unweighted

Weighted

Initial	Informed		Initial	Informed
50.6%	63.8%	\$235M in bonds	45.8%	60.3%
49.3%	62.2%	\$380M in bonds	44.5%	58.6%
41.3%	57.5%	\$420M in bonds	36.7%	53.2%
49.6%	62.8%	\$280M (General Prop)	44.5%	59.8%
54.7%	62.8%	\$165M (CTE Prop)	52.5%	61.4%
45.0%	55.8%	\$6.1M (Tech Prop)	43.2%	53.7%