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EXECUTIVE SUMMARY

SAN ANTONIO INDEPENDENT SCHOOL DISTRICT SURVEY

ORIENTATION

Baselice & Associates, Inc., is pleased to present the results of a telephone survey of N=402 randomly selected respondents residing in the San Antonio Independent School District. This survey was conducted February 22-25, 2010. The margin of error to the overall results of this survey is +/- 4.9% at the .95 test level. Half of the respondents (n=202) were reached by calling from a list of registered voters in Bexar County and the other half (n=200) were reached by calling from a list of parents provided by SAISD. When responses from both sample files are combined, 91% of those surveyed indicate they are registered voters and 53% are school parents.

GENERAL ISSUES

Respondents are split on whether the student population is increasing (41%) or decreasing (38%). Parents (46%) are more apt than voters (39%) or non-parents (36%) to think the population is increasing.

A majority (54%) of respondents are opposed to, and 37% favor the consolidation of schools. Parents (65%) are more apt than voters (53%) or non-parents (43%) to oppose consolidation.

When given a list of five possible funding items, respondents would fund these items with near equal proportions: (1) "raising teacher pay," \$21.50; (2) "increasing safety at campuses," \$20.97; (3) "providing computers for students," \$20.48; (4) "providing more electives, such as AP classes, music and art" \$19.92; and (5) "improving school buildings and equipment," \$16.99.

INITIAL BALLOT

If an election were held today, a majority (56%) would vote yes, in favor and 39% would vote no, against "the issuance of \$400 million in bonds to construct, renovate, and equip school buildings and make other improvements." Half of time the respondents were told the bond would be "financed with property taxes" but a specific amount of a tax increase was not mentioned. The additional taxation phrasing did not change support or opposition to a proposed bond.

SUPPORT OF DIFFERENT AMOUNTS WITH TAX INCREASES

However, when associated tax increases are coupled with specific bond amounts, a majority of respondents oppose the bonds at various levels; 47% favor and 51% oppose \$300 million with an increase of \$8 per month on the average house; 38% favor and 60% oppose \$400 million with an increase of \$10 per month on the average house; 31% favor and 67% oppose \$500 million with an increase of \$12 per month on the average house.

INFORMED BALLOT

After respondents are told about ten possible elements of a potential bond package, support for “the issuance of \$400 million in bonds to construct, renovate, and equip school buildings and make other improvements” remains essentially the same (59% favor / 38% against), as 13% switched to favor and 11% switched against from the initial position.

POSSIBLE ELEMENTS OF A BOND

All ten possible elements were favored by a majority of respondents, but regression analysis was performed to identify which of the elements that were *strongly* favored correlated most with support for the bonds on the informed ballot. Using the regression analysis, the top three elements were identified for the Total Sample, Voters, and Parents. Results indicate the highest correlation between the elements tested and support for the bond are:

- *Q17 - One element could include replacement of obsolete equipment with the purchase of additional classroom computers, video projectors, and interactive whiteboards that improve teaching methods. (Was a top-three element for Total Sample, Parents, and Voters)*
- *Q19 - One element could allow for the additions and renovations needed to meet requirements in providing equal spaces for general learning, special education, science, computer, art, music and physical education. (Was a top-three element for Total Sample and Voters)*
- *Q20 - One element could allow for renovations to athletic and health education facilities including gyms, lockers, field houses, tracks, fields and associated fixtures and equipment. (Was a top-three element for Total Sample and Parents)*
- *Q22 - One element could allow for the consolidation of central office administrative functions into a single facility to improve efficiencies and eliminate redundancies. (Was a top-three element for Voters)*
- *Q23 - One element could allow for improvements to facilities that result in more effective and efficient bus, maintenance, and support operations. (Was a top-three element for Parents)*

NAME AWARENESS LEVELS

A majority of respondents have positive impressions of “The San Antonio Independent School District” (68% positive / 22% negative), “Teachers in the San Antonio ISD” (74% positive / 13% negative), and “The administration of San Antonio ISD” (51% positive / 21% negative). A plurality of respondents have a positive impression of “The San Antonio ISD Board of Trustees” (44% positive / 22% negative) and “San Antonio ISD Superintendent Robert Durón” (39% positive / 17% negative). The percentages of those who have heard these names but who have no opinion plus who have never heard of the board (34%) or the superintendent (44%) is similar to figures our firm has found in other school districts.