FORT WORTH VOTER SURVEY

January 10-13, 2021

N=401 respondents

margin of error: ± 4.9%
OBJECTIVES

1. 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.

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

3. 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.
Q1. Do you think things in Fort Worth are headed in the right direction or off on the wrong track?

- **Right Direction**
  - 62%
  - 34% Somewhat
  - 28% Strongly
- **Undecided / refused**
  - 18%
- **Wrong Track**
  - 20%
  - 8% Somewhat
  - 12% Strongly

**2019**
- **Right Direction**
  - 34%
- **Undecided / refused**
  - 18%
- **Wrong Track**
  - 20%

**2021**
- **Right Direction**
  - 24%
  - 33% Strongly
- **Undecided / refused**
  - 18%
- **Wrong Track**
  - 24%
<table>
<thead>
<tr>
<th></th>
<th>Right</th>
<th>Wrong</th>
</tr>
</thead>
<tbody>
<tr>
<td>63%</td>
<td>White</td>
<td>19%</td>
</tr>
<tr>
<td>47%</td>
<td>Black</td>
<td>36%</td>
</tr>
<tr>
<td>62%</td>
<td>Hispanic</td>
<td>24%</td>
</tr>
</tbody>
</table>
MOST IMPORTANT ISSUE

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

- Jobs & the economy: 31%
- Education: 31%
- Local Property Taxes: 30%
- Health care: 27%
- Race relations: 24%
- Crime: 22%
- Traffic & mobility: 21%
- Other: 5%
- Unsure: 5%
Q2. What is the most important issue facing Fort Worth?

<table>
<thead>
<tr>
<th>Issue</th>
<th>Percentage</th>
<th>Change from 2019</th>
</tr>
</thead>
<tbody>
<tr>
<td>Jobs &amp; the economy</td>
<td>31%</td>
<td>+7%</td>
</tr>
<tr>
<td>Education</td>
<td>31%</td>
<td>-5%</td>
</tr>
<tr>
<td>Local Property Taxes</td>
<td>30%</td>
<td>-13%</td>
</tr>
<tr>
<td>Health care</td>
<td>27%</td>
<td>+5%</td>
</tr>
<tr>
<td>Race relations</td>
<td>24%</td>
<td>NA</td>
</tr>
<tr>
<td>Crime</td>
<td>22%</td>
<td>-6%</td>
</tr>
<tr>
<td>Traffic &amp; mobility</td>
<td>21%</td>
<td>-13%</td>
</tr>
<tr>
<td>Other</td>
<td>5%</td>
<td></td>
</tr>
<tr>
<td>Unsure</td>
<td>5%</td>
<td></td>
</tr>
</tbody>
</table>
Q3. Do you agree or disagree that Fort Worth city officials are open to hearing the concerns of city residents?

<table>
<thead>
<tr>
<th>Year</th>
<th>Agree (Strongly)</th>
<th>Agree (Somewhat)</th>
<th>Depends / Neutral / Und. / Ref.</th>
<th>Disagree (Strongly)</th>
<th>Disagree (Somewhat)</th>
</tr>
</thead>
<tbody>
<tr>
<td>2019</td>
<td>36%</td>
<td>28%</td>
<td>12%</td>
<td>24%</td>
<td>11%</td>
</tr>
<tr>
<td>2021</td>
<td>37%</td>
<td>22%</td>
<td>12%</td>
<td>29%</td>
<td>11%</td>
</tr>
</tbody>
</table>
Q4. Do you approve or disapprove of the job Fort Worth city officials are doing dealing with the COVID-19 pandemic?

Approve: 57%
  - Strongly: 26%
  - Somewhat: 31%
  - Depends / neutral / Undecided / refused: 9%

Disapprove: 43%
  - Strongly: 24%
  - Somewhat: 10%

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

- No more than 3 months: 5%
- 4-6 months: 13%
- 7-9 months: 15%
- 10-12 months: 21%
- More than 12 months: 38%
- Depends: 1%
- Other: 1%
- Unsure / refused: 5%
## COVID APPROVAL
### Race & Ethnicity

<table>
<thead>
<tr>
<th></th>
<th>Approve</th>
<th>Disappv</th>
</tr>
</thead>
<tbody>
<tr>
<td>White</td>
<td>60%</td>
<td>30%</td>
</tr>
<tr>
<td>Black</td>
<td>43%</td>
<td>50%</td>
</tr>
<tr>
<td>Hispanic</td>
<td>62%</td>
<td>30%</td>
</tr>
</tbody>
</table>
## COVID APPROVAL

### Primary Vote History

<table>
<thead>
<tr>
<th>Approve</th>
<th>Disappv</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>57%</strong></td>
<td>GOP Primary</td>
</tr>
<tr>
<td><strong>51%</strong></td>
<td>DEM Primary</td>
</tr>
<tr>
<td><strong>64%</strong></td>
<td>No Primary History</td>
</tr>
</tbody>
</table>
# COVID APPROVAL

North / South of I-30

<table>
<thead>
<tr>
<th>Approve</th>
<th>Disappv</th>
</tr>
</thead>
<tbody>
<tr>
<td>61% North of I-30</td>
<td>28%</td>
</tr>
<tr>
<td>54% South of I-30</td>
<td>38%</td>
</tr>
</tbody>
</table>
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?

<table>
<thead>
<tr>
<th>Option</th>
<th>Percentage</th>
</tr>
</thead>
<tbody>
<tr>
<td>The federal government</td>
<td>26%</td>
</tr>
<tr>
<td>State governments</td>
<td>18%</td>
</tr>
<tr>
<td>Local governments (cities &amp; counties)</td>
<td>50%</td>
</tr>
<tr>
<td>Depends</td>
<td>1%</td>
</tr>
<tr>
<td>None</td>
<td>3%</td>
</tr>
<tr>
<td>Unsure / refused</td>
<td>3%</td>
</tr>
</tbody>
</table>
Q7. Do you favor of oppose rail service as a means of travel within Fort Worth and North Texas?

**2019**
- Favor: 83%
  - 55% Strongly
  - 28% Somewhat
- Oppose: 10%
  - 4% Strongly
  - 6% Somewhat
- Depends / unsure / refused: 7%

**2021**
- Favor: 82%
  - 54% Strongly
  - 27% Somewhat
- Oppose: 6%
  - 4% Strongly
  - 2% Somewhat
- Depends / unsure / refused: 12%
  - 6% Strongly
  - 6% Somewhat
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 buses?

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

<table>
<thead>
<tr>
<th>Q8. ½ cent sales tax</th>
<th>Q9. $.50 per month fee</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Favor</strong></td>
<td><strong>Oppose</strong></td>
</tr>
<tr>
<td>61%</td>
<td>38%</td>
</tr>
<tr>
<td>May Voters</td>
<td></td>
</tr>
<tr>
<td>52%</td>
<td>48%</td>
</tr>
<tr>
<td>Non-May Voters</td>
<td></td>
</tr>
<tr>
<td>Q8. ½ cent sales tax</td>
<td>Q9. $.50 per month fee</td>
</tr>
<tr>
<td>-----------------------</td>
<td>-----------------------</td>
</tr>
<tr>
<td><strong>Favor</strong></td>
<td><strong>Oppose</strong></td>
</tr>
</tbody>
</table>
| **48%**  
GOP Primary | 51%  
DEM Primary | 32%  
No Primary History | 49% |
| **67%**  
DEM Primary | 32%  
DEM Primary | 40%  
No Primary History | 48% |
| **51%**  
No Primary History | 49%  
Oppose | **62%**  
GOP Primary | 62% |
| **37%**  
GOP Primary | 62%  
DEM Primary | 40%  
No Primary History | 48% |
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?

2019

<table>
<thead>
<tr>
<th>Favor</th>
<th>Somewhat</th>
<th>Strongly</th>
<th>Oppose</th>
<th>Somewhat</th>
<th>Strongly</th>
<th>Strongly</th>
</tr>
</thead>
<tbody>
<tr>
<td>56%</td>
<td>24%</td>
<td>33%</td>
<td>3%</td>
<td>9%</td>
<td>32%</td>
<td>3%</td>
</tr>
</tbody>
</table>

2021

<table>
<thead>
<tr>
<th>Favor</th>
<th>Somewhat</th>
<th>Strongly</th>
<th>Oppose</th>
<th>Somewhat</th>
<th>Strongly</th>
<th>Strongly</th>
</tr>
</thead>
<tbody>
<tr>
<td>54%</td>
<td>20%</td>
<td>33%</td>
<td>3%</td>
<td>12%</td>
<td>31%</td>
<td>3%</td>
</tr>
</tbody>
</table>

Strongly: for expansion and improvement
Somewhat: for some improvement
Depends / other / uns. / ref.: depending on other factors
Oppose: against expansion and improvement

2019:
- 56% Favor
- 3% Oppose

2021:
- 54% Favor
- 3% Oppose
<table>
<thead>
<tr>
<th>Type of Voter</th>
<th>Favor</th>
<th>Oppose</th>
</tr>
</thead>
<tbody>
<tr>
<td>May Voters</td>
<td>57%</td>
<td>40%</td>
</tr>
<tr>
<td>Non-May Voters</td>
<td>50%</td>
<td>46%</td>
</tr>
</tbody>
</table>

Q10. ½ cent sales tax

<table>
<thead>
<tr>
<th>Type of Voter</th>
<th>Favor</th>
<th>Oppose</th>
</tr>
</thead>
<tbody>
<tr>
<td>May Voters</td>
<td>47%</td>
<td>51%</td>
</tr>
<tr>
<td>Non-May Voters</td>
<td>50%</td>
<td>49%</td>
</tr>
</tbody>
</table>

Q11. $.50 per month fee
### TAX vs FEE FOR ROAD MAINTENANCE

Primary Vote History

#### Q8. ½ cent sales tax

<table>
<thead>
<tr>
<th>Favor</th>
<th>Oppose</th>
</tr>
</thead>
<tbody>
<tr>
<td>49%</td>
<td>49%</td>
</tr>
<tr>
<td>60%</td>
<td>36%</td>
</tr>
<tr>
<td>50%</td>
<td>47%</td>
</tr>
</tbody>
</table>

- GOP Primary: 49%
- DEM Primary: 36%
- No Primary History: 47%

#### Q9. $.50 per month fee

<table>
<thead>
<tr>
<th>Favor</th>
<th>Oppose</th>
</tr>
</thead>
<tbody>
<tr>
<td>41%</td>
<td>58%</td>
</tr>
<tr>
<td>56%</td>
<td>41%</td>
</tr>
<tr>
<td>48%</td>
<td>52%</td>
</tr>
</tbody>
</table>

- GOP Primary: 58%
- DEM Primary: 41%
- No Primary History: 52%
Q12. Do you favor or oppose the city and county providing tax incentives for job-creating businesses to locate in Fort Worth?

**2019**
- Favor: 35% (Strongly)
  - 28% (Somewhat)
- Oppose: 32%
  - 13% (Somewhat)
  - 19% (Strongly)
- Depends / other / unsure / refused: 5%

**2021**
- Favor: 72%
  - 29% (Somewhat)
  - 43% (Strongly)
- Oppose: 24%
  - 10% (Somewhat)
  - 14% (Strongly)
- Depends / other / unsure / refused: 4%
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?

84% Strongly

61% Somewhat

23% More Likely

3% Less Likely

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?

67% Strongly

49% Somewhat

18% More Likely

13% Less Likely

29% Depends / other / unsure / refused

4% Less Likely

9% Somewhat
Q15. Which of the following should be the highest priority to help improve the infrastructure needs stemming from the continued growth of Fort Worth?

- Roadways: 41%
- Mass Transit: 27%
- Flood control and storm drains: 14%
- Parks, trails and open spaces: 12%
- Depends / other: 2%
- Unsure / refused: 4%
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?

- Favor: 70%
  - Strongly: 39%
  - Somewhat: 32%
- Oppose: 24%
  - Somewhat: 10%
  - Strongly: 15%
- Depends / other / unsure / refused: 6%
<table>
<thead>
<tr>
<th>Favor</th>
<th>Oppose</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>64%</strong></td>
<td><strong>30%</strong></td>
</tr>
<tr>
<td>GOP Primary</td>
<td></td>
</tr>
<tr>
<td><strong>79%</strong></td>
<td><strong>17%</strong></td>
</tr>
<tr>
<td>DEM Primary</td>
<td></td>
</tr>
<tr>
<td><strong>67%</strong></td>
<td><strong>27%</strong></td>
</tr>
<tr>
<td>No Primary History</td>
<td></td>
</tr>
</tbody>
</table>
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?

**2019**
- Favor: 65%
  - Somewhat: 32%
  - Strongly: 33%
- Oppose: 22%
  - Somewhat: 13%
  - Strongly: 10%

**2021**
- Favor: 71%
  - Somewhat: 36%
  - Strongly: 34%
- Oppose: 22%
  - Somewhat: 12%
  - Strongly: 10%
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

- Agree: 44%
  - Somewhat: 22%
  - Strongly: 22%
- Disagree: 13%
  - Somewhat: 13%
  - Strongly: 42%

2021

- Agree: 41%
  - Somewhat: 16%
  - Strongly: 25%
- Disagree: 46%
  - Somewhat: 12%
  - Strongly: 34%
## LOW COST HOUSING SUPPLY

### Primary Vote History

<table>
<thead>
<tr>
<th>Agree</th>
<th>Disagree</th>
</tr>
</thead>
<tbody>
<tr>
<td>51% GOP Primary</td>
<td>35%</td>
</tr>
<tr>
<td>31% DEM Primary</td>
<td>56%</td>
</tr>
<tr>
<td>42% No Primary History</td>
<td>44%</td>
</tr>
</tbody>
</table>
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?

- Favor
  - Somewhat: 23%
  - Strongly: 13%
  - Depends / other / uns. / ref.: 5%
  - Total: 36%

- Oppose
  - Somewhat: 18%
  - Strongly: 42%
  - Depends / other / uns. / ref.: 5%
  - Total: 60%

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?

- More Likely
  - Somewhat: 22%
  - Strongly: 7%
  - Depends / other / uns. / ref.: 7%
  - Total: 52%

- Less Likely
  - Somewhat: 30%
  - Strongly: 28%
  - Depends / other / uns. / ref.: 12%
  - Total: 41%

2019:
- Favor: 36%
- Oppose: 60%
- More Likely: 52%
- Less Likely: 41%

2021:
- Favor: 41%
- Oppose: 55%
- More Likely: 51%
- Less Likely: 42%
Q21. What would be your biggest concern if the City of Fort Worth allowed more high-density development in residential areas?

**2019**
- More traffic: 47%
- Decreasing property values: 28%
- Disruption of existing neighborhoods: 28%
- Negative impact on local schools: 22%
- Higher local taxes: 20%
- Increase in crime: 35%
- Other: 5%
- Unsure: 8%

**2021**
- More traffic: 45%
- Disruption of existing neighborhoods: 33%
- Decreasing property values: 25%
- Negative impact on local schools: 17%
- Higher local taxes: 28%
- Increase in crime: 33%
- Other: 3%
- Unsure: 6%
“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?

- Yes: 16%
- No / unsure / refused: 84%

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?

- Favor:
  - Strongly: 70%
  - Somewhat: 20%
- Depends / unsure / refused: 2%
- Oppose: 8%
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?

- Yes: 57%
- No / unsure / refused: 43%

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?

- Favor: 78%
- Somewhat: 38%
- Strongly: 40%
- Depends / unsure / refused: 5%
- Oppose: 16%
Q26. Do you have a strong positive, somewhat positive, somewhat negative or strong negative impression of Fort Worth Independent School District?

- Positive
  - Strongly: 16% (2019), 16% (2021)
  - Somewhat: 30% (2019), 34% (2021)
  - Strongly: 15% (2019), 15% (2021)

- Negative
  - Strongly: 26% (2019), 23% (2021)
  - Somewhat: 26% (2019), 35% (2021)
  - Strongly: 15% (2019), 12% (2021)

- No opinion / unsure / refused
  - 14% (2019), 16% (2021)

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

- Improving
  - 14% (2019), 14% (2021)

- Getting worse
  - 26% (2019), 30% (2021)

- Staying about the same
  - 44% (2019), 42% (2021)

- Unsure / refused
  - 16% (2019), 14% (2021)
# Type of Voter

<table>
<thead>
<tr>
<th></th>
<th>POSITIVE</th>
<th>NEGATIVE</th>
<th>NO OPINION</th>
<th>NEVER HEARD OF</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>May Voters</strong></td>
<td>48%</td>
<td>39%</td>
<td>8%</td>
<td>5%</td>
</tr>
<tr>
<td><strong>Non-May Voters</strong></td>
<td>52%</td>
<td>32%</td>
<td>12%</td>
<td>4%</td>
</tr>
</tbody>
</table>
## FORT WORTH ISD IMAGE
**Primary Vote History**

<table>
<thead>
<tr>
<th></th>
<th>POSITIVE</th>
<th>NEGATIVE</th>
<th>NO OPINION</th>
<th>NEVER HEARD OF</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>GOP Primary</strong></td>
<td>44%</td>
<td>47%</td>
<td>8%</td>
<td>2%</td>
</tr>
<tr>
<td><strong>DEM Primary</strong></td>
<td>53%</td>
<td>31%</td>
<td>9%</td>
<td>6%</td>
</tr>
<tr>
<td><strong>No Primary History</strong></td>
<td>53%</td>
<td>20%</td>
<td>13%</td>
<td>7%</td>
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</table>
FORT WORTH ISD IMAGE
North / South of I-30

<table>
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<td>33%</td>
<td>15%</td>
<td>5%</td>
</tr>
<tr>
<td>South of I-30</td>
<td>52%</td>
<td>37%</td>
<td>6%</td>
<td>5%</td>
</tr>
</tbody>
</table>
FORT WORTH POPULATION RANKING

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

- Unsure / refused: 43%
- 1st-10th: 16%
- 11th-20th: 22%
- 21st-50th: 16%
- Higher than 50th: 4%
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 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

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.

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.

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.

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.