



FORT WORTH VOTER SURVEY

January 10-13, 2021

N=401 respondents

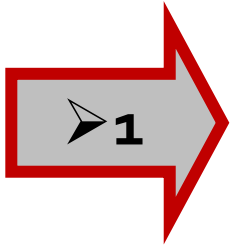
margin of error: $\pm 4.9\%$



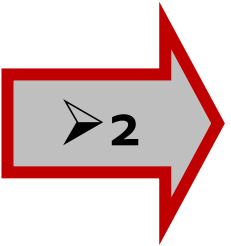
PERCEPTION INSIGHT

opinion research for strategic communications

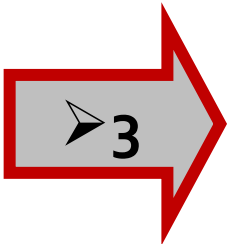
OBJECTIVES



To assess how voters feel about the direction of Fort Worth and the responsiveness of city government, and to measure voters' approval of the city's response to the COVID pandemic.



To measure voter support for various tax proposals and incentives, and to assess how voters regard mobility issues and development related policies and regulations.



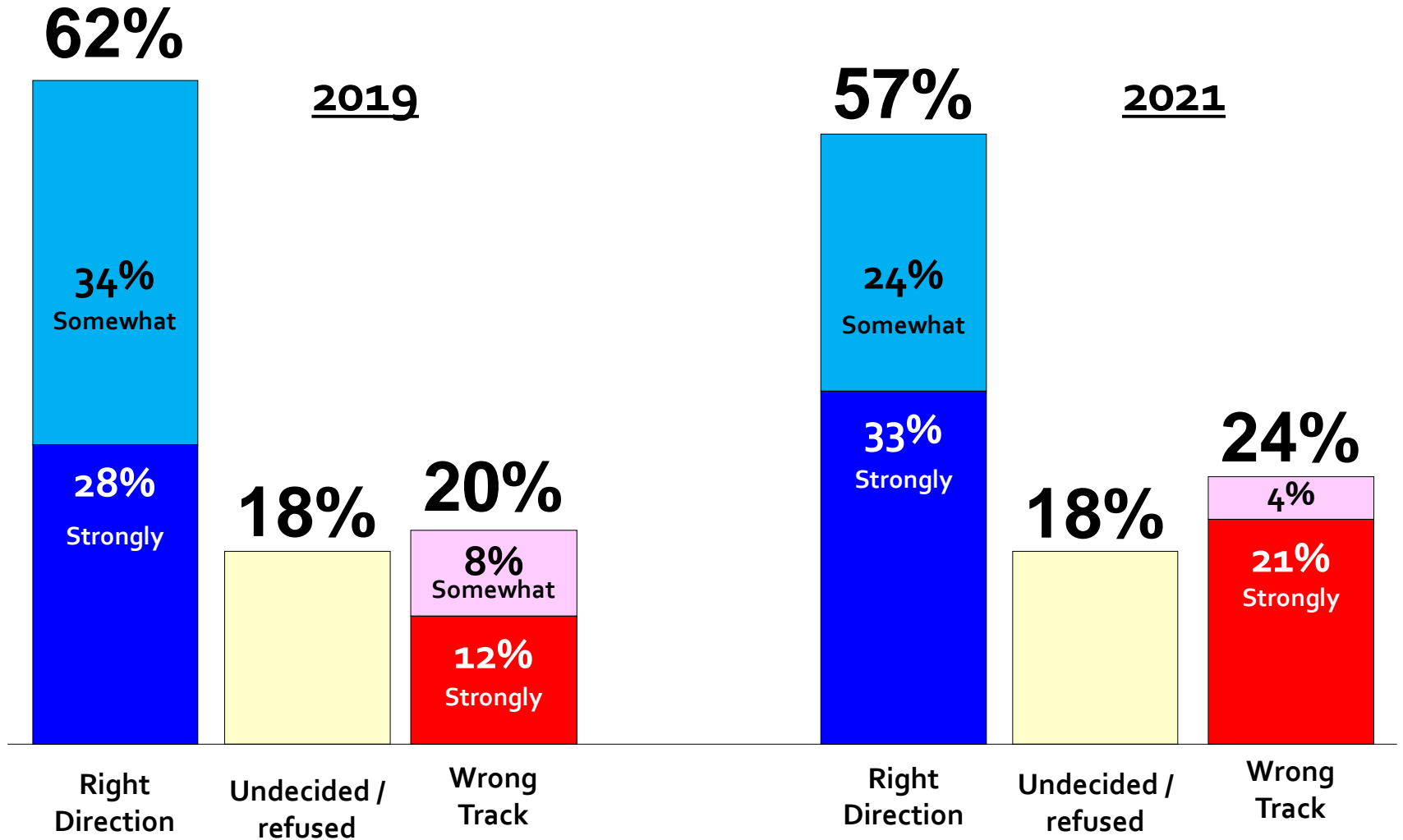
To determine how voters view the Fort Worth ISD, and to gauge support for how to fund the Panther Island Water Project.

METHODOLOGY

- **The sample universe was comprised of list of registered voters in Fort Worth. Half of the respondents (n=200) have voted in one or more of the last 5 May municipal elections and half of the respondents (n=200) have not voted in any of the recent May municipal elections.**
- **Live operator interviews were conducted among both cell phones (n=247 interviews) and landline telephones (n=154 interviews) utilizing sample quotas to control for region, age, and gender within the 8 city council districts.**
- **Interviews were distributed proportionally throughout the city based on the populations of voters residing within each city council district.**

DIRECTION OF FORT WORTH

Q1. Do you think things in Fort Worth are headed in the right direction or off on the wrong track?



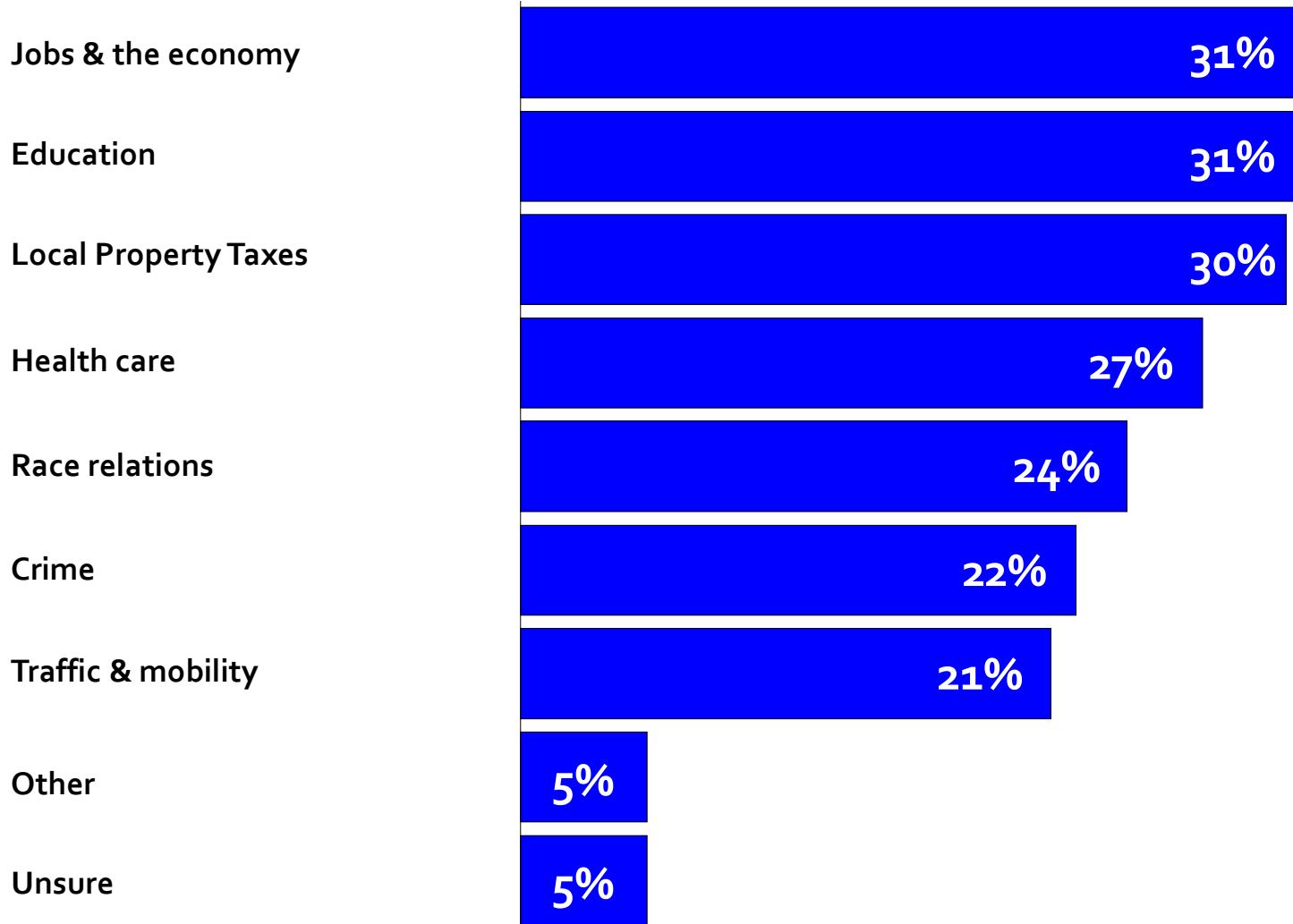
DIRECTION OF FORT WORTH

Race & Ethnicity

Right		Wrong
63%	White	19%
47%	Black	36%
62%	Hispanic	24%

MOST IMPORTANT ISSUE

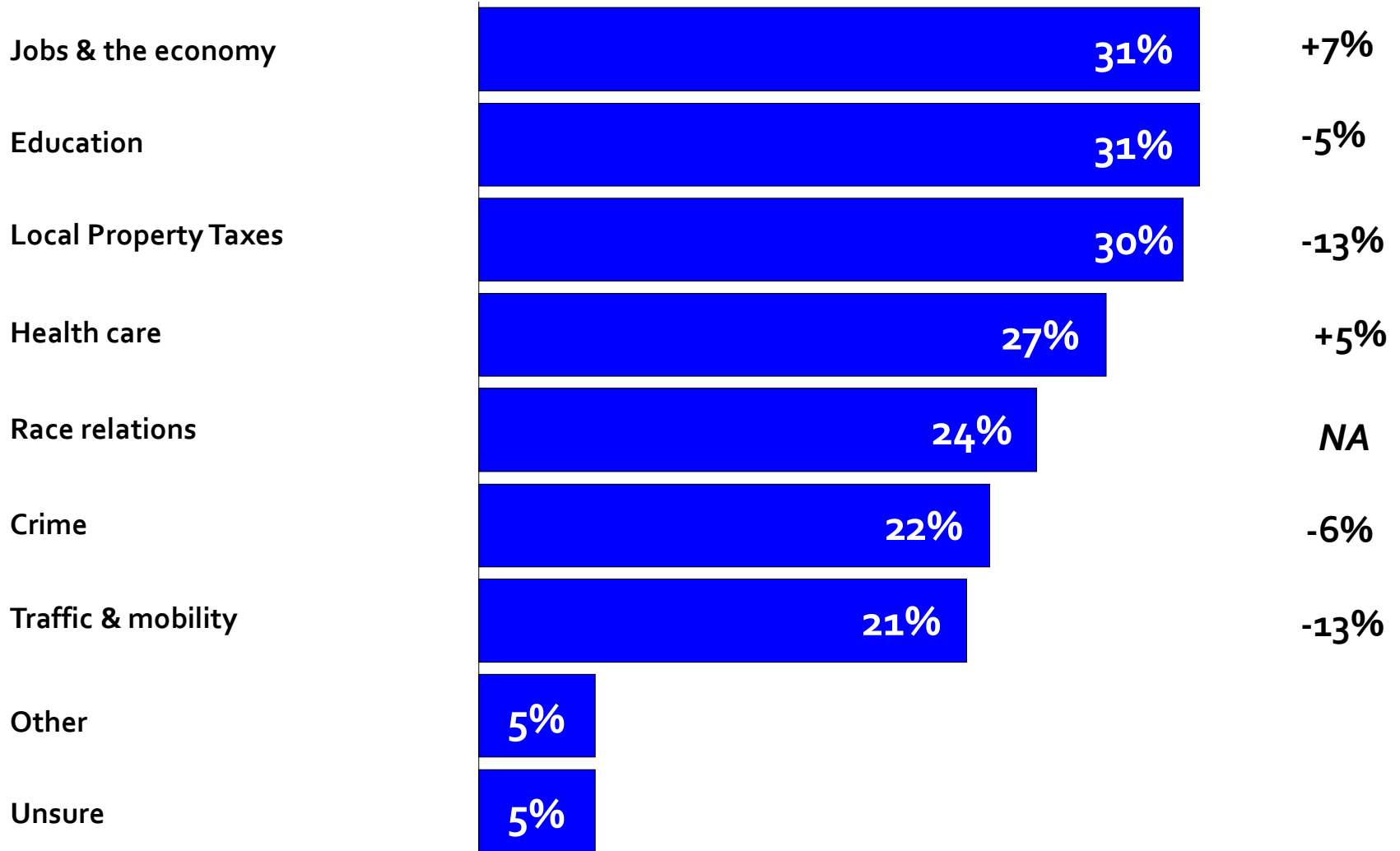
Q2. What is the most important issue facing Fort Worth?



MOST IMPORTANT ISSUE

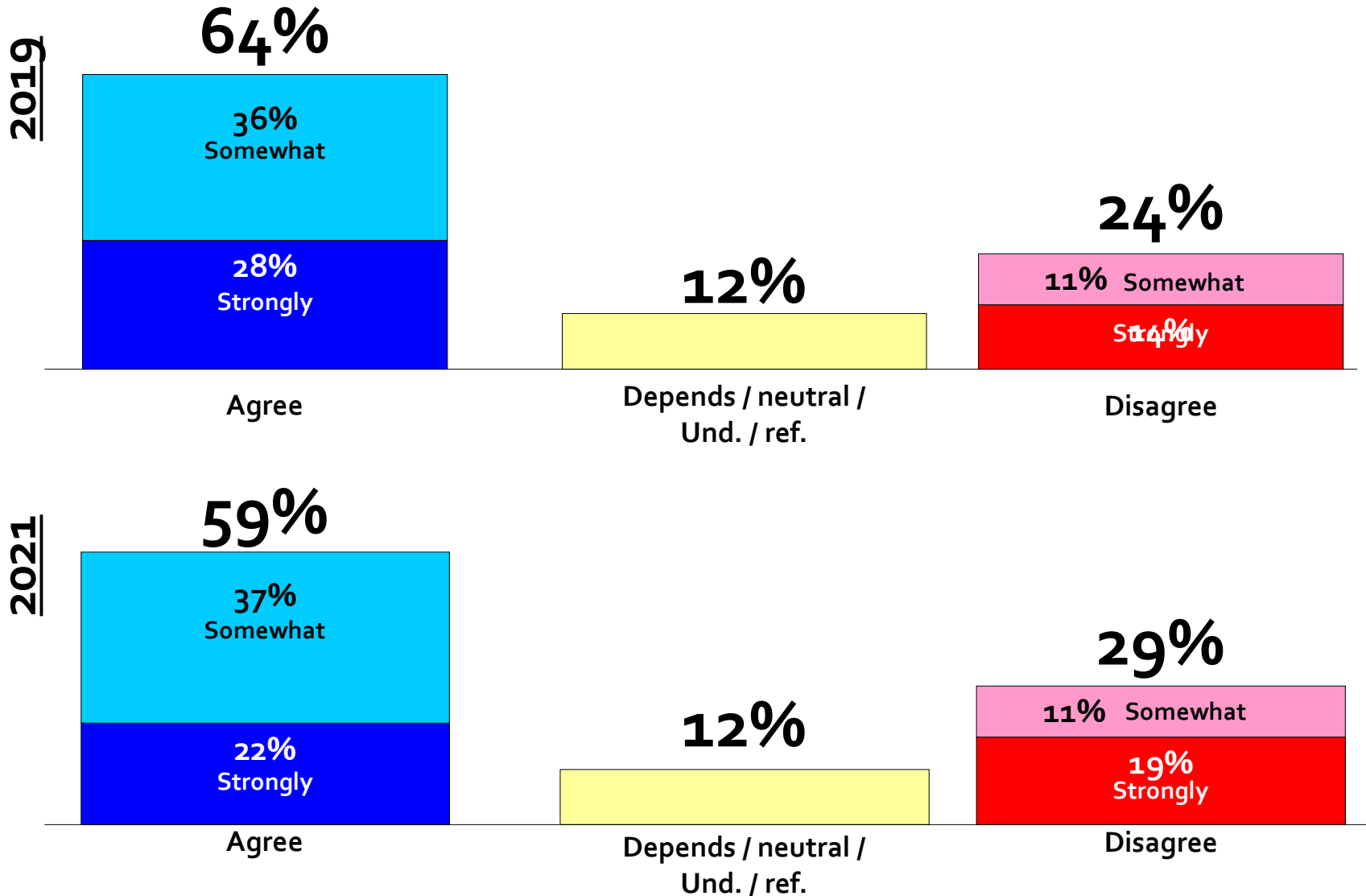
Q2. What is the most important issue facing Fort Worth?

Change
from 2019



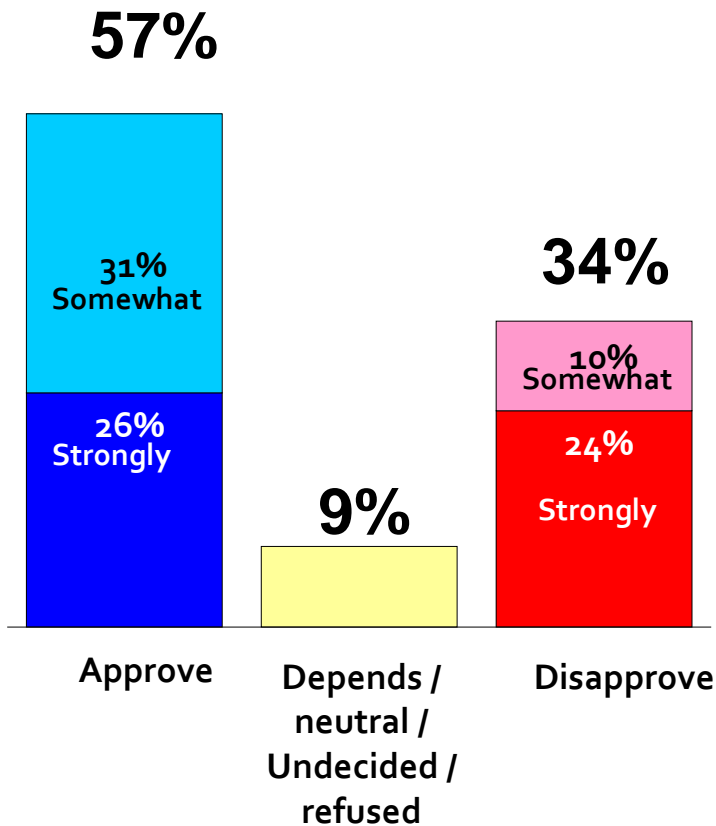
OPEN TO RESIDENT CONCERNS

Q3. Do you agree or disagree that Fort Worth city officials are open to hearing the concerns of city residents?

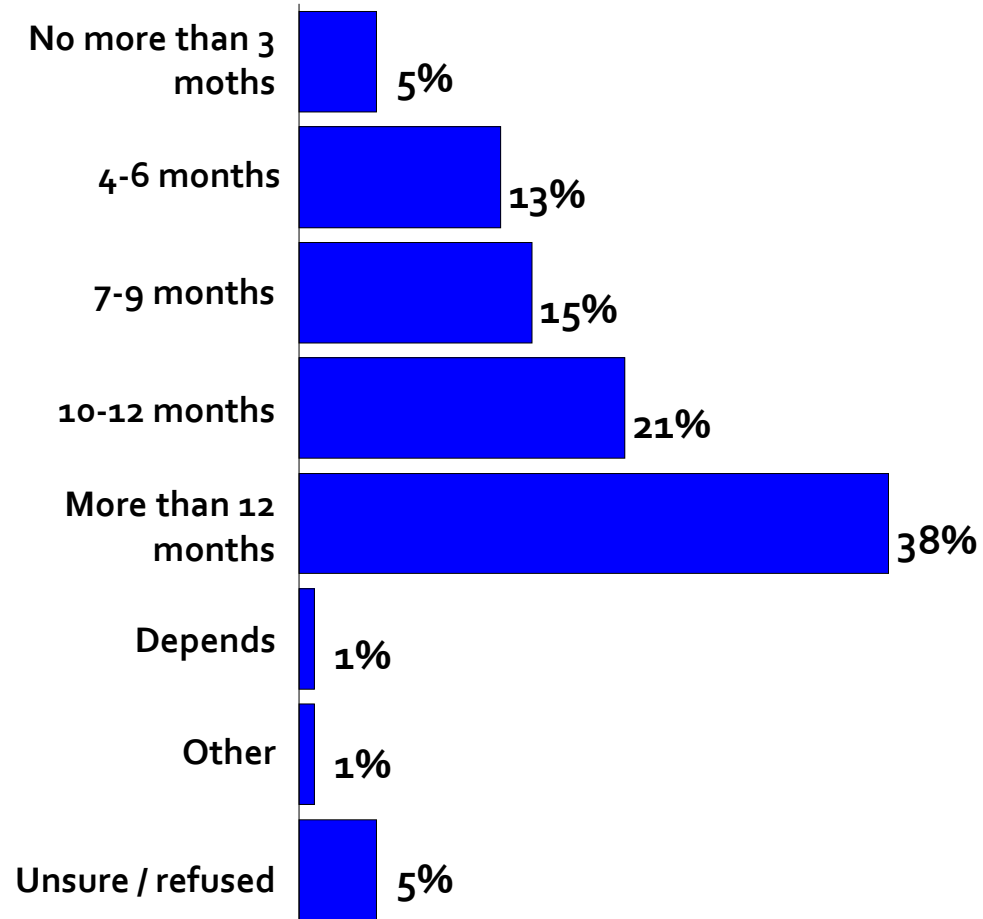


COVID APPROVAL / ECONOMIC IMPACT

Q4. Do you approve or disapprove of the job Fort Worth city officials are doing dealing with the COVID-19 pandemic?



Q5. How long do you expect the local economy to be impacted by the COVID-19 pandemic in 2021?



COVID APPROVAL

Race & Ethnicity

Approve		Disappv
60%	White	30%
43%	Black	50%
62%	Hispanic	30%

COVID APPROVAL

Primary Vote History

Approve		Disappv
57%	GOP Primary	30%
51%	DEM Primary	40%
64%	No Primary History	32%

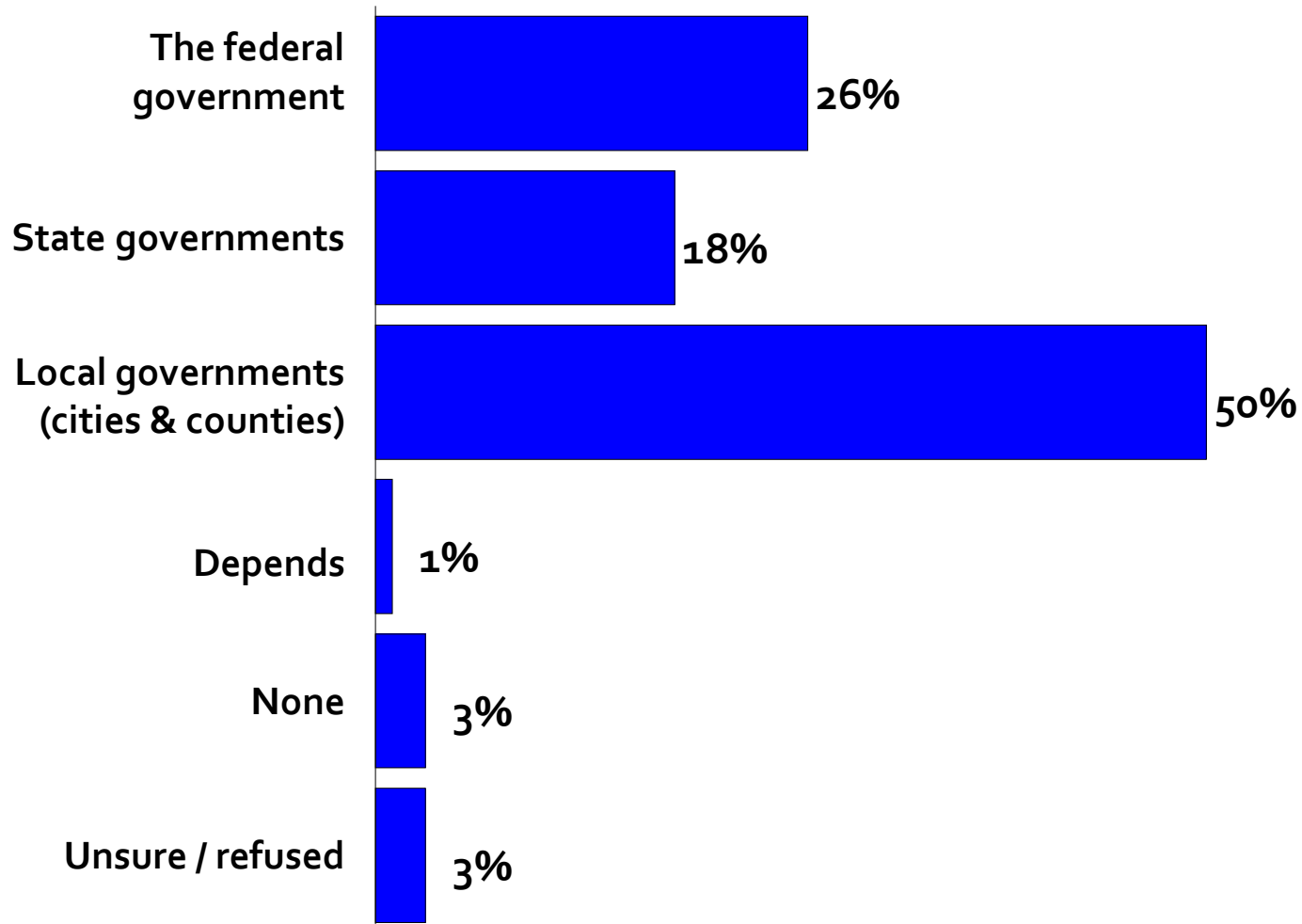
COVID APPROVAL

North / South of I-30

Approve		Disappv
61%	North of I-30	28%
54%	South of I-30	38%

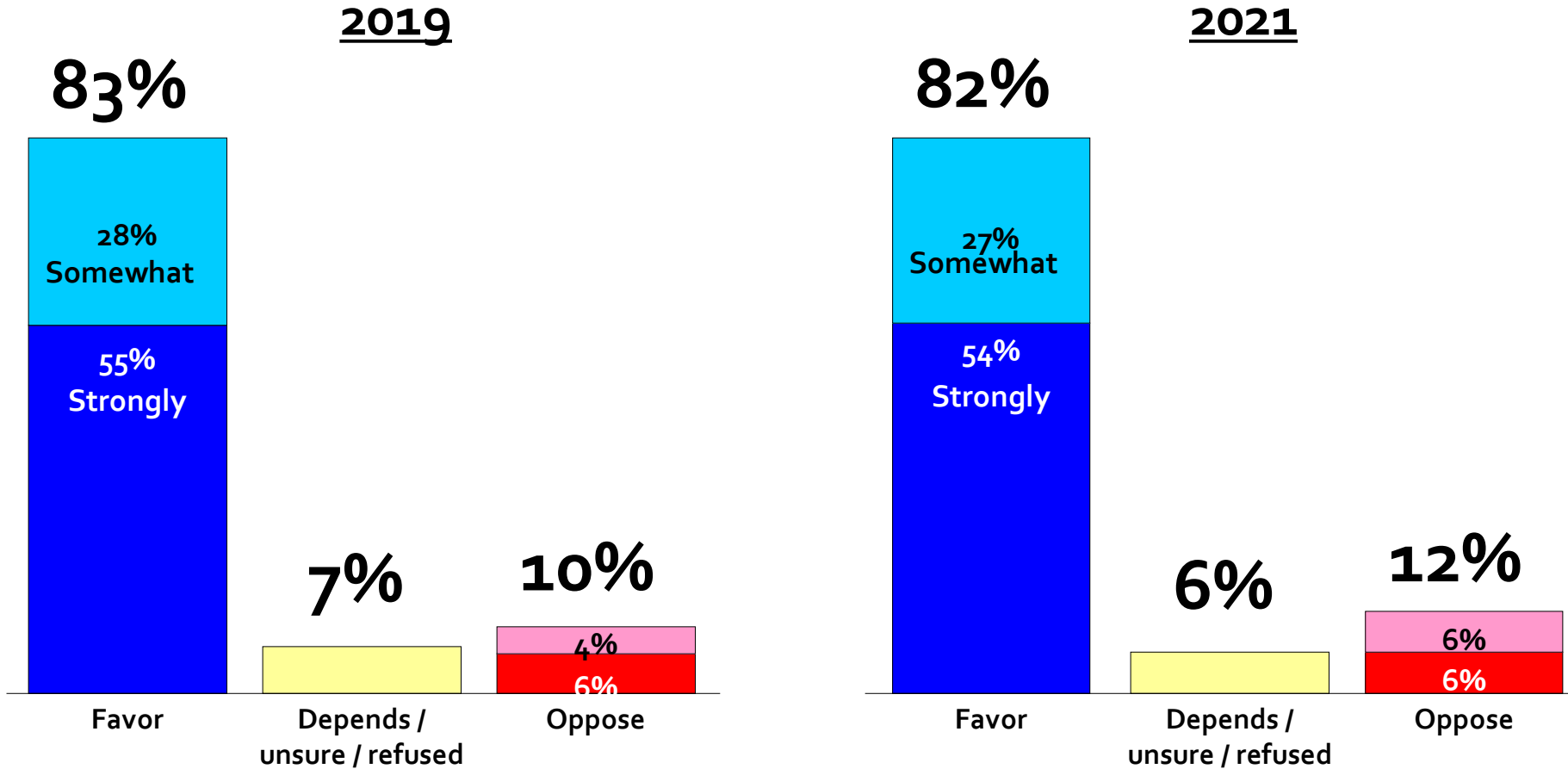
GOVT IMPACT ON RACIAL DIVERSITY

Q6. As Americans have been recently confronting issues regarding racial diversity and equality, which level of government do you think can have the most impact dealing with these issues?



RAIL APPROVAL

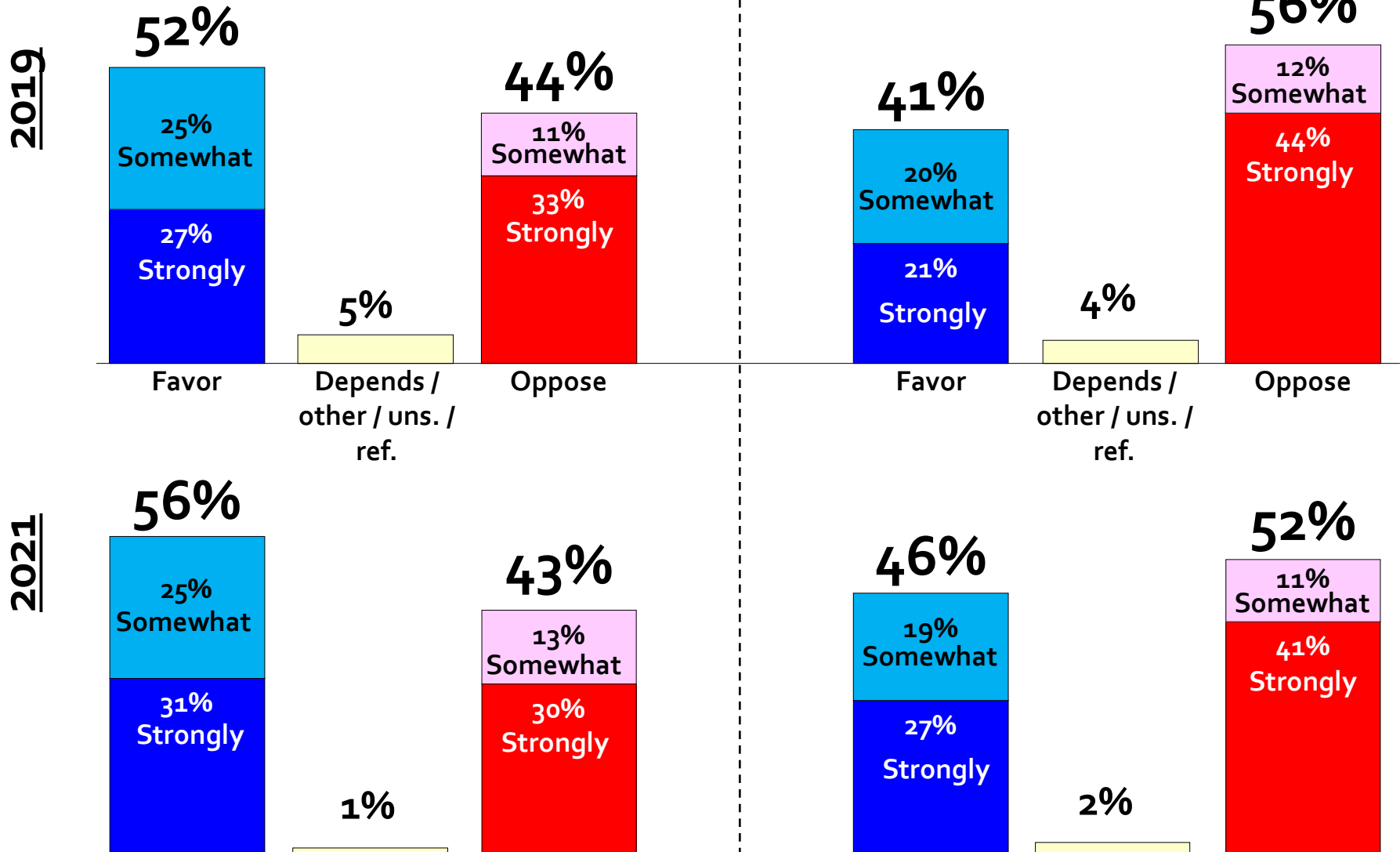
Q7. Do you favor of oppose rail service as a means of travel within Fort Worth and North Texas?



TAX / FEE FOR TRANSIT SERVICES

Q8. Would you favor or oppose a ½ cent increase in the local sales tax to expand and improve transit services such as rail and busses?

Q9. And would you favor or oppose a 50 cent per month fee on vehicle registration to expand and improve transit services such as rail and busses?



TAX vs FEE FOR TRANSIT SERVICES

Type of Voter

Q8. 1/2 cent sales tax

Q9. \$.50 per month fee

Favor		Oppose
61%	May Voters	38%
52%	Non-May Voters	48%

Favor		Oppose
50%	May Voters	48%
42%	Non-May Voters	56%

TAX vs FEE FOR TRANSIT SERVICES

Primary Vote History

Q8. 1/2 cent sales tax

Favor		Oppose
48%	GOP Primary	51%
67%	DEM Primary	32%
51%	No Primary History	49%

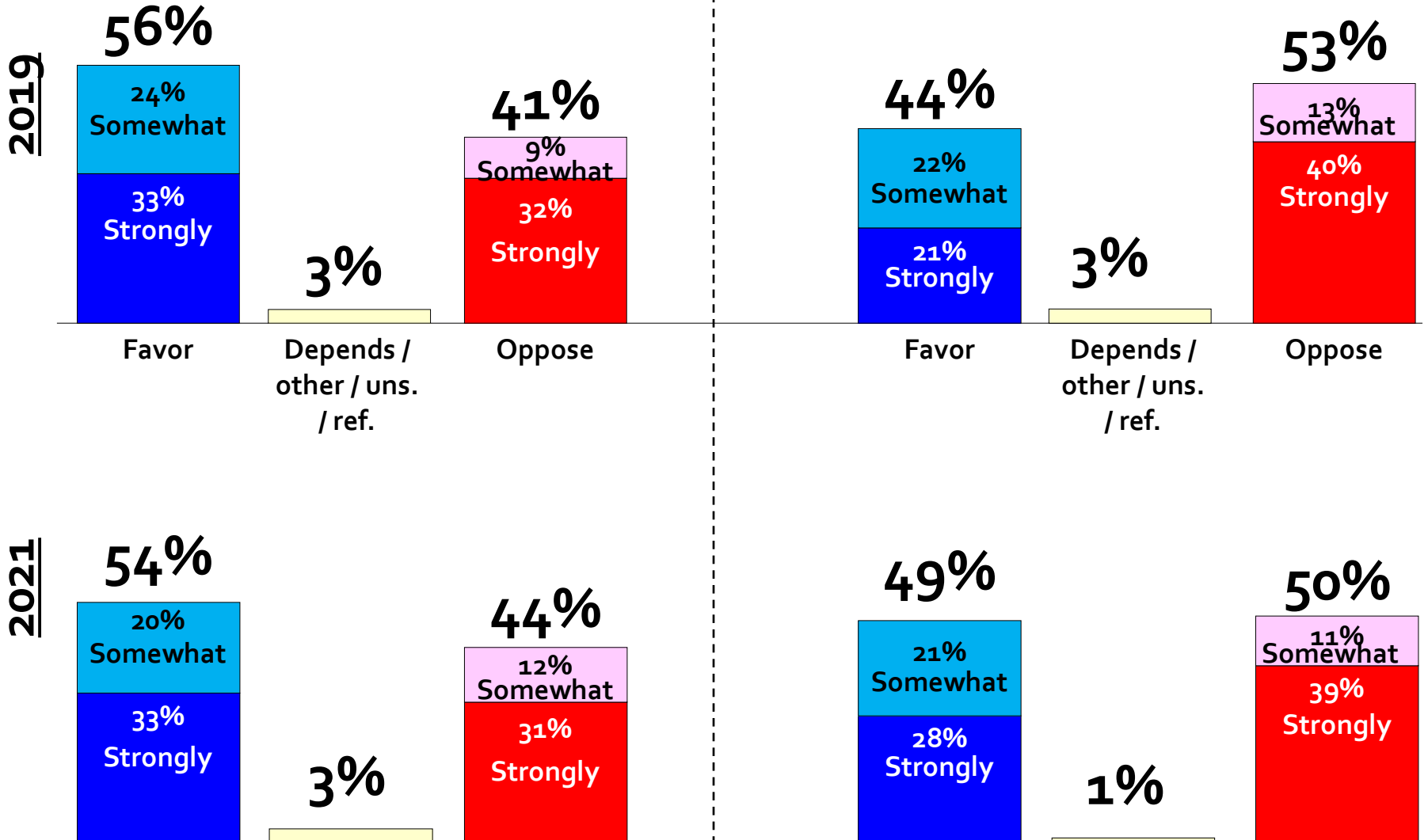
Q9. \$.50 per month fee

Favor		Oppose
37%	GOP Primary	62%
57%	DEM Primary	40%
41%	No Primary History	48%

TAX / FEE FOR ROAD MAINTENANCE

Q10. Would you favor or oppose a ½ cent increase in the local sales tax to expand and improve road and street construction and maintenance?

Q11. And would you favor or oppose a 50 cent per month fee on vehicle registration to expand and improve road and street construction and maintenance?



TAX vs FEE FOR ROAD MAINTENANCE

Type of Voter

Q10. 1/2 cent sales tax

Q11. \$.50 per month fee

Favor		Oppose
57%	May Voters	40%
50%	Non-May Voters	46%

Favor		Oppose
47%	May Voters	51%
50%	Non-May Voters	49%

TAX vs FEE FOR ROAD MAINTENANCE

Primary Vote History

Q8. 1/2 cent sales tax

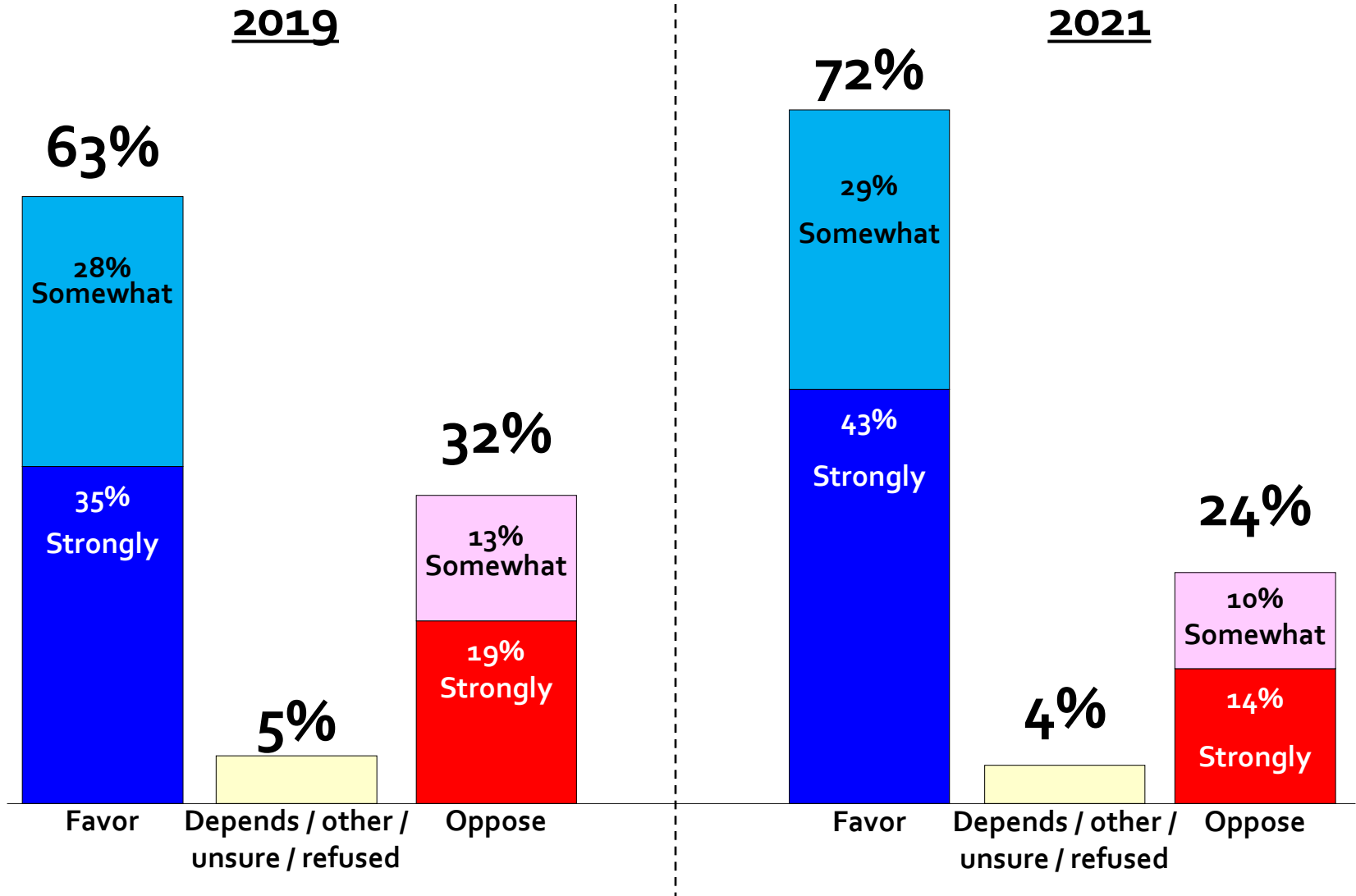
Favor		Oppose
49%	GOP Primary	49%
60%	DEM Primary	36%
50%	No Primary History	47%

Q9. \$.50 per month fee

Favor		Oppose
41%	GOP Primary	58%
56%	DEM Primary	41%
48%	No Primary History	52%

TAX INCENTIVES FOR BUSINESSES

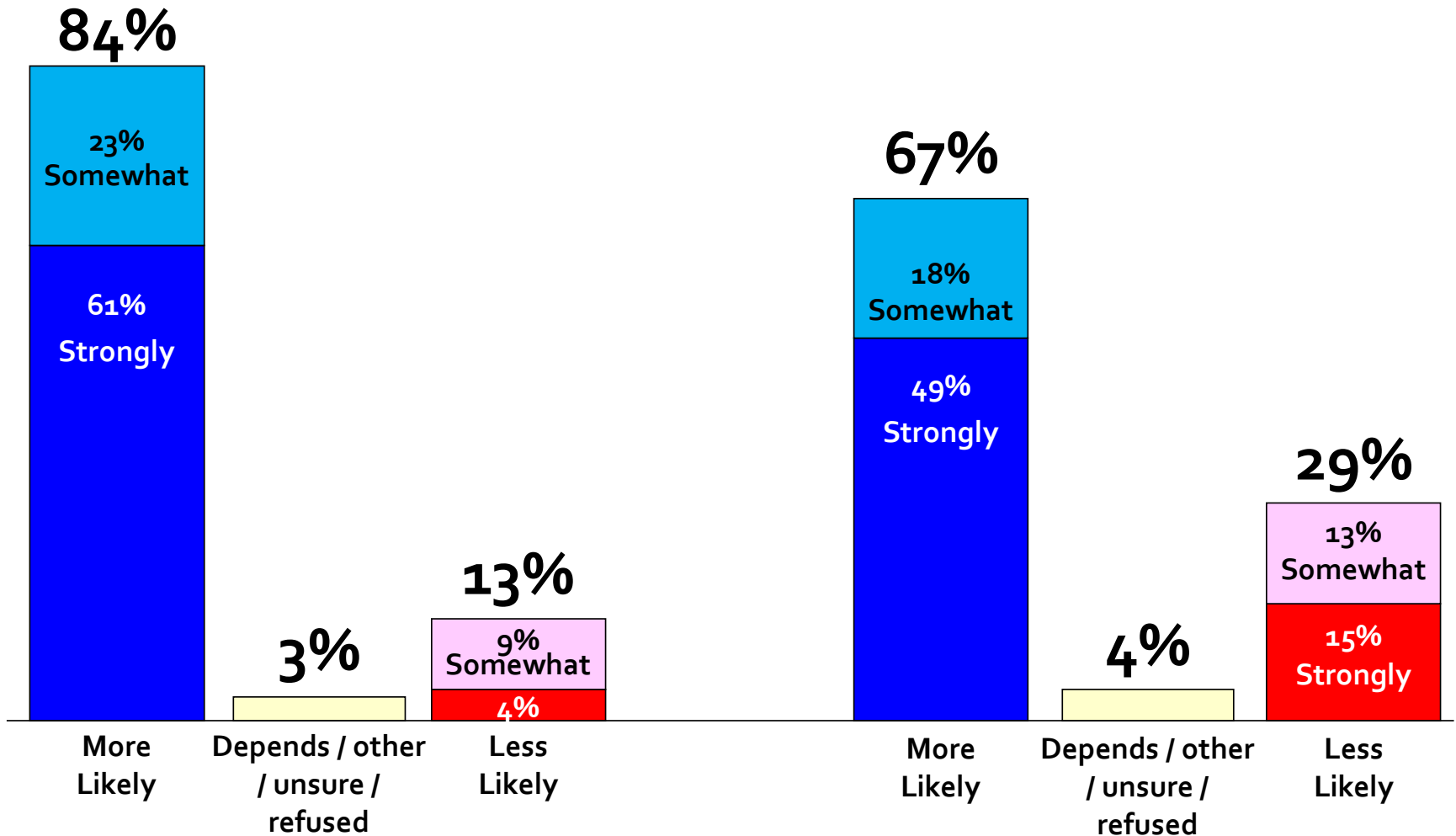
Q12. Do you favor or oppose the city and county providing tax incentives for job-creating businesses to locate in Fort Worth?



TAX INCENTIVES FOR BUSINESSES

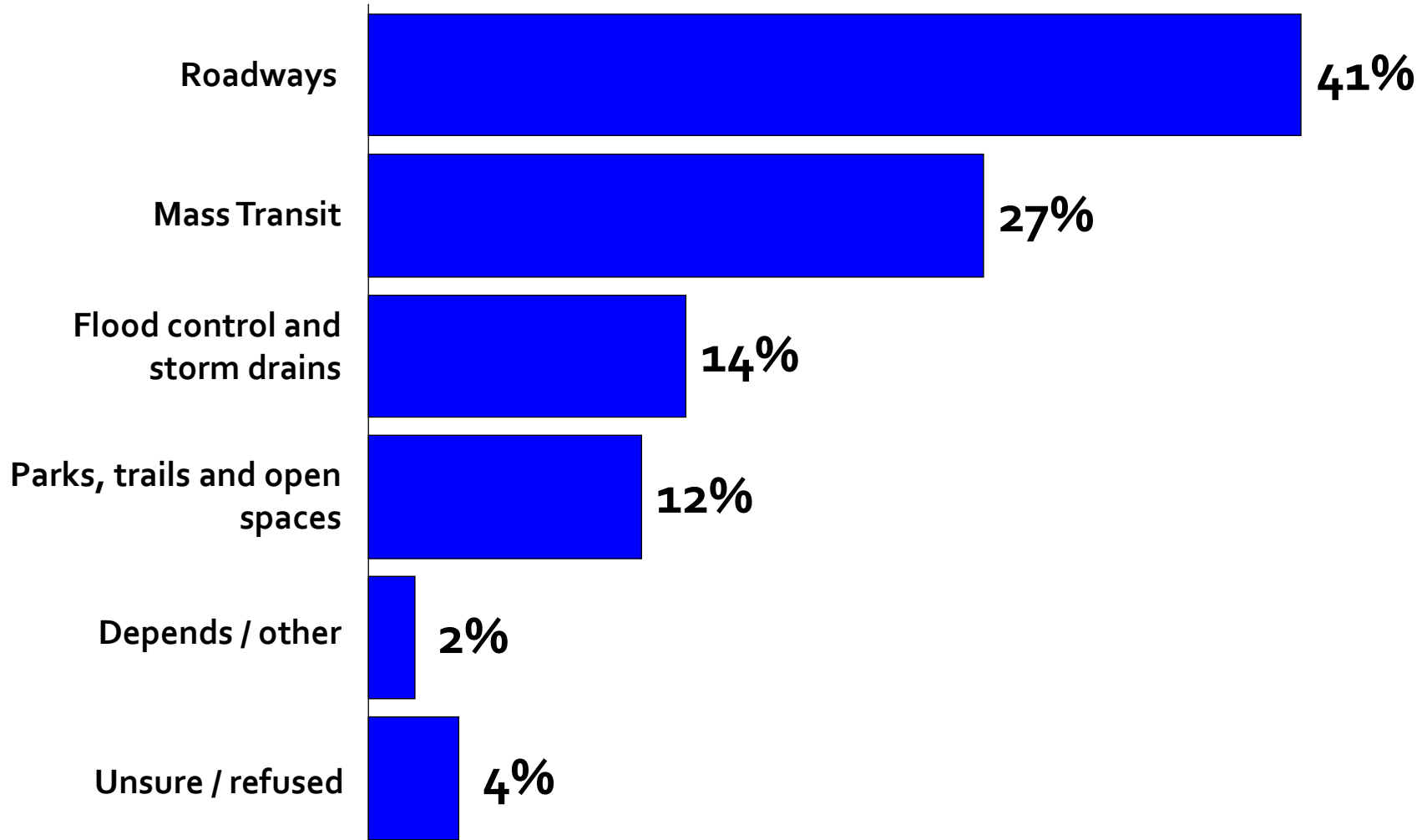
Q13. Would you be more likely or less likely to favor the city and county offering tax incentives to locally-owned small businesses in Fort Worth?

Q14. Would you be more likely or less likely to favor the city and county offering tax incentives to technology and bio-technology companies to bring new high-paying jobs to Fort Worth?



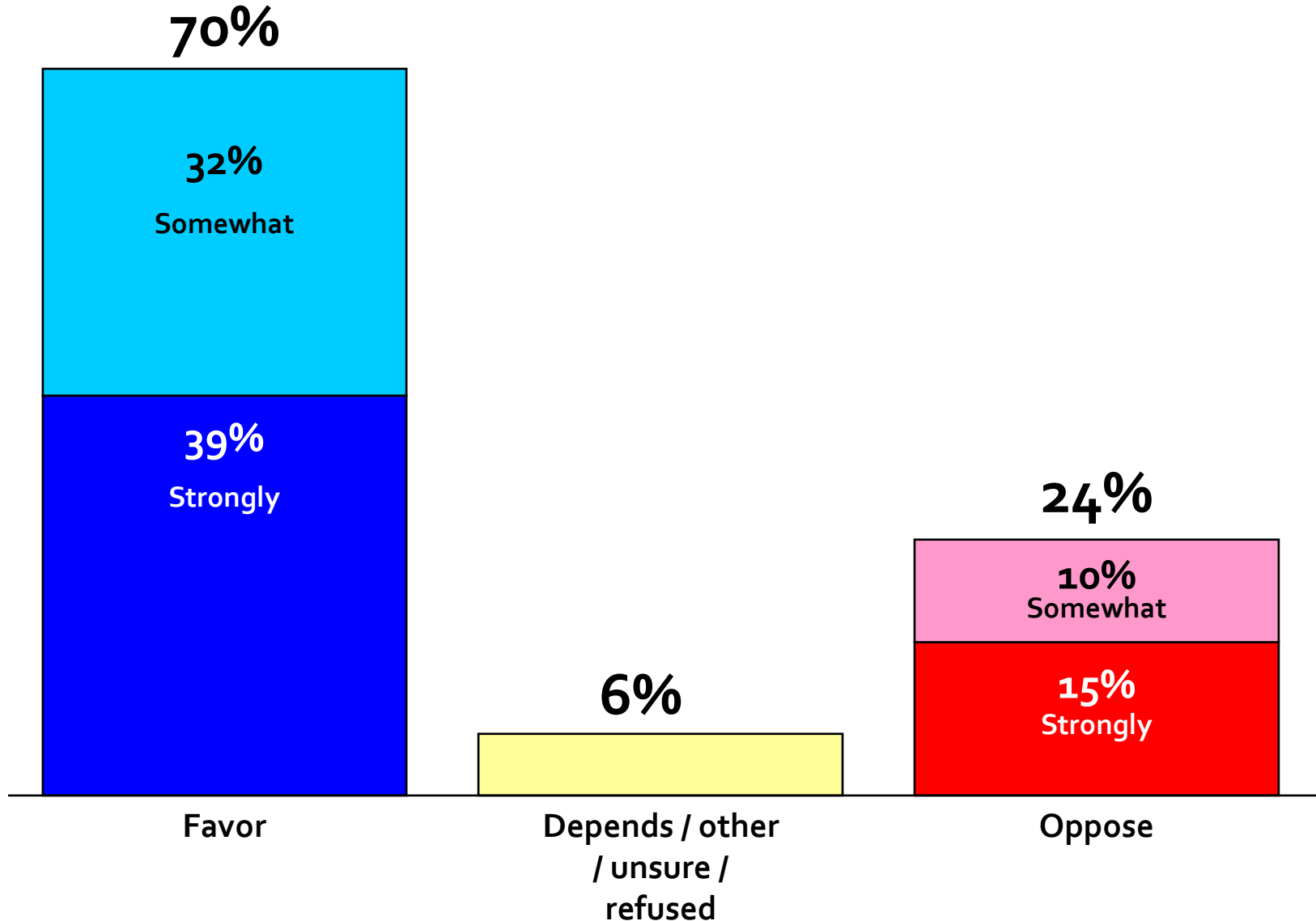
INFRASTRUCTURE PRIORITIES

Q15. Which of the following should be the highest priority to help improve the infrastructure needs stemming from the continued growth of Fort Worth?



TRANSPORTATION PROJECT POSITION

Q16. Would you favor or oppose using a portion of the existing local sales tax revenue to fund a comprehensive transportation and mobility project for Fort Worth?



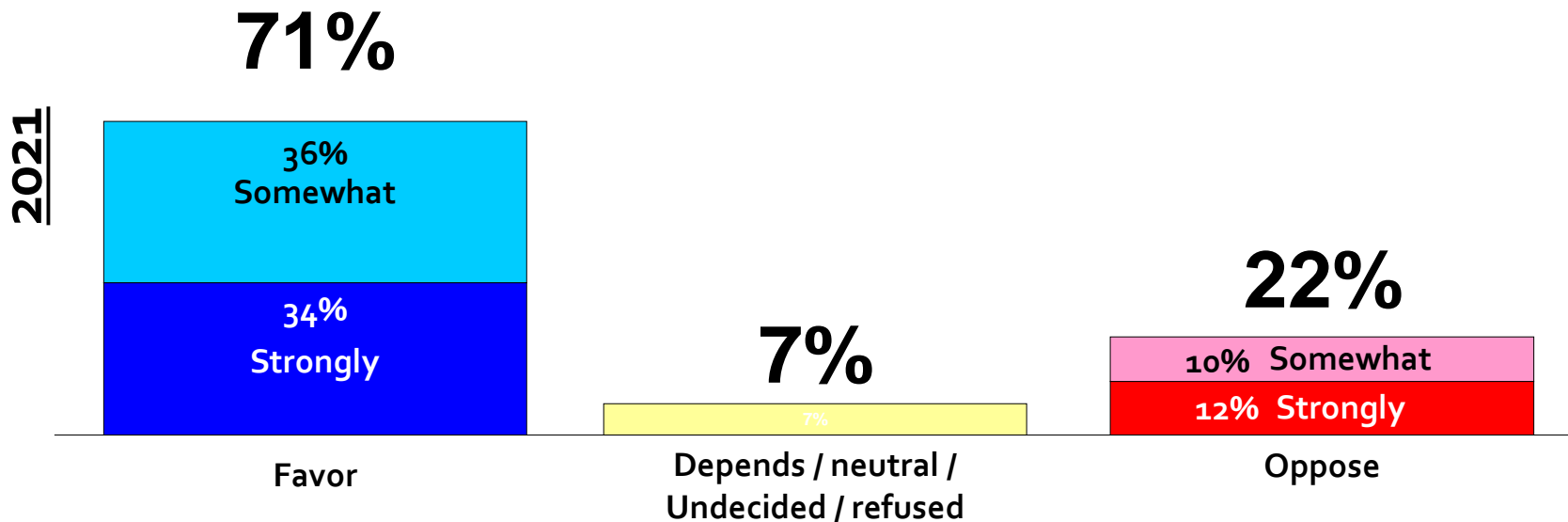
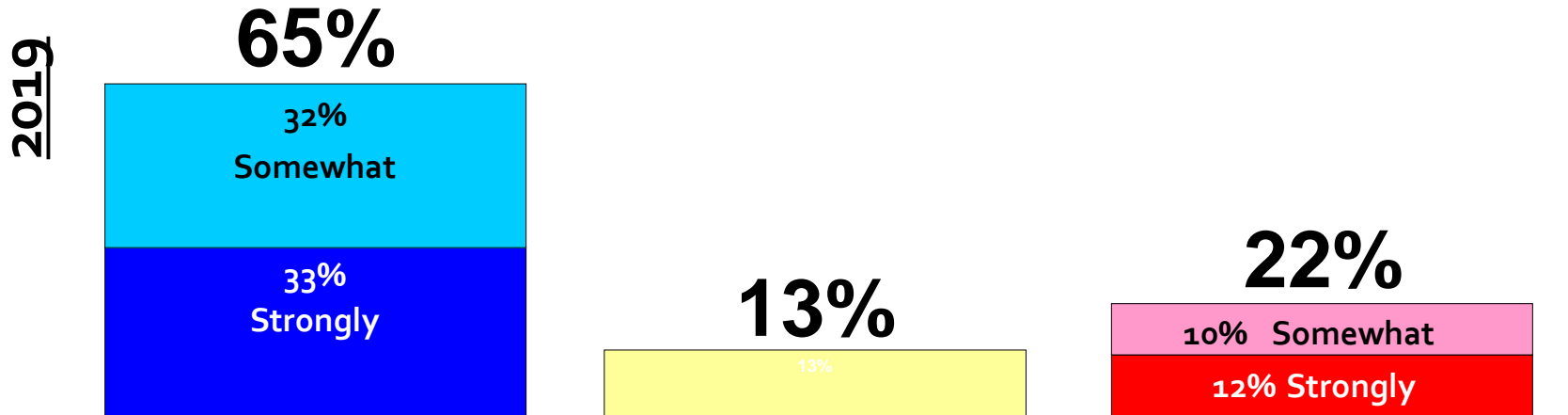
TRANSPORTATION PROJECT POSITION

Primary Vote History

Favor		Oppose
64%	GOP Primary	30%
79%	DEM Primary	17%
67%	No Primary History	27%

FAVOR / OPPOSE MIXED USE DEVELOPMENT

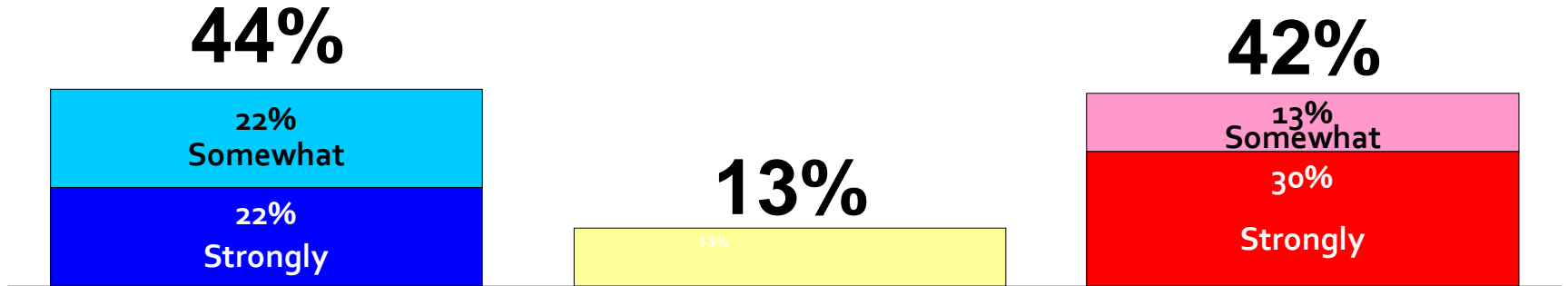
Q17. The City of Fort Worth has created an Economic Development Plan to introduce Mixed Use Developments such as retail, restaurants and office space, in the central city residential areas and suburban areas outside the loop. Do you favor or oppose the City's Economic Development Plan?



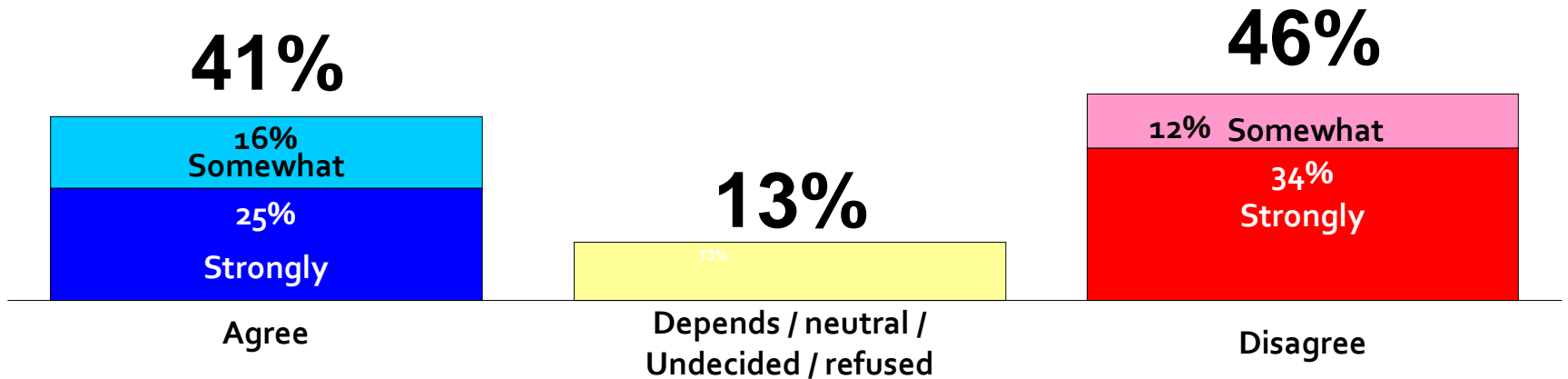
LOW COST HOUSING SUPPLY

Q18. Do you agree or disagree that there are enough lower cost housing options available in the area for younger workers who want to move here for high-skill, higher paying jobs?

2019



2021



LOW COST HOUSING SUPPLY

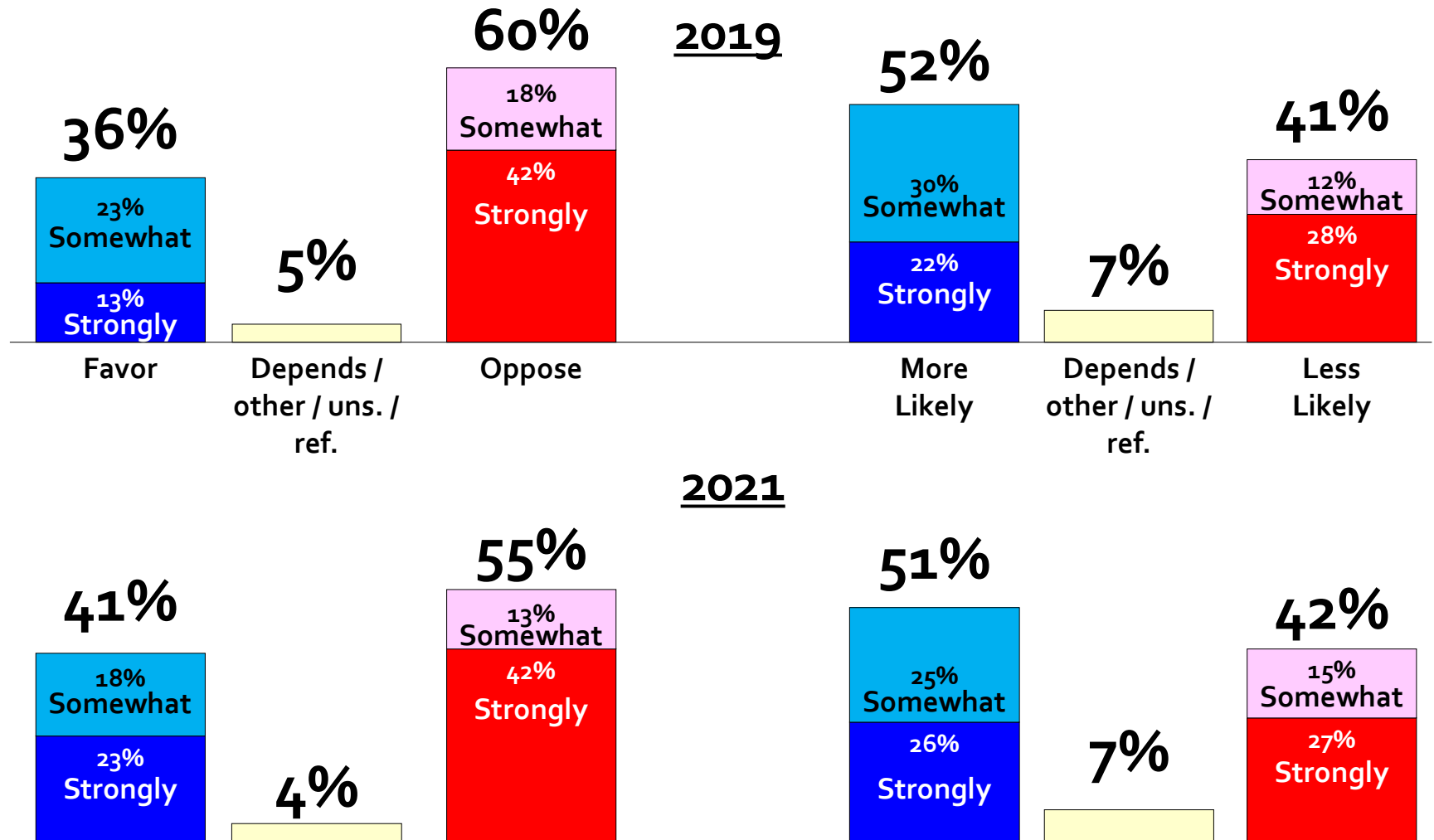
Primary Vote History

Agree		Disagree
51%	GOP Primary	35%
31%	DEM Primary	56%
42%	No Primary History	44%

HIGH DENSITY DEVELOPMENT

Q19. Do you favor or oppose allowing more high-density development, such as townhomes, condos, and garden homes, near existing traditional neighborhoods within mixed-use zoning and urban residential designated areas?

Q20. Would you be more likely or less likely to allow more high-density development in residential areas if its objective was to support and attract a younger and more educated workforce to Fort Worth?

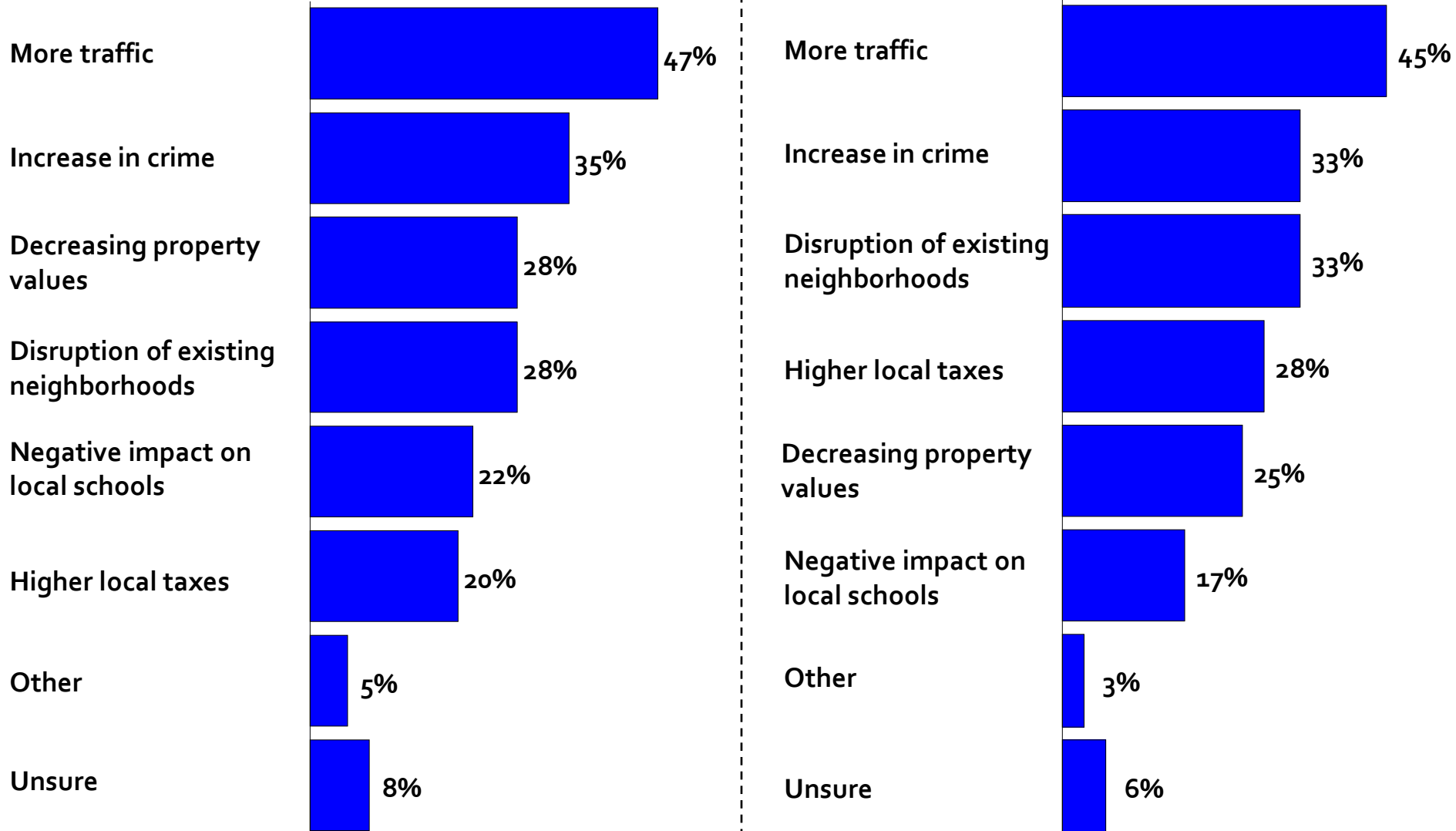


BIGGEST DEVELOPMENT CONCERN

Q21. What would be your biggest concern if the City of Fort Worth allowed more high-density development in residential areas?

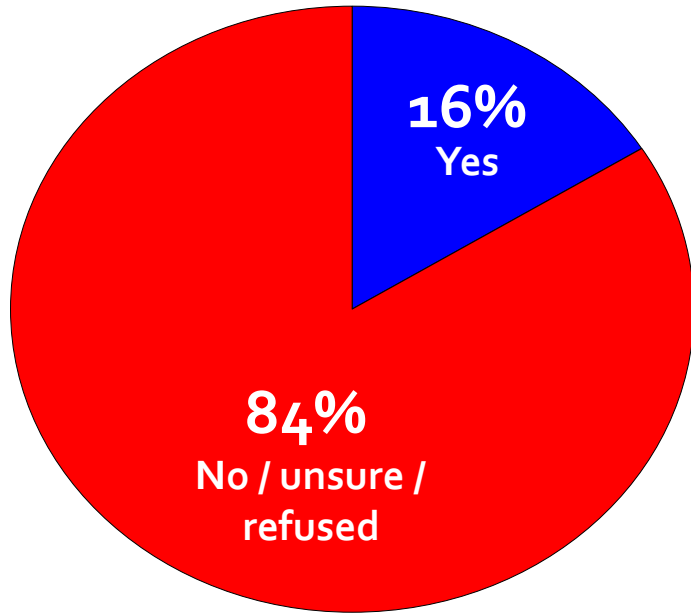
2019

2021

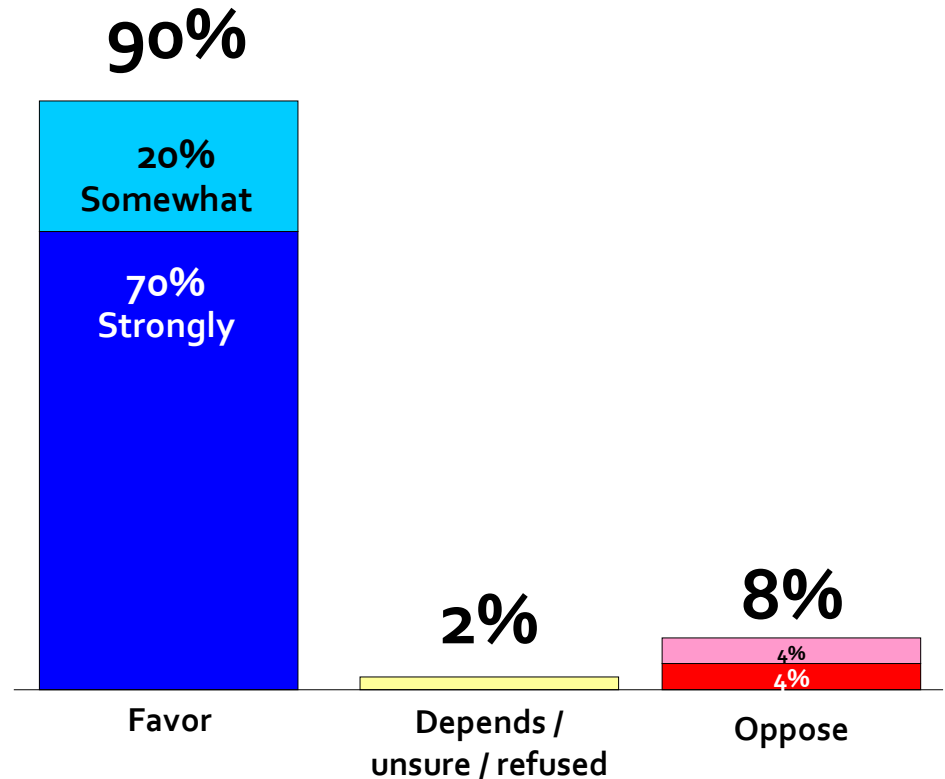


"BUY LOCAL" PROGRAM

Q22. Have you seen, read, or heard anything recently regarding local government entities, such as the City of Fort Worth, Tarrant County and Fort Worth ISD, purchasing goods and services from local business when possible, in order to help the local economy?

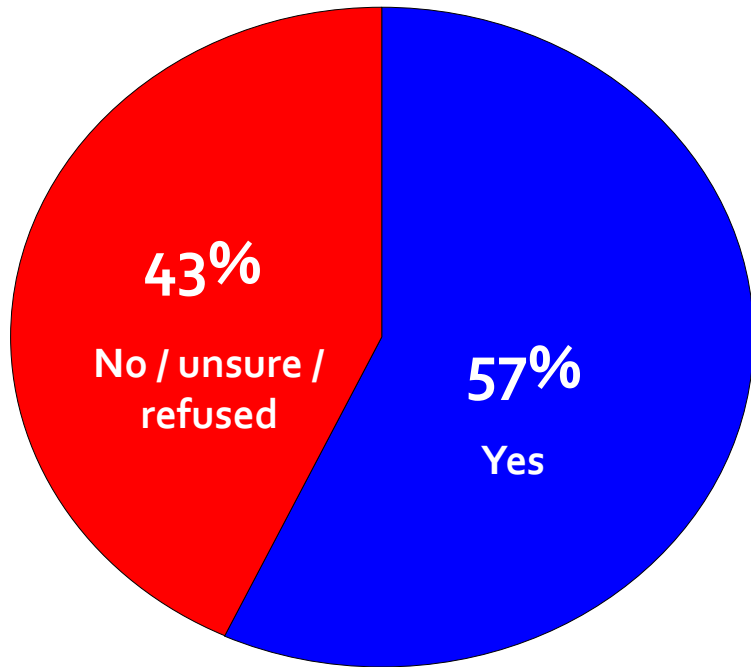


Q23. Would you favor or oppose local government entities such as the City of Fort Worth, Tarrant County and Fort Worth ISD implementing a "Buy Local" program so these government entities purchase goods and services from local business when possible, in order to help the local economy?

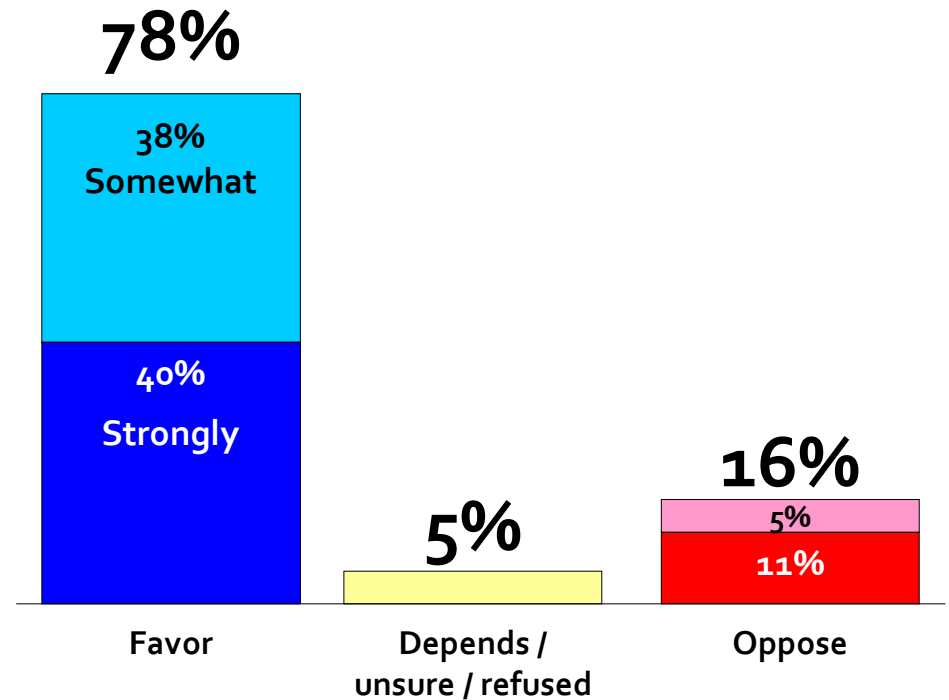


TRINITY RIVER VISION PROJECT

Have you seen, read, or heard anything in the last 12 months on the Panther Island Water Project, also known as the Trinity River Vision Project, near downtown?



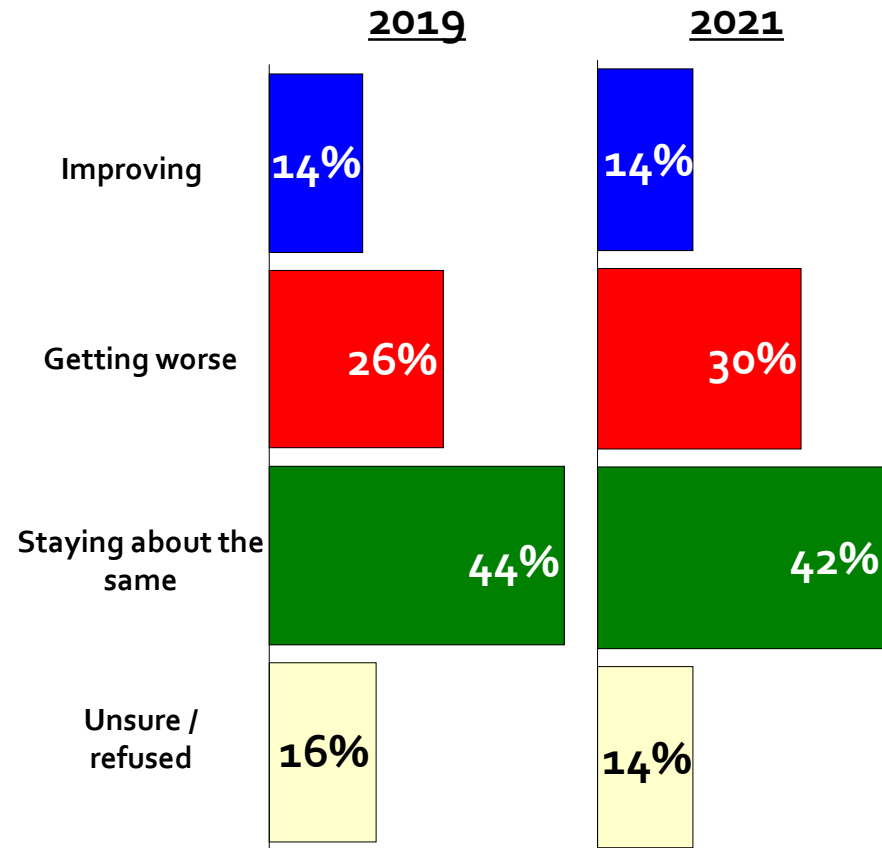
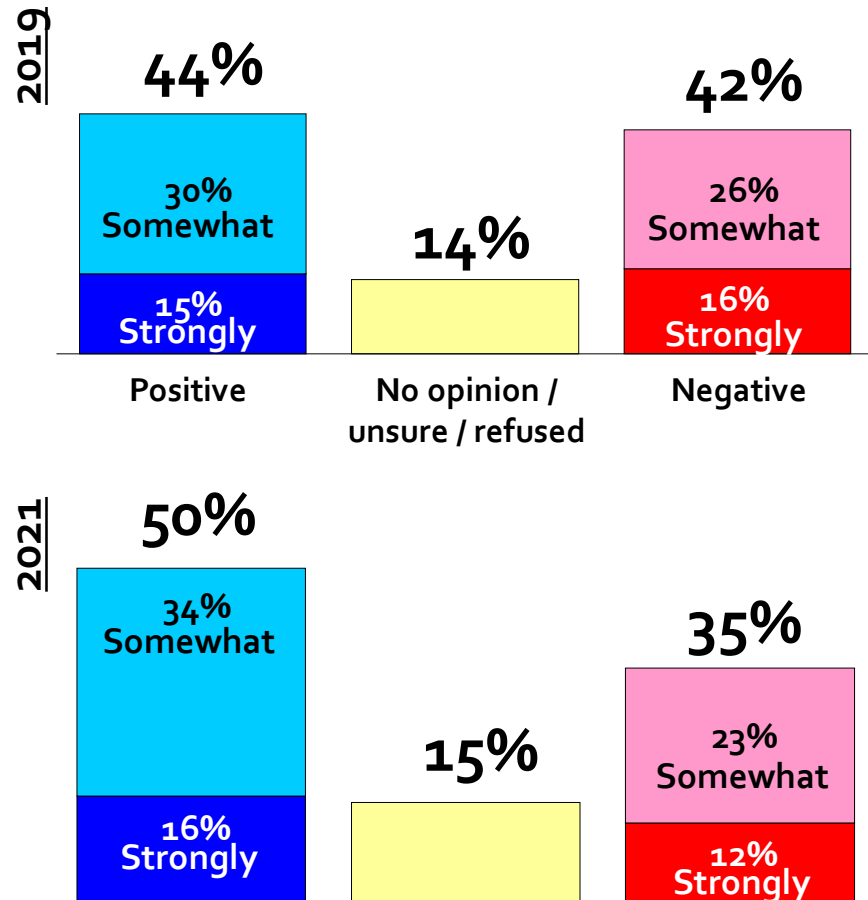
Sometimes large projects like the Panther Island or Trinity River Vision Project, include private sector business partners to assist in completing the project. Would you favor or oppose the Panther Island Water Project near downtown being funded through a public-private partnership instead of all public funding?



FT. WORTH ISD APPROVAL

Q26. Do you have a strong positive, somewhat positive, somewhat negative or strong negative impression of Fort Worth Independent School District?

Q27. And do you think the job the Fort Worth Independent School District is doing meeting the educational needs of students is...



FORT WORTH ISD IMAGE

Type of Voter

	POSITIVE	NEGATIVE	NO OPINION	NEVER HEARD OF
May Voters	48%	39%	8%	5%
Non-May Voters	52%	32%	12%	4%

FORT WORTH ISD IMAGE

Primary Vote History

	POSITIVE	NEGATIVE	NO OPINION	NEVER HEARD OF
GOP Primary	44%	47%	8%	2%
DEM Primary	53%	31%	9%	6%
No Primary History	53%	20%	13%	7%

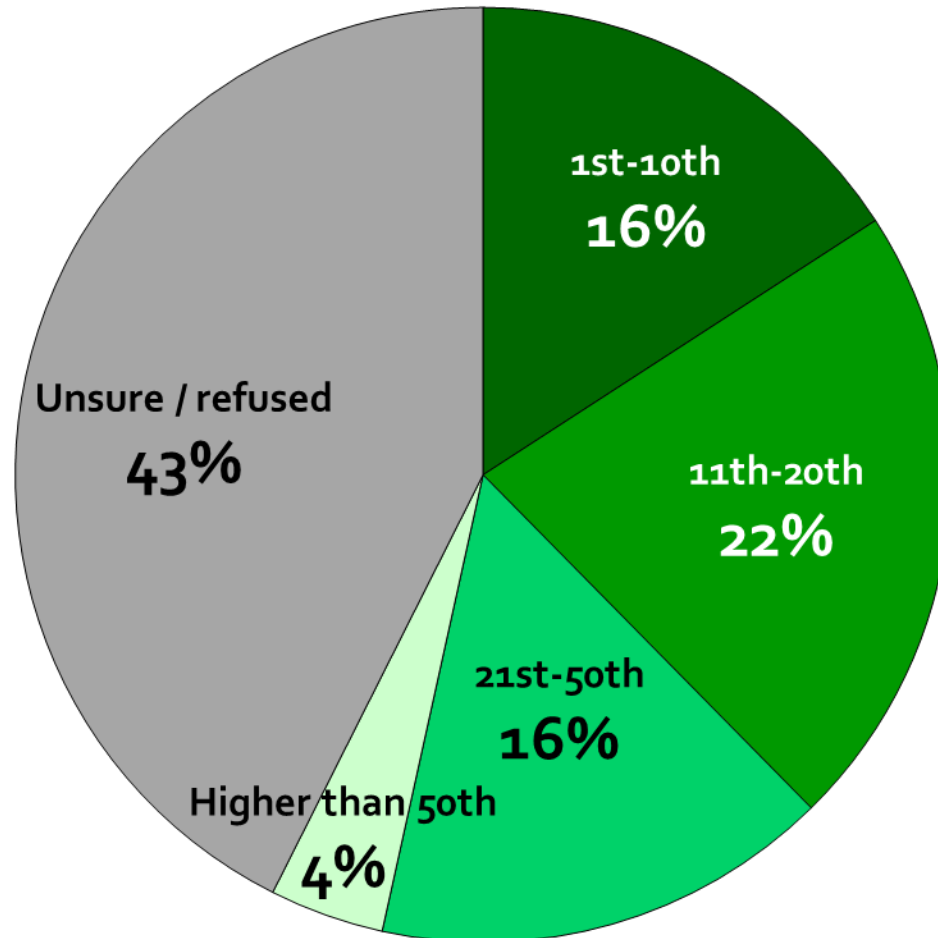
FORT WORTH ISD IMAGE

North / South of I-30

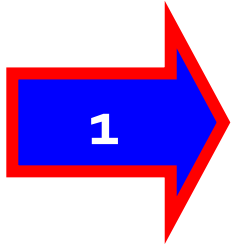
	POSITIVE	NEGATIVE	NO OPINION	NEVER HEARD OF
North of I-30	47%	33%	15%	5%
South of I-30	52%	37%	6%	5%

FORT WORTH POPULATION RANKING

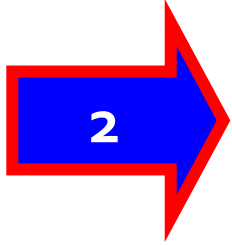
Q28. What is the national ranking of Fort Worth compared to all US cities based on total citizen population?



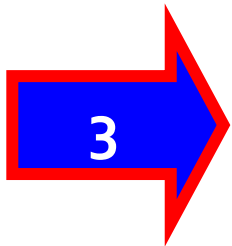
CONCLUSIONS



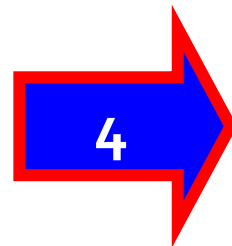
While a majority of Fort Worth voters (57%) think things in the city are headed in the right direction, there has been a measurable decrease in in the right track numbers since the 2019 survey. There have been significant changes in the ranking of the most important issues facing the city, with *jobs & the economy* (+7%) and *healthcare* (+5%) increasing in importance, while *property taxes* (-13%) and *traffic & mobility* (-13%) have significantly decreased in importance since 2019.



A majority of voters (57%) approve of the job city officials are doing dealing with the pandemic, but only 43% of Black voters approve of the city's COVID response.



Voters are now slightly more supportive of a ½ cent sales tax to fund transit services (56%) than they are for a ½ cent tax for road and street maintenance and repair (54%). However, more voters oppose both a \$0.50 monthly fee for road and street maintenance (50%) and a \$0.50 monthly fee for funding transit services (52%).



A significant majority (72%) favors city and county tax incentives to bring high paying jobs to Fort Worth. Tax incentives for local small businesses has higher support (84%) than tax incentives for technology and bio tech companies (67%).

CONCLUSIONS



5

There is widespread support (70%) for using existing local sales tax revenue to fund a comprehensive transportation and mobility project. *Roadways* (41%) and *mass transit* (27%) are selected at the highest rates to address the infrastructure needs for the growth in the region.



6

A slightly larger majority of voters (71%) now favor mixed use development, while voters remain divided on the availability of low-cost housing (41% agree / 46% disagree). A majority (55%) still oppose allowing high density development in neighborhoods, but support for high density development increases (51% more likely) if the objective is to attract a younger, more educated workforce.



7

An overwhelming majority (90%) are in favor of a “buy local” program for municipal entities to purchase goods and services from local businesses when possible. Most voters (78%) favor funding the Panther Island Water Project through a public-private partnership rather than being entirely publicly funded.



8

While the image of the Fort Worth ISD (50% pos / 35% neg) has shown improvement since 2019 (44% positive / 42% negative), only 14% still think the FWISD is improving in its mission to educate children.