



**GILMORE
STRATEGY
GROUP**



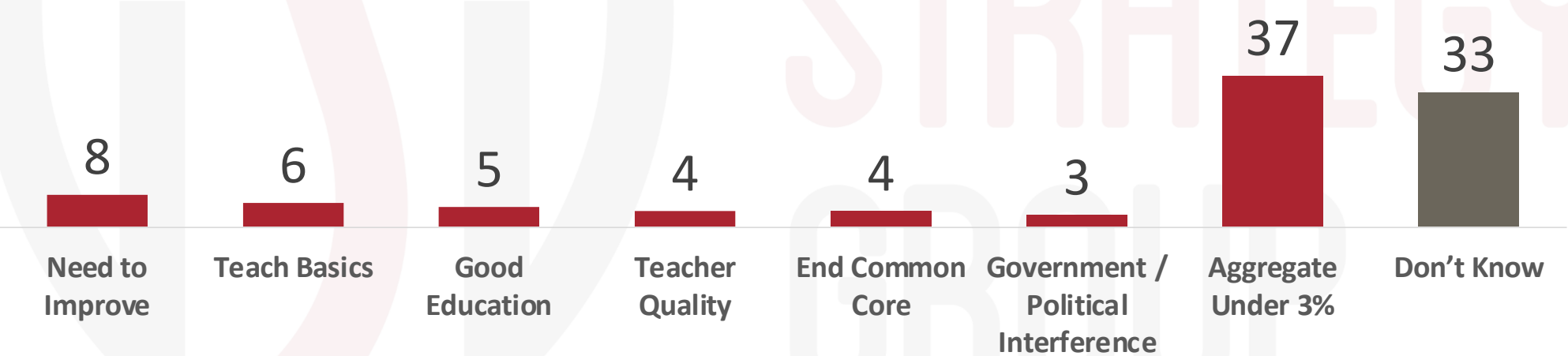
**THE REFORM
ALLIANCE**

**Arkansas Legislative District
Likely Voter Survey
January 7-9, 2019**

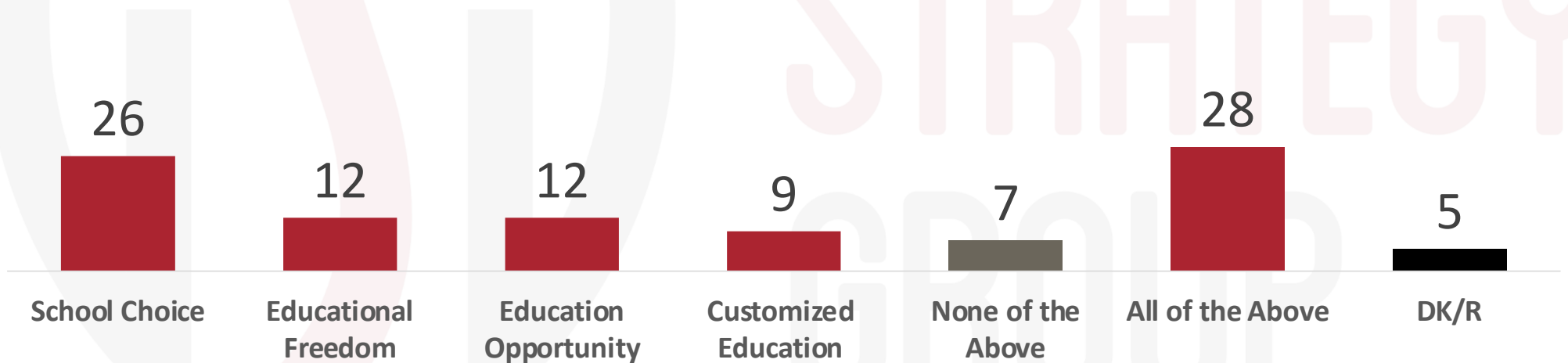
Methodology

The following survey was conducted by Gilmore Strategy Group within seven legislative districts in Arkansas. Live telephone (55% cell / 45% land) interviews were conducted January 7-9, 2019. This survey consists of 700 likely voters (100 in each legislative district). The margin of error for this survey is $\pm 3.7\%$. House Districts included: 2, 4, 52, 60, 81, 99 and 100

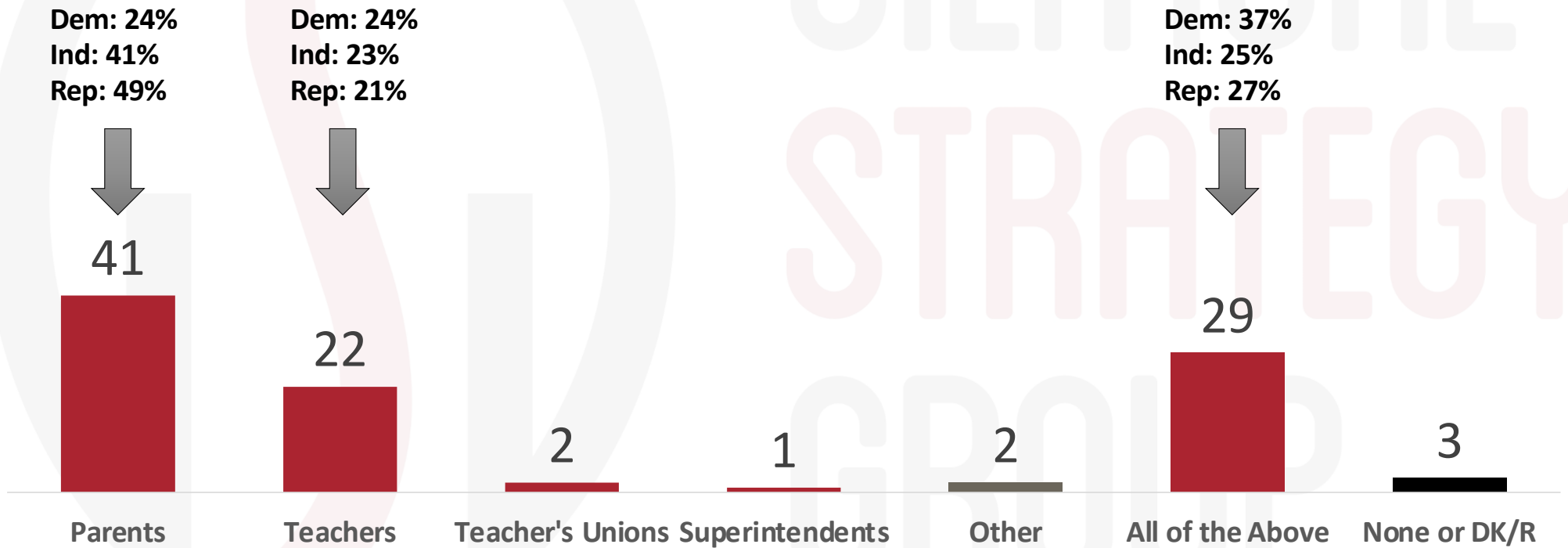
When you think about customizing kindergarten through 12th grade education to make it better for our kids, what are the first words that come to mind?



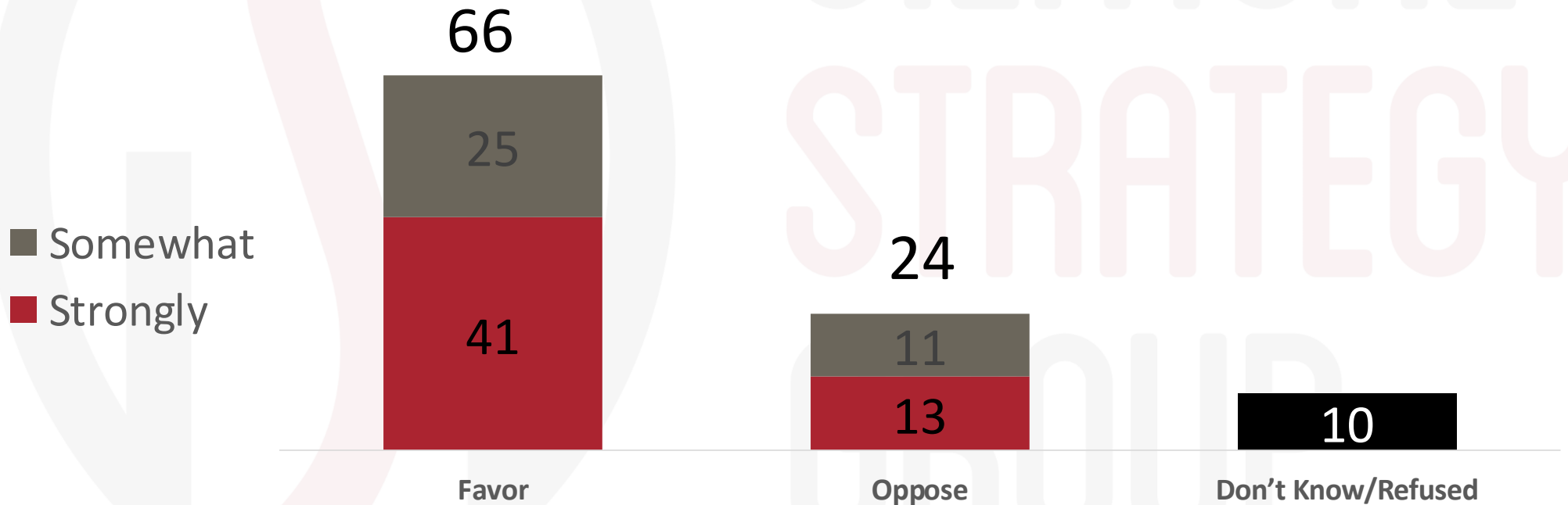
From what you know, which of the following statements most accurately describes parents being able to make the best education decisions for their kids whether that be in a traditional public school, charter, private or home school?



When considering laws pertaining to education, to whom should your legislator listen to most?

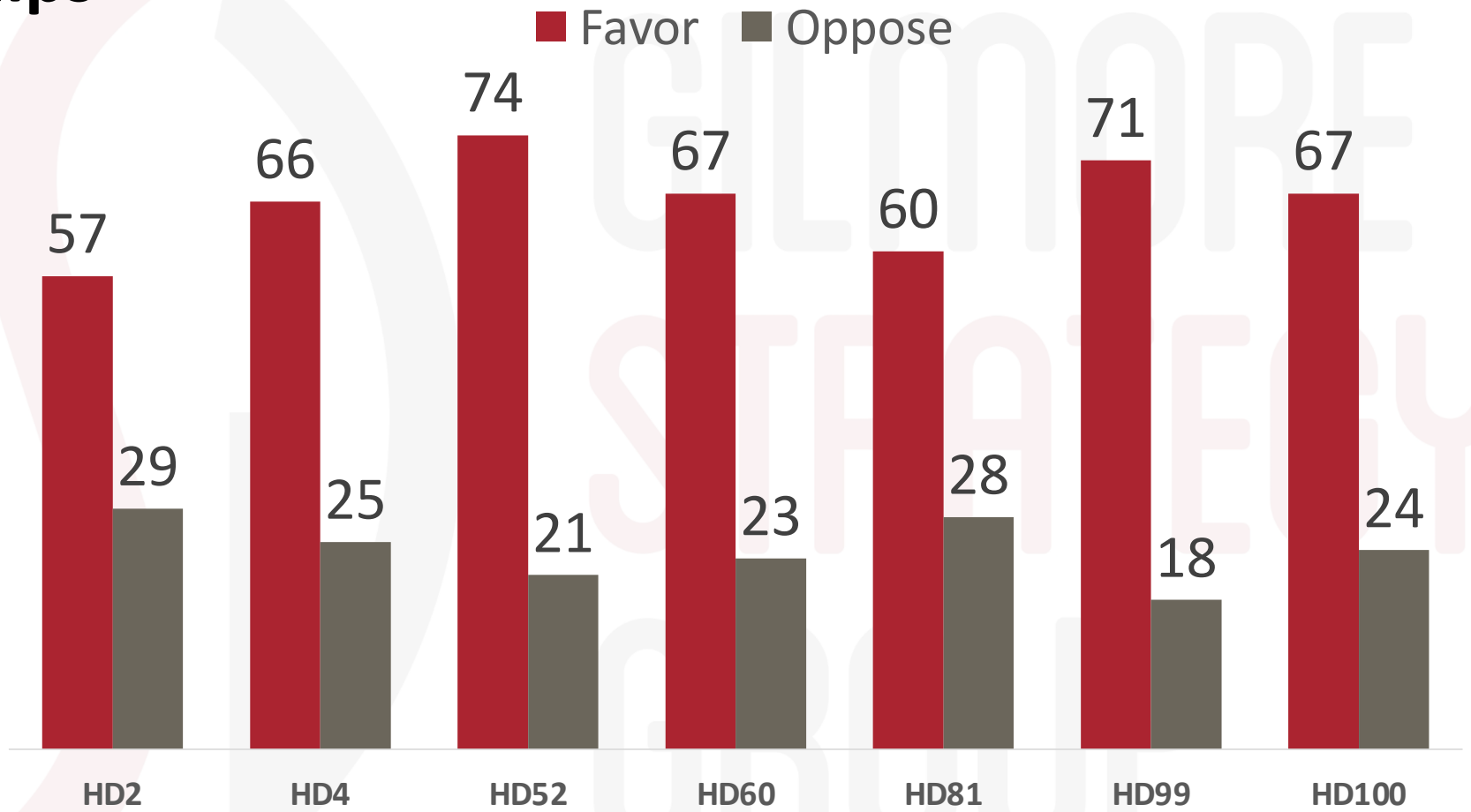


Would you favor or oppose allowing Arkansas families to use taxpayer funded kindergarten through 12th grade scholarships to customize education like tutoring, extra courses at public schools, private school tuition, online courses, or career and technical courses?



Scholarships

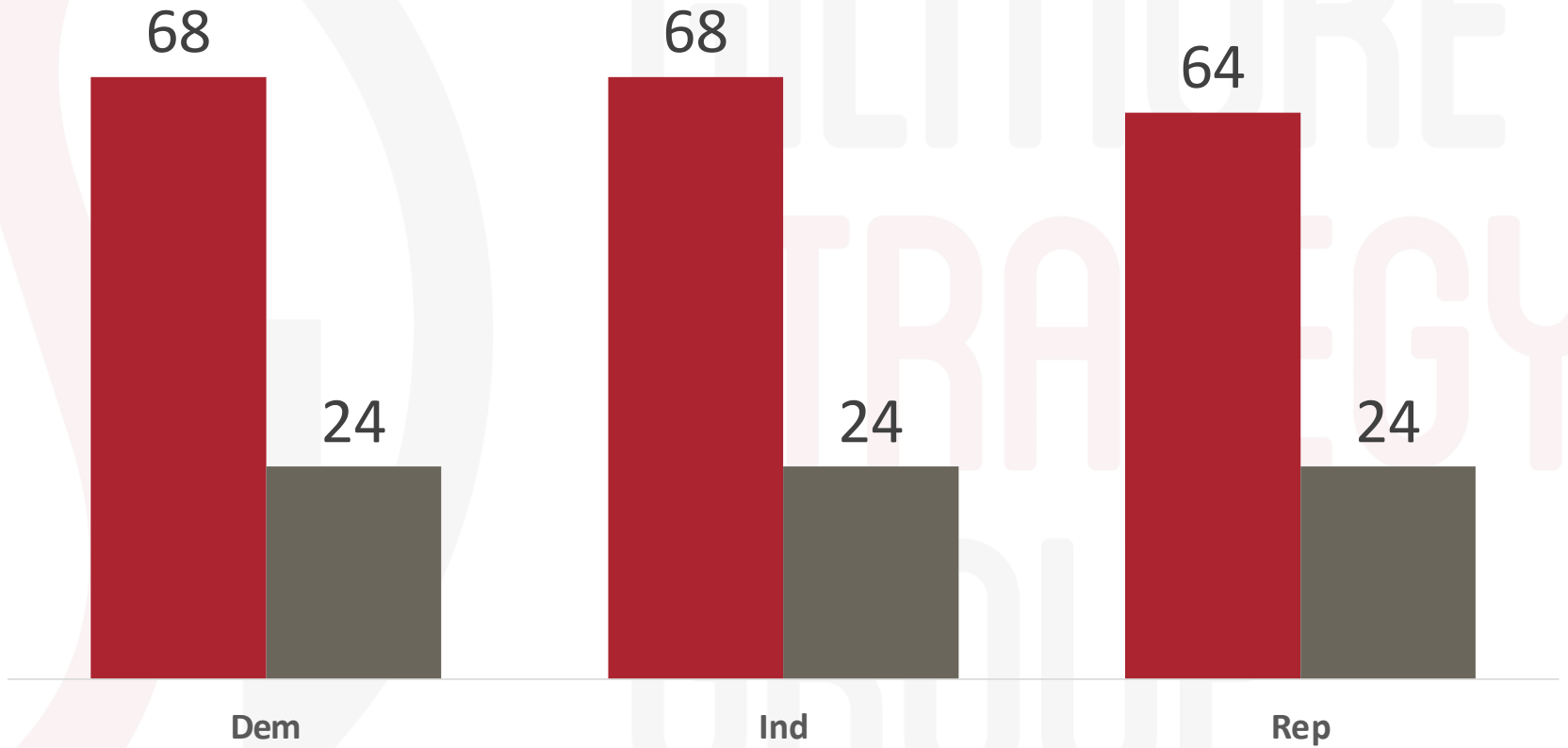
HD



Scholarships

Party

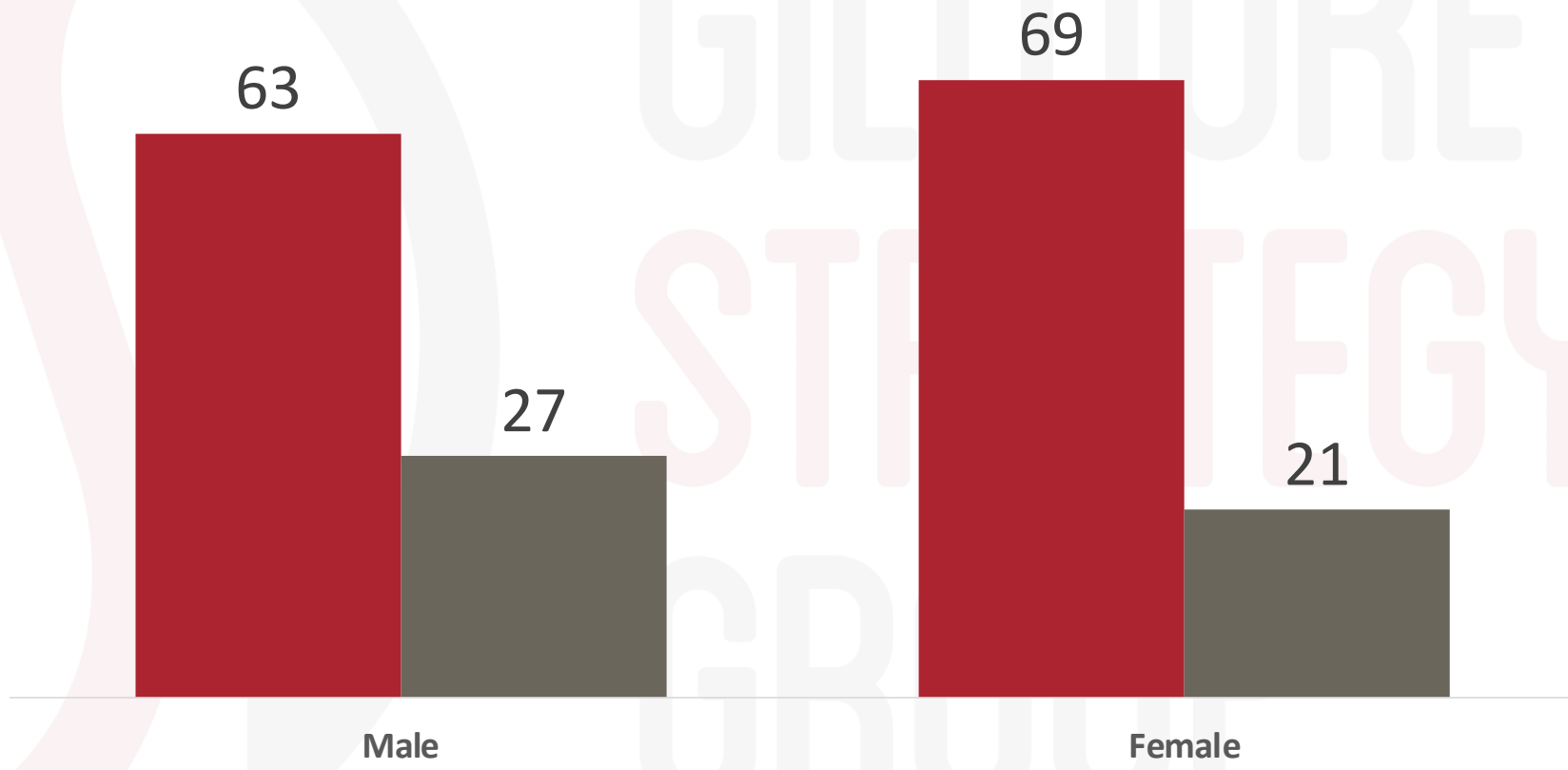
■ Favor ■ Oppose



Scholarships

Gender

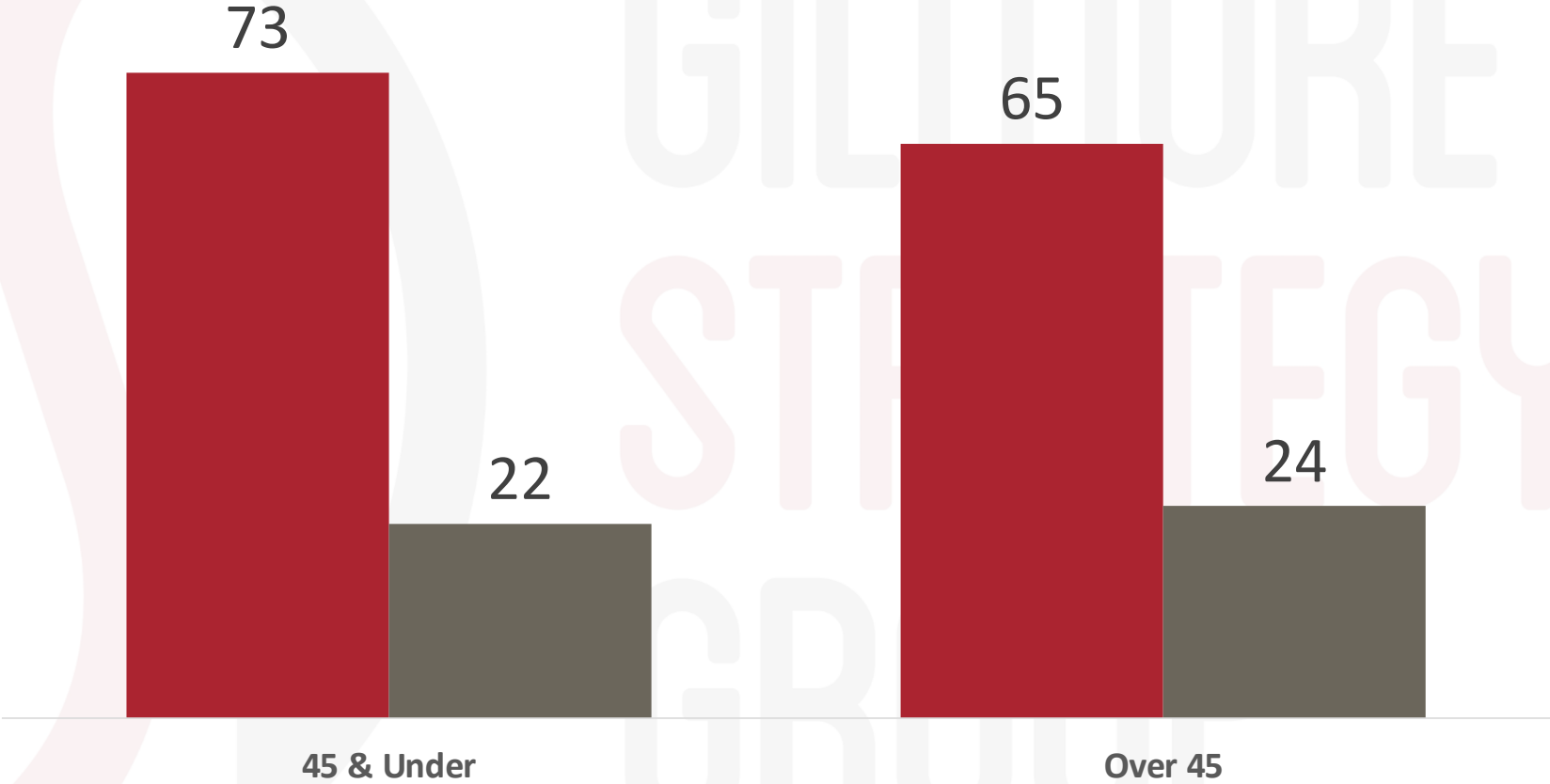
■ Favor ■ Oppose



Scholarships

Age

■ Favor ■ Oppose

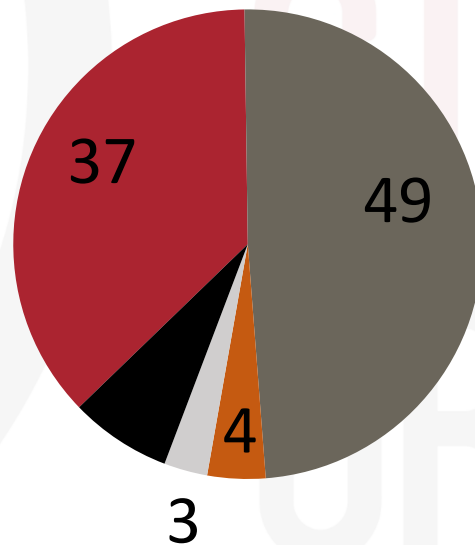


If you had the opportunity to choose the best educational fit for a child, would you stay at your current school or would you rather customize a child's education?

Customize Education

Stay At Current School

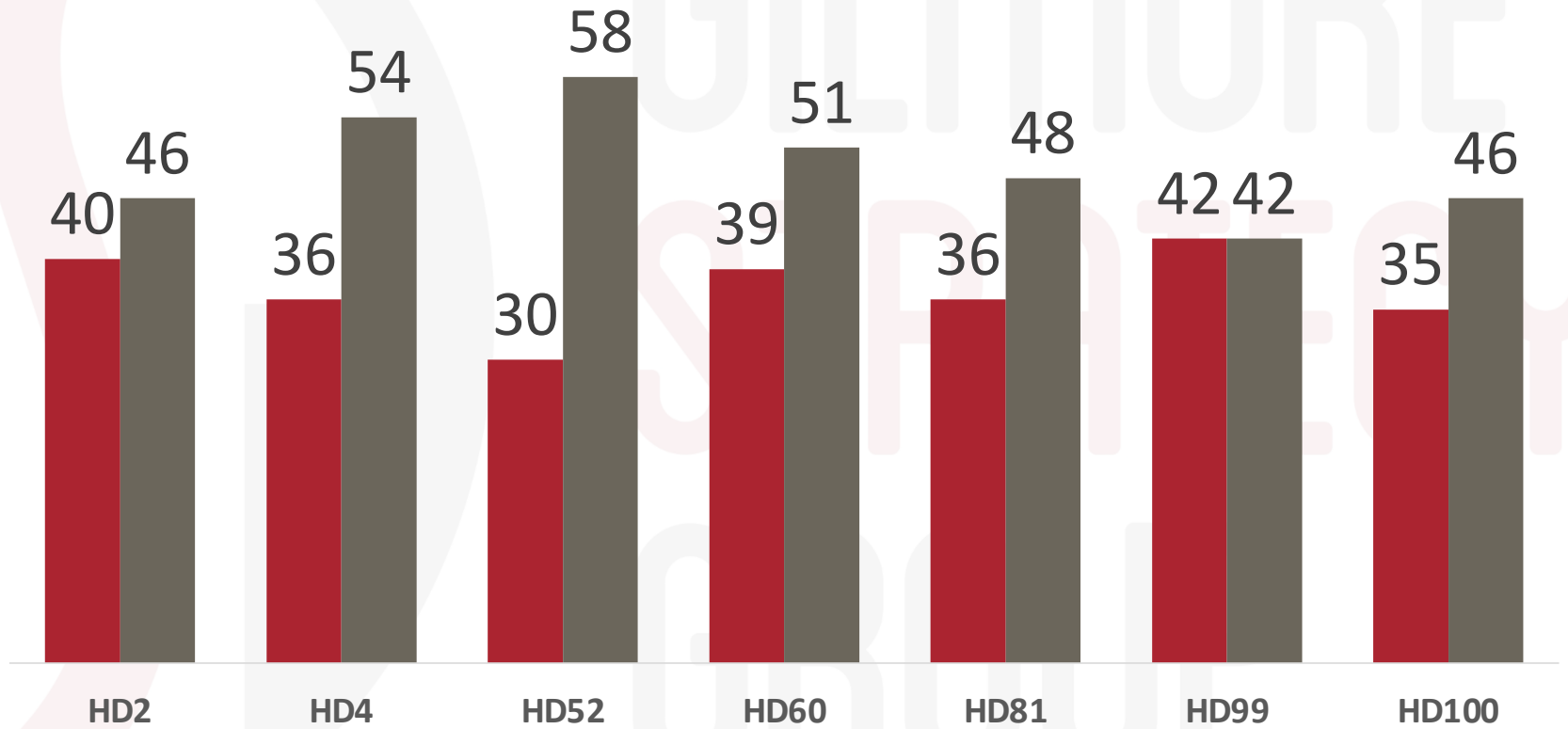
- Customize Education
- Stay At Current School
- Other
- Neither
- DK/R



Customize vs. Stay At Current

HD

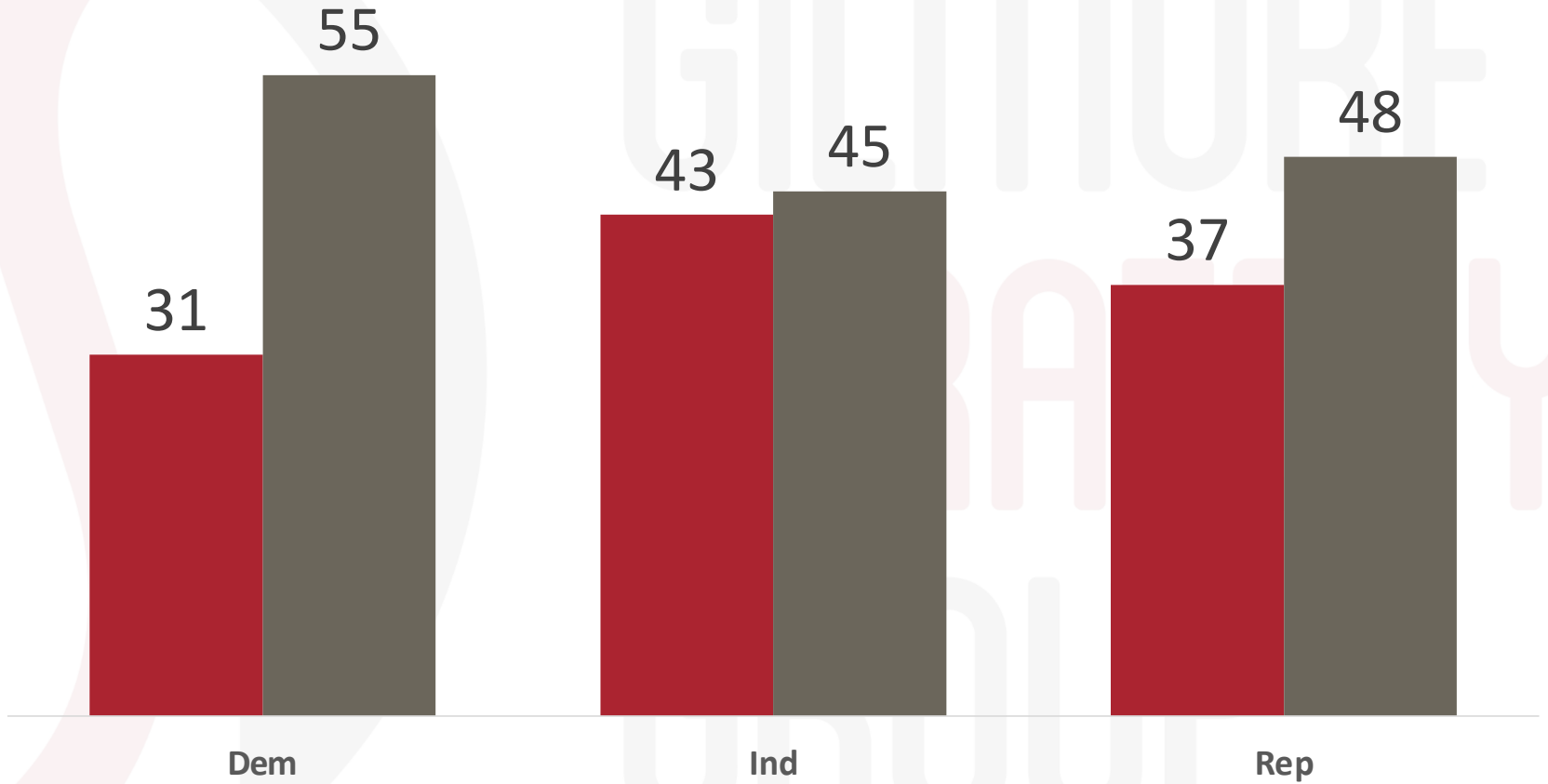
■ Customized ■ Current



Customize vs. Stay At Current

Party

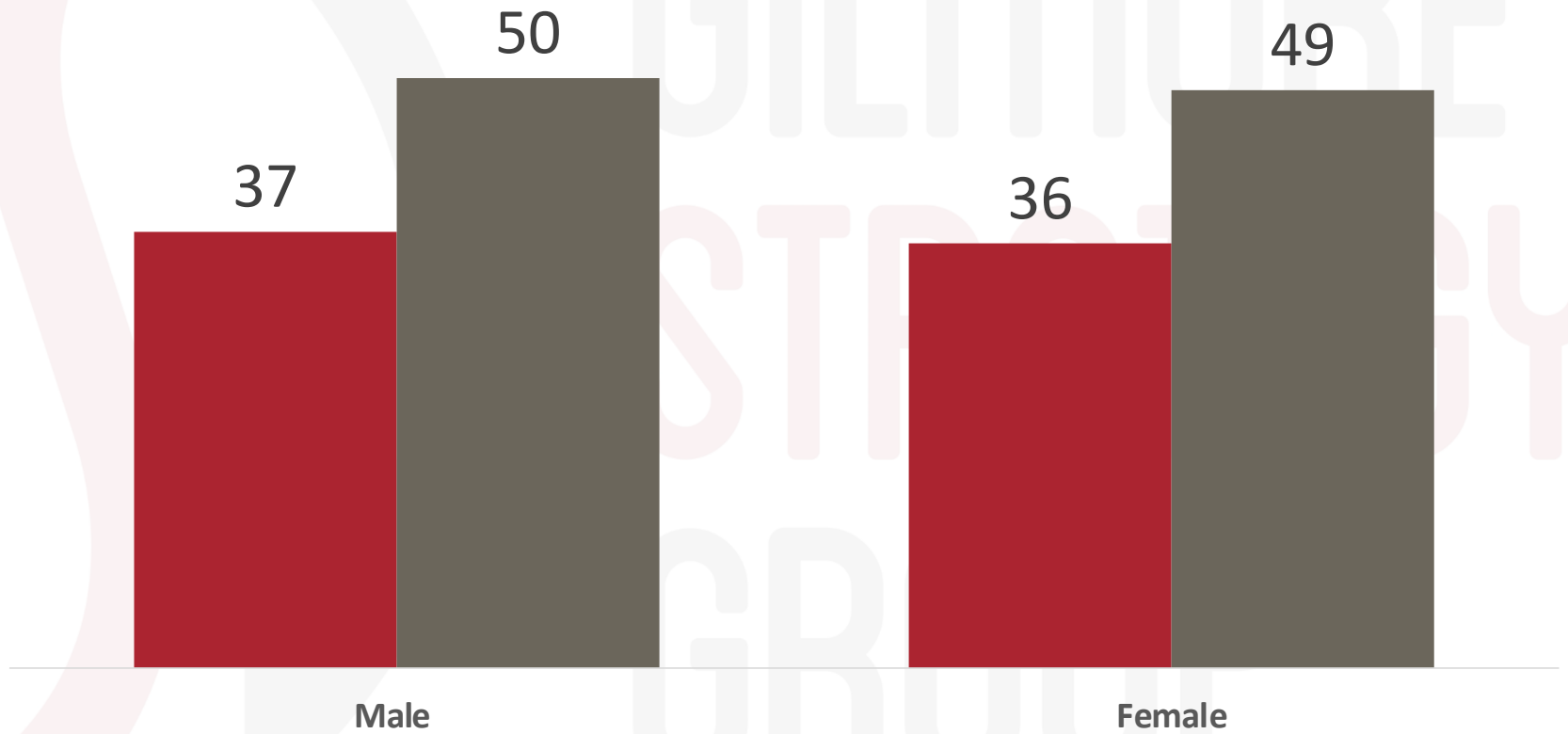
■ Customized ■ Current



Customize vs. Stay At Current

Gender

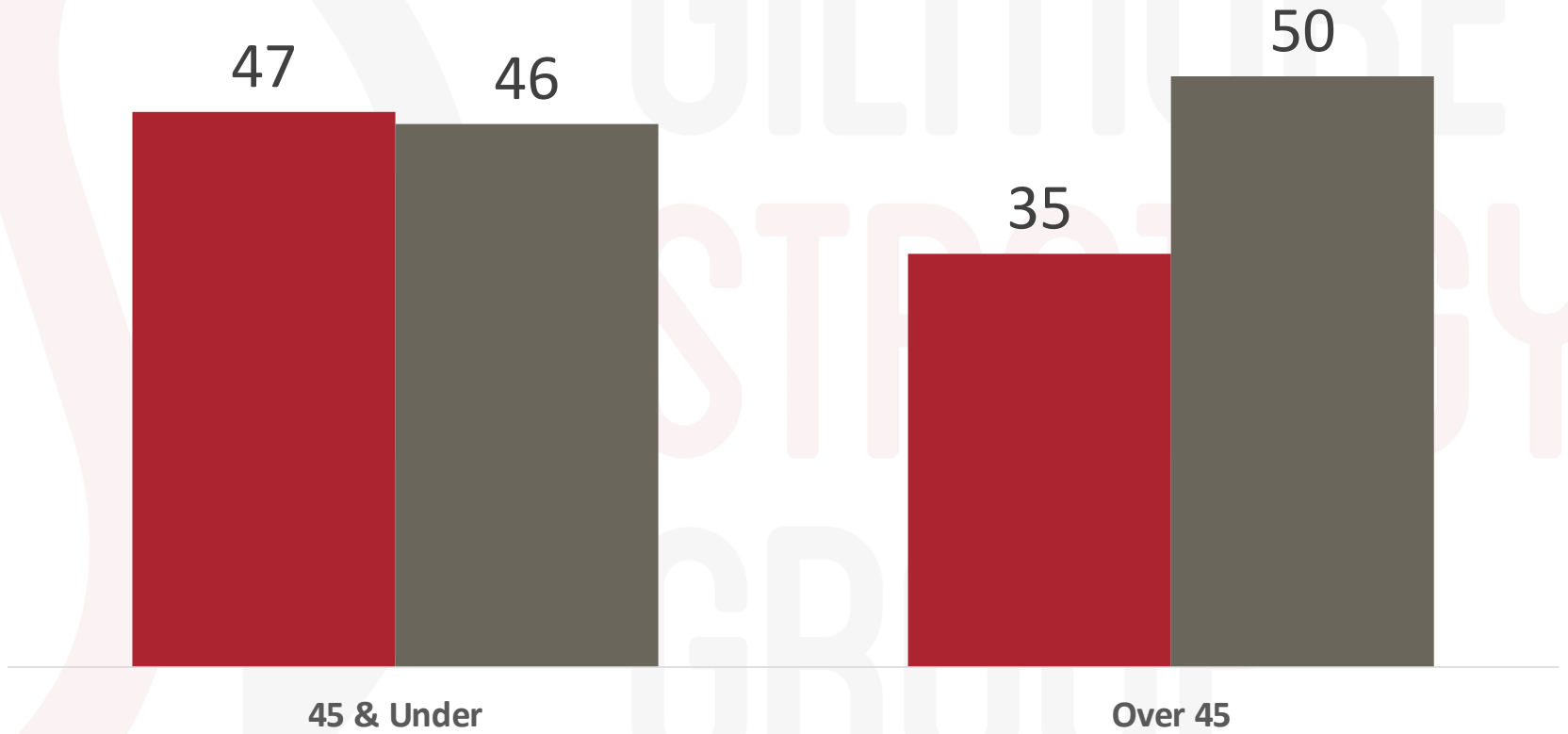
■ Customized ■ Current



Customize vs. Stay At Current

Age

■ Customized ■ Current

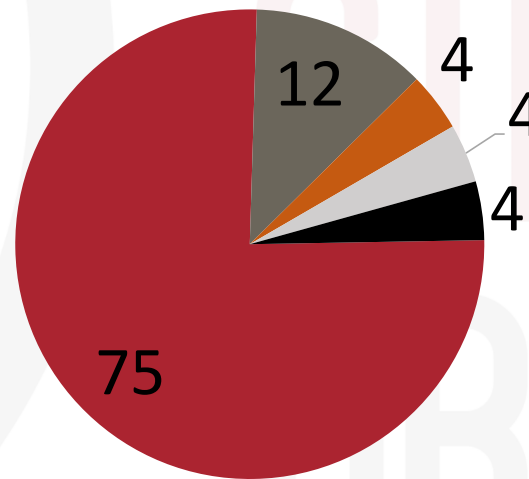


Do you think a one-size-fits all approach is best to educate students or do you think it is better to allow parents to customize their child's education based on individual needs?

Customize Education

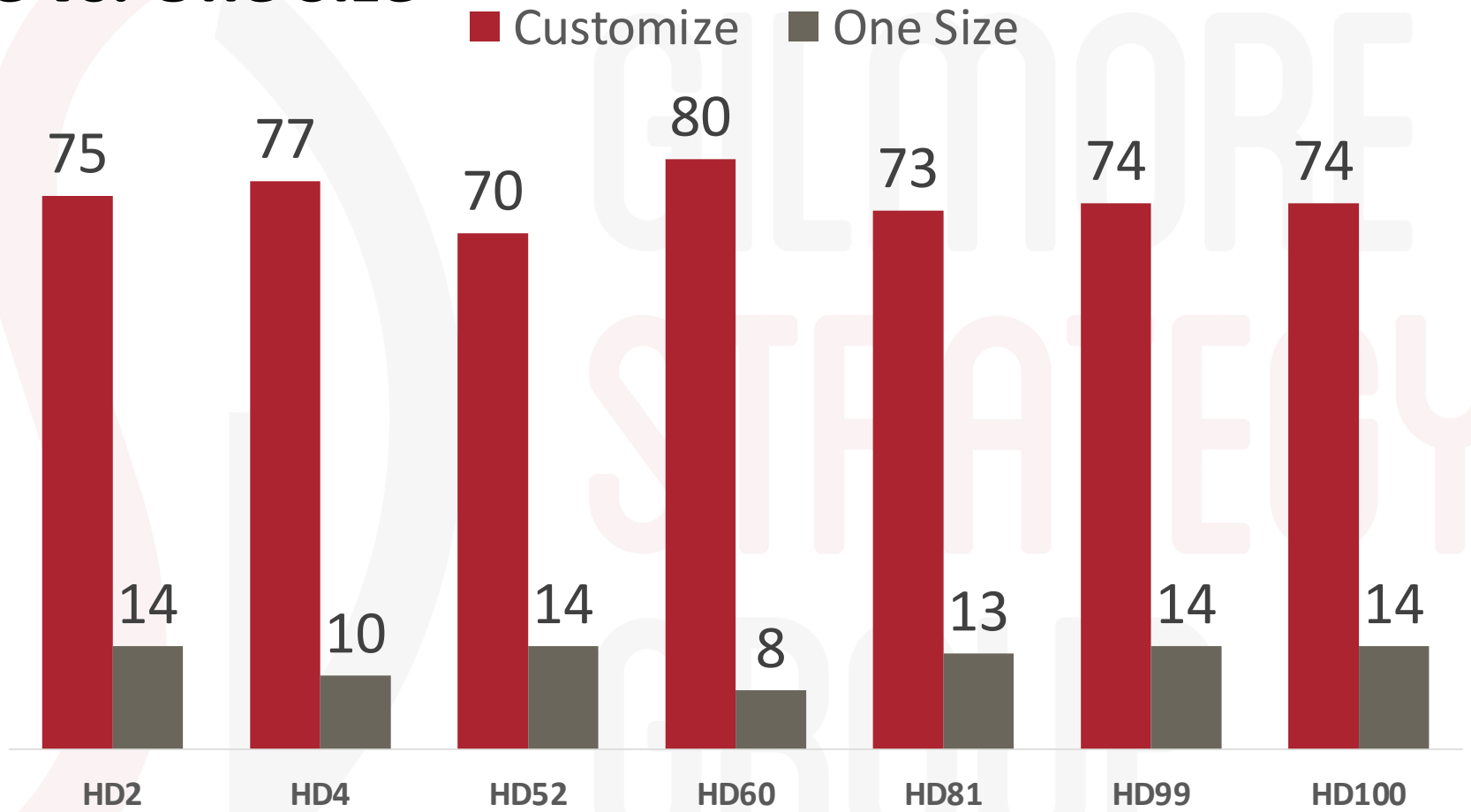
One Size Fits All

- Customize Education
- One Size Fits All
- Other
- Neither
- DK/R



Customize vs. One Size

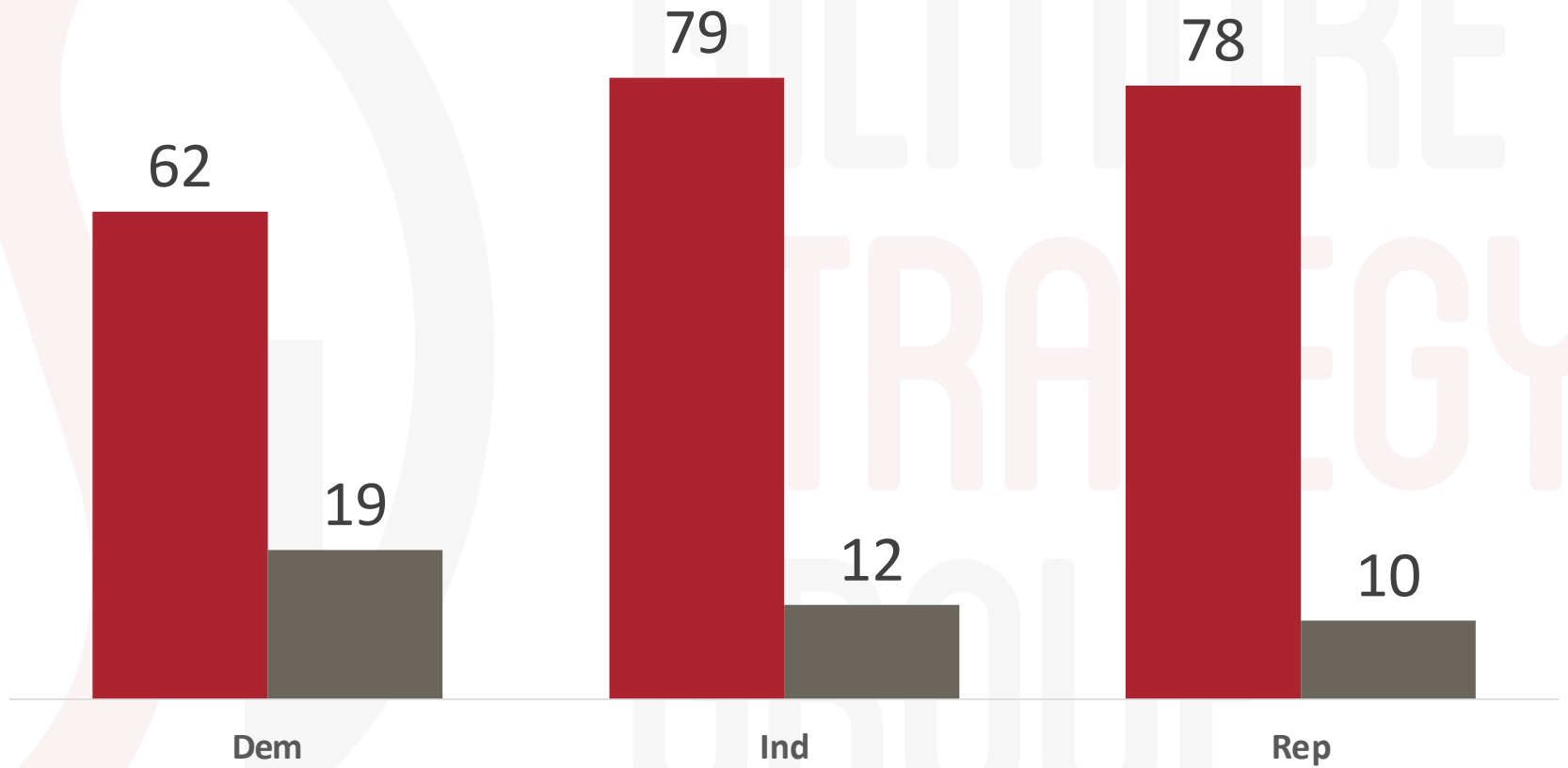
HD



Customize vs. One Size

Party

■ Customize ■ One Size

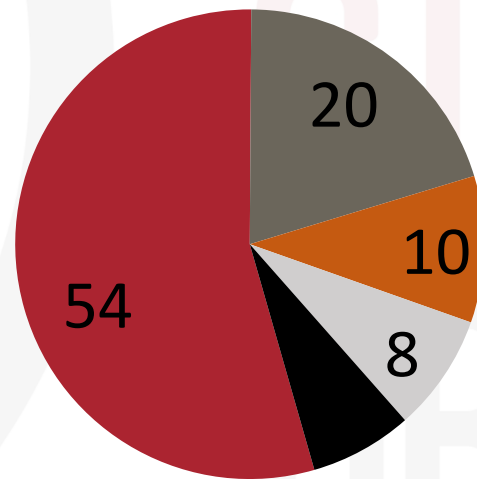


As you may know, Arkansas schools currently receive over 11,000 dollars per student in funding. knowing that, which of the following comes closest to your opinion?

Some people say that families should be allowed to select the option to help their child succeed without being limited to zoned schools.

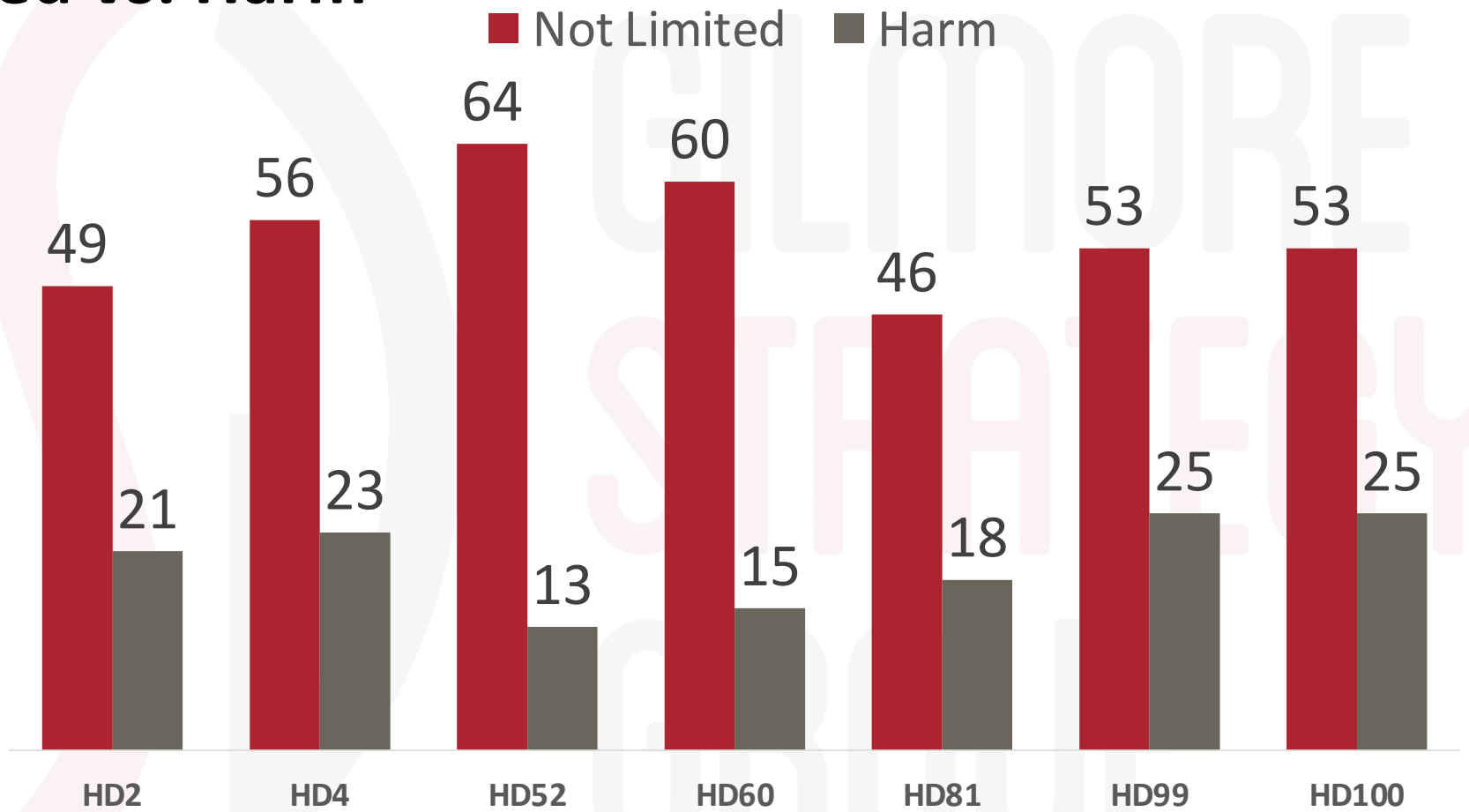
Other people say that allowing families to customize their child's education options will harm traditional public schools by reducing funding to schools.

- Not Limited
- Harm Traditional Schools
- Both
- Neither
- DK/R



Not Limited vs. Harm

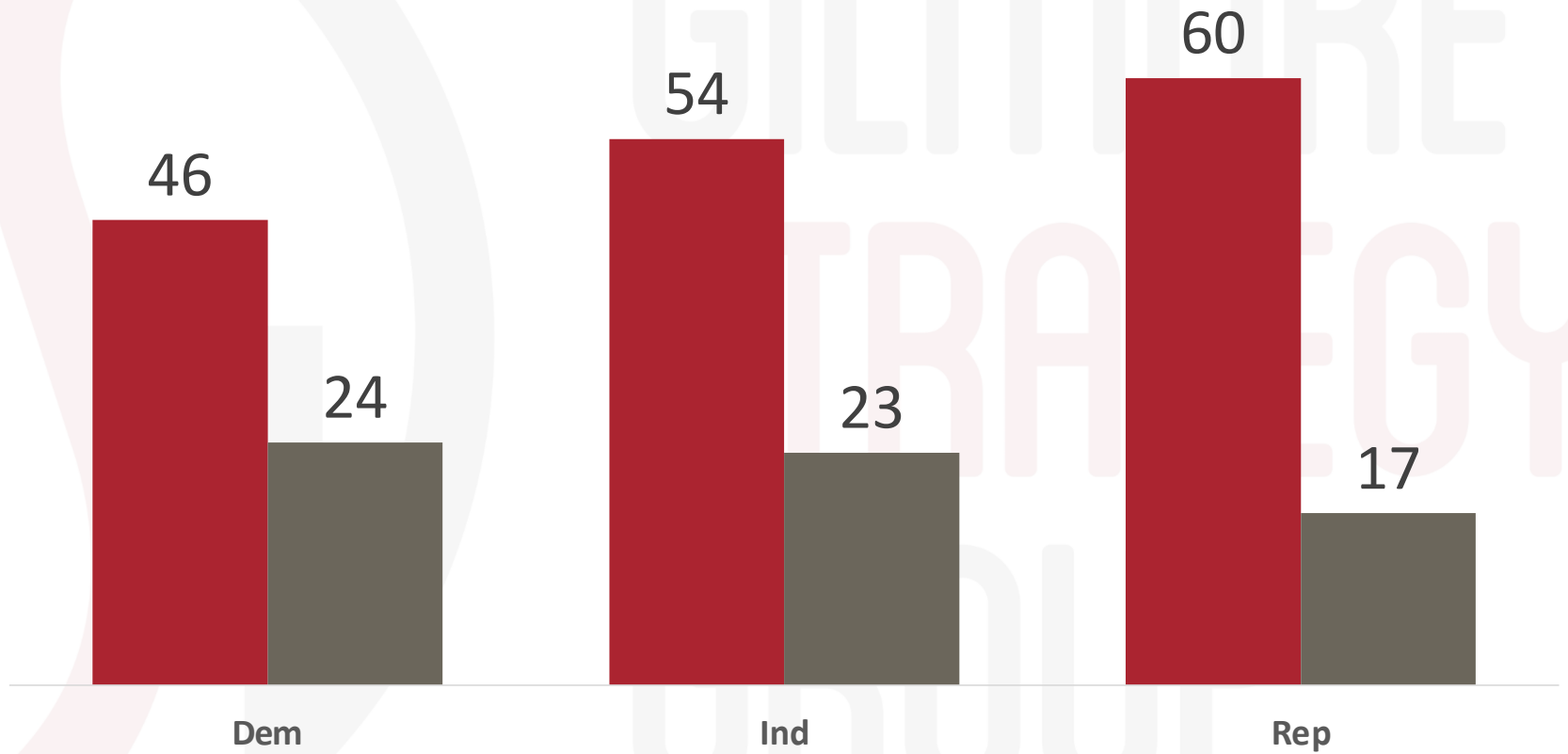
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Not Limited vs. Harm

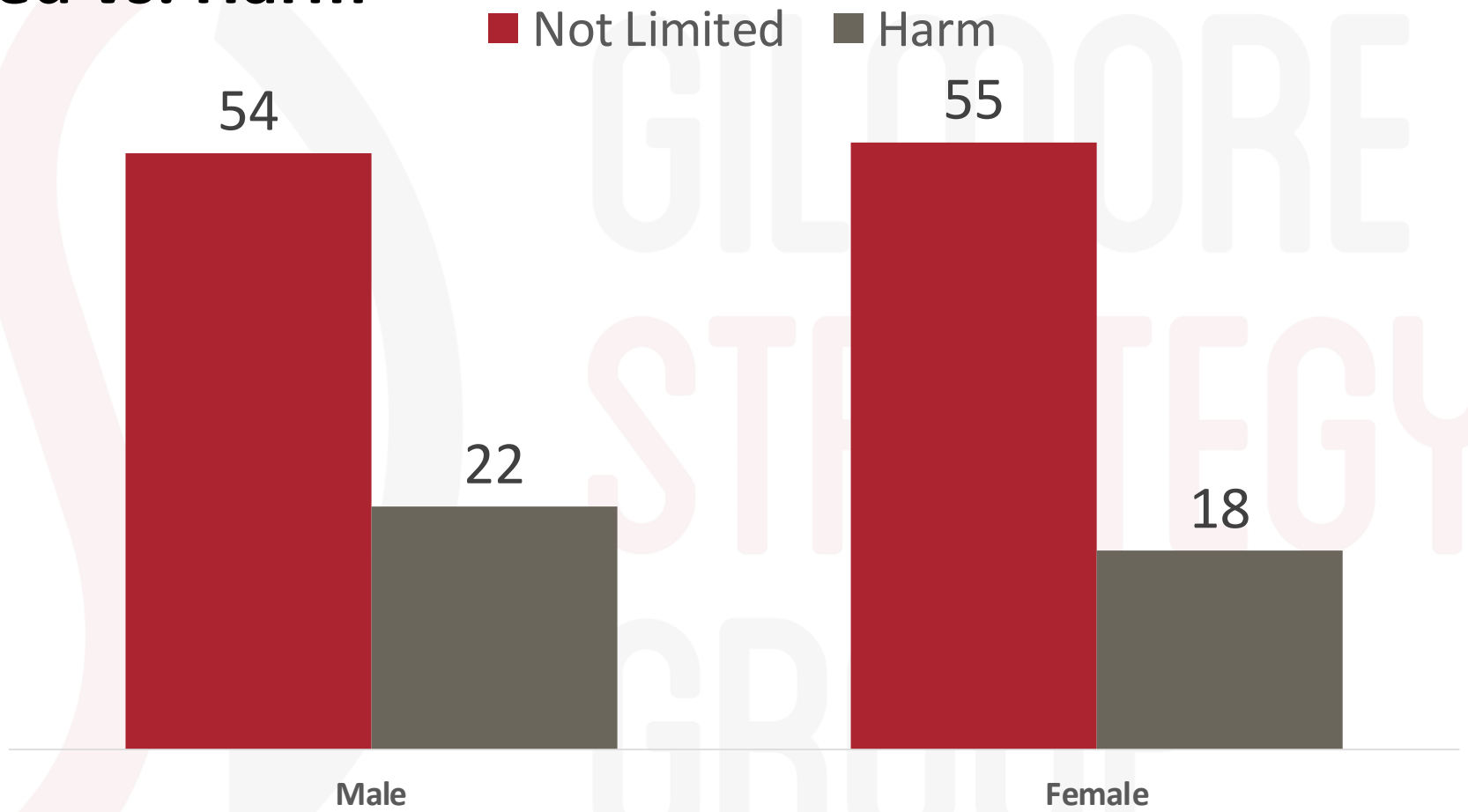
Party

■ Not Limited ■ Harm



Not Limited vs. Harm

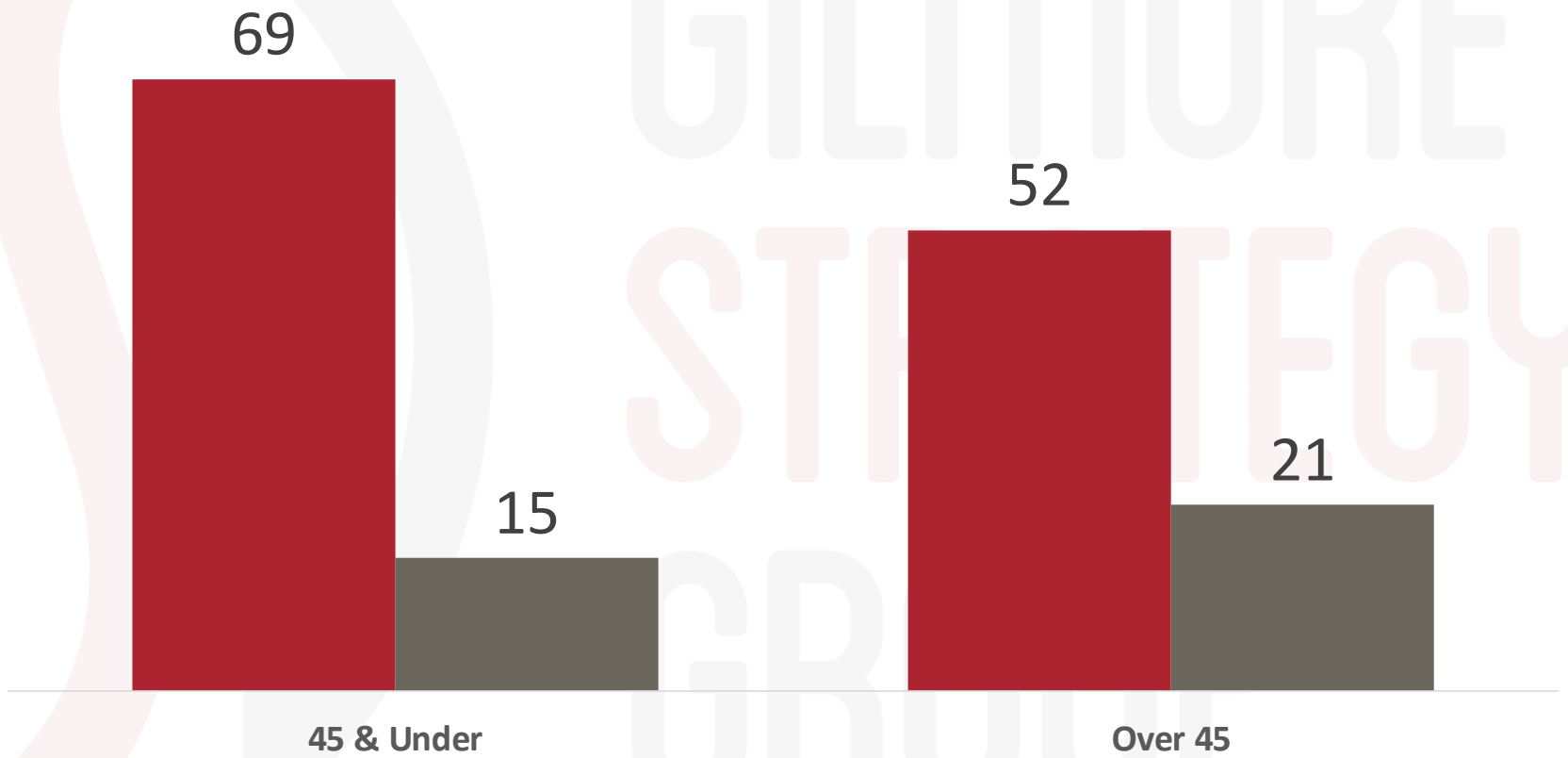
Gender



Not Limited vs. Harm

Age

■ Not Limited ■ Harm

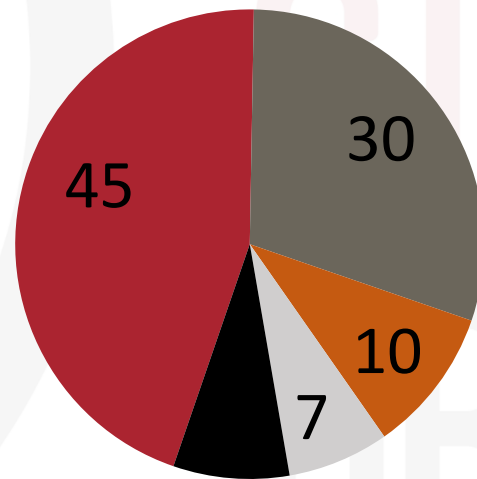


As you may know, education is important for economic and community development. knowing that, which of the following educational options do you think will help make Arkansas children better able to compete in the future?

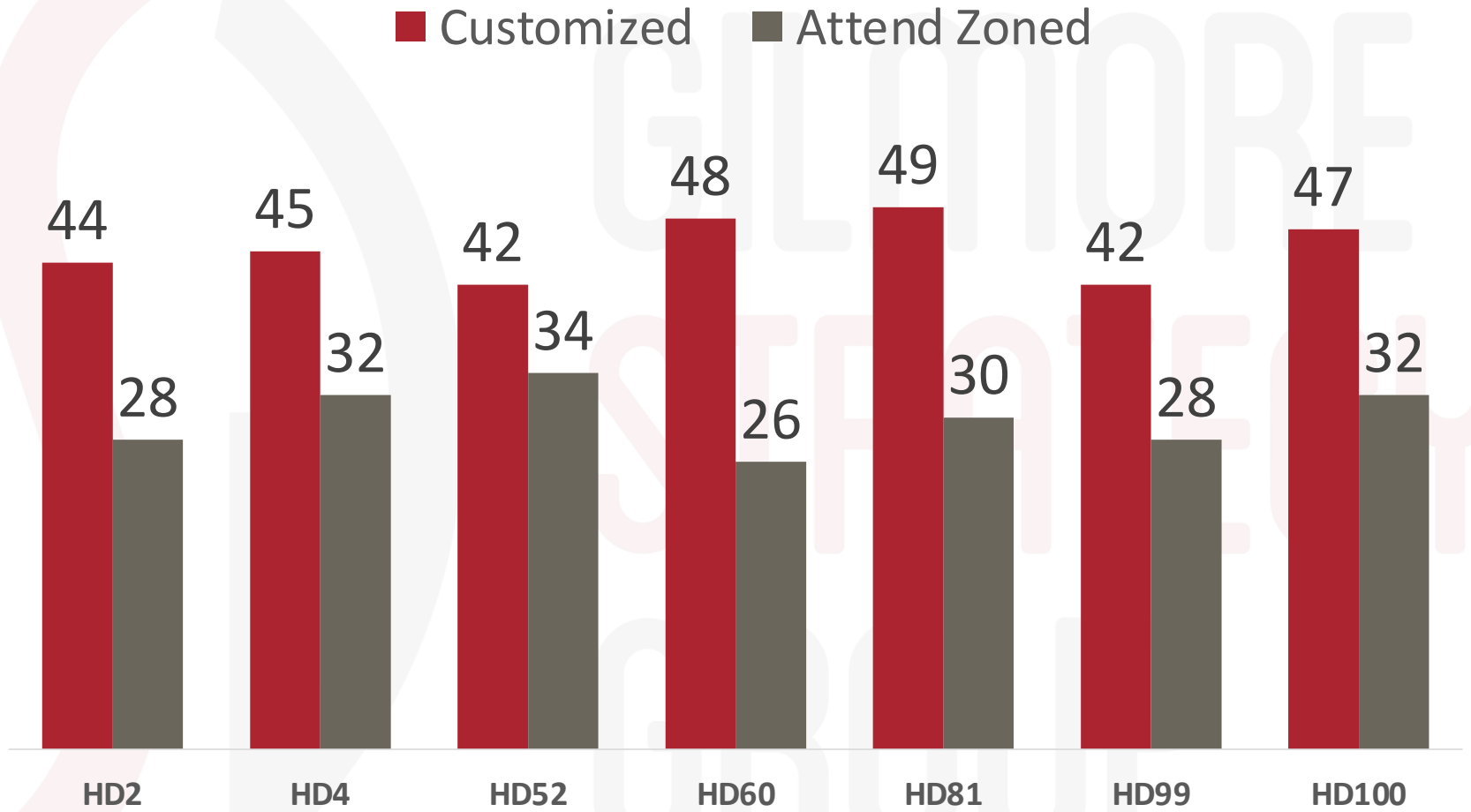
Some people say allowing students to customize their education improves their community

Other people say it's important all students attend their zoned school to improve their community

- Allow Customized
- All Attend Zoned
- Both
- Neither
- DK/R

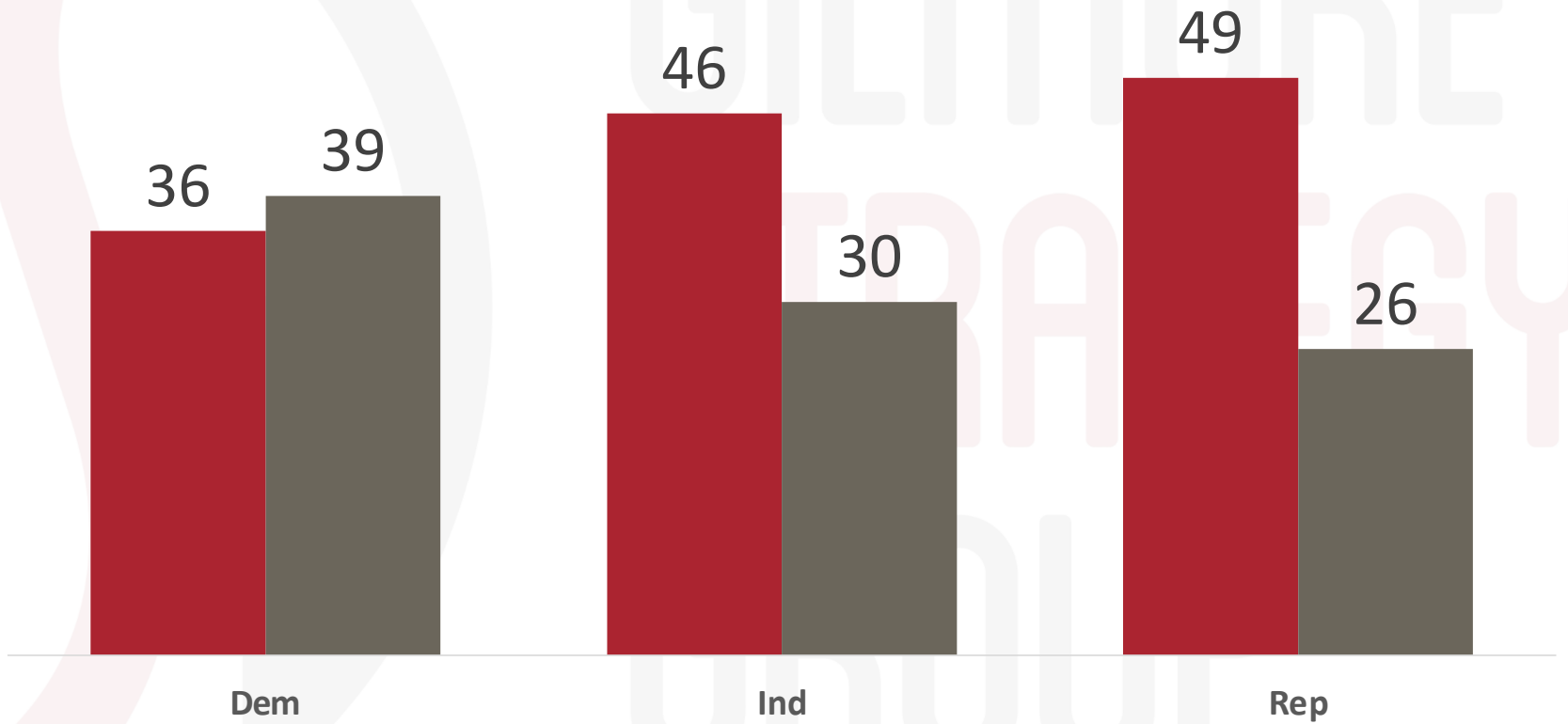


Customized vs. All Attend Zoned HD

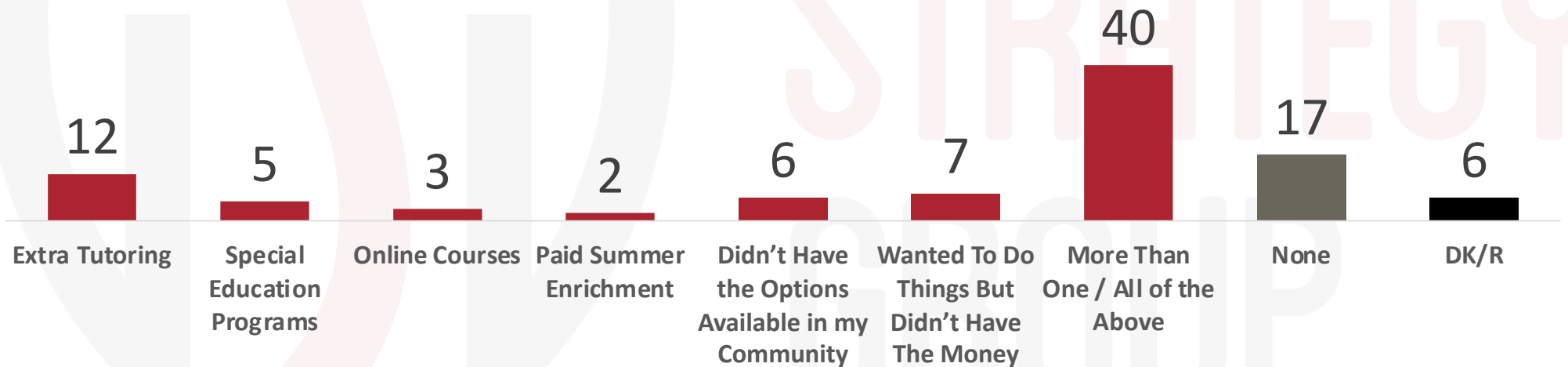


Customized vs. All Attend Zoned Party

■ Customized ■ Attend Zoned



Have you ever done or wanted to do any of the following things to customize a child's kindergarten through 12th grade education?

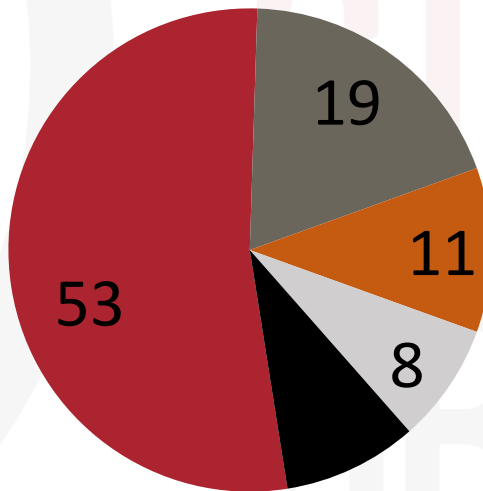


Which state legislator would you be more likely to vote for?

A legislator who supports customized education for Arkansas families

A legislator who supports zoned public schools only

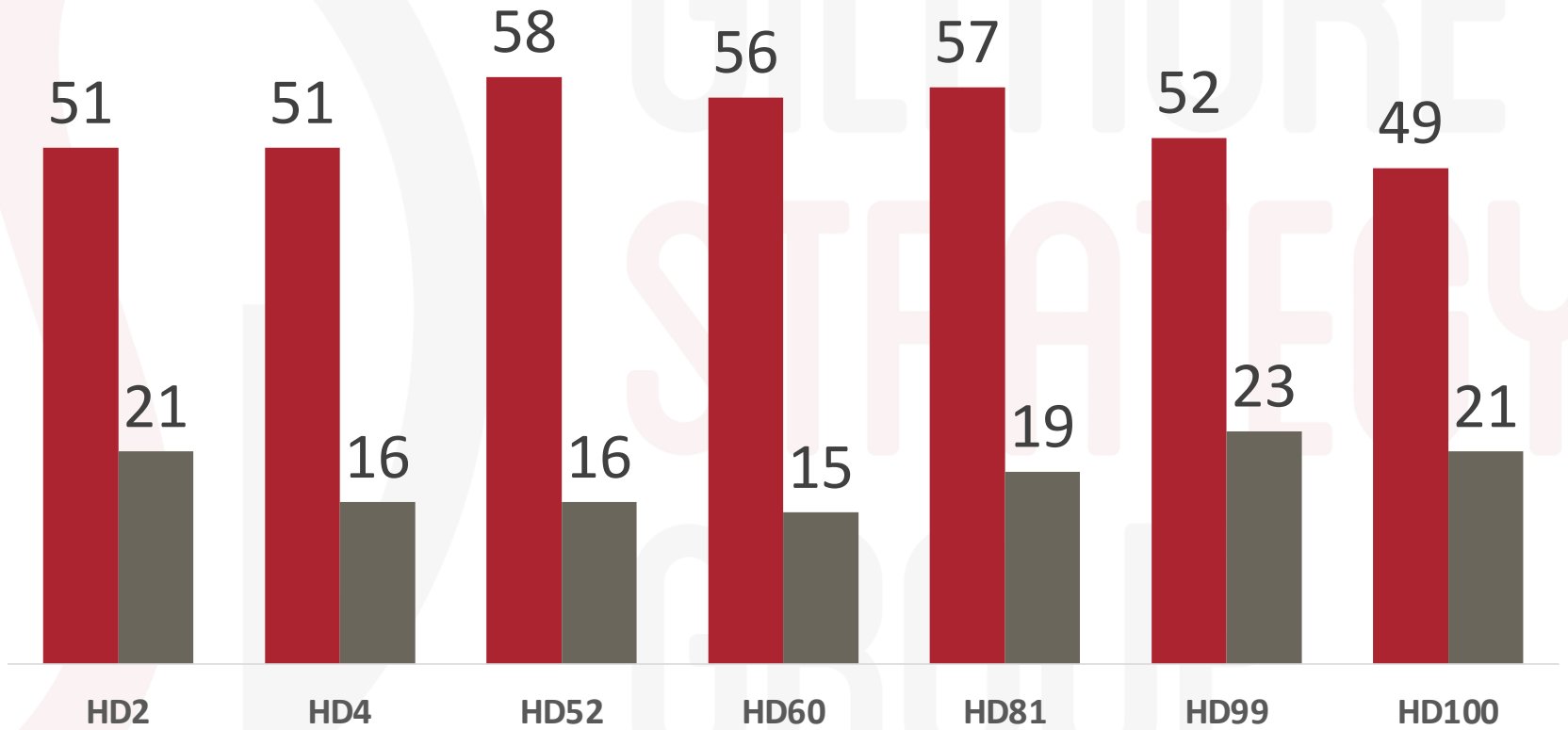
- Supports Customized Education
- Supports Zoned Public Schools Only
- Both
- Neither
- DK/R



Support for Legislator

HD

■ Supports Customized ■ Supports Zoned

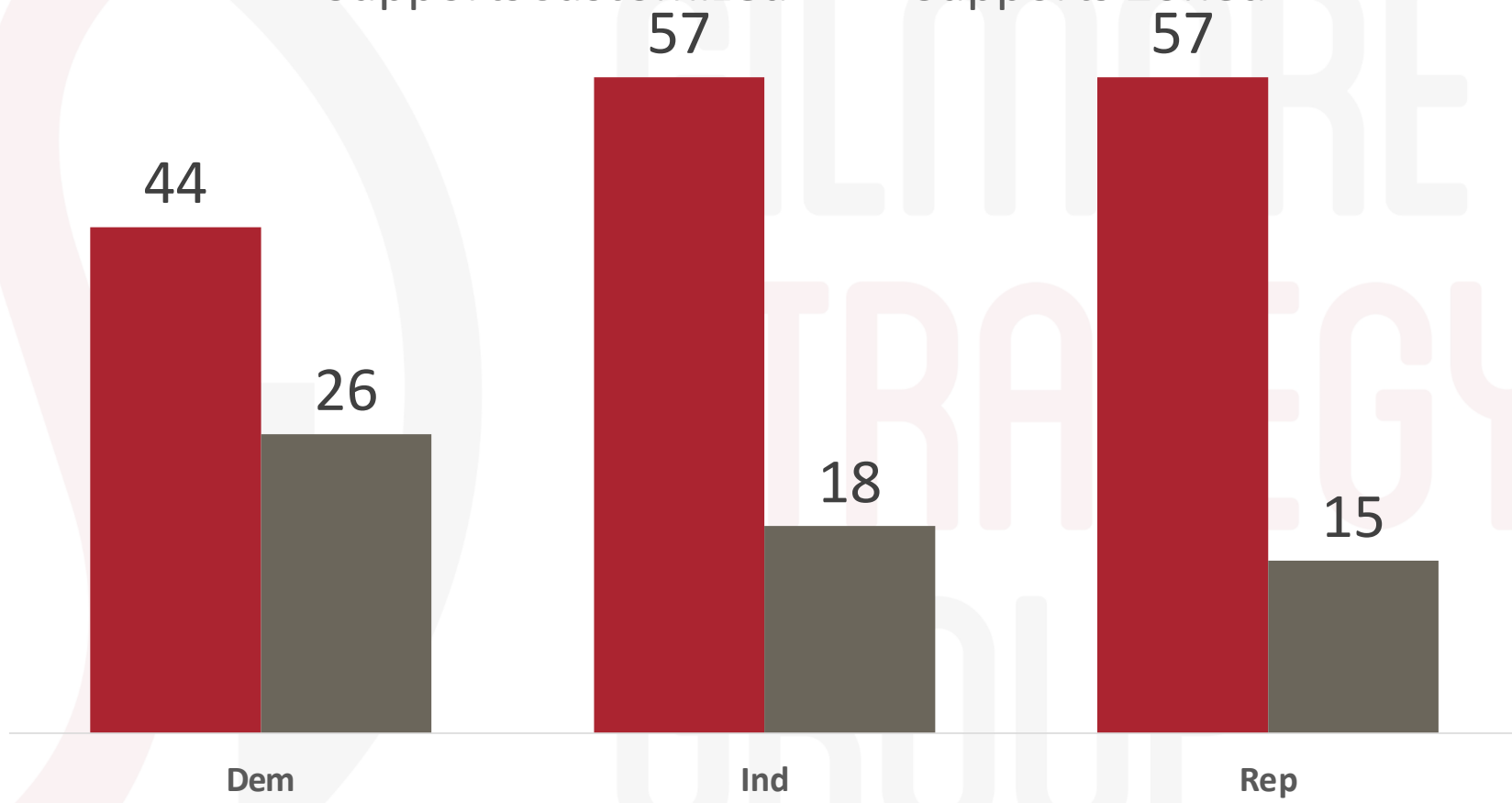


Support for Legislator

Party

■ Supports Customized

■ Supports Zoned

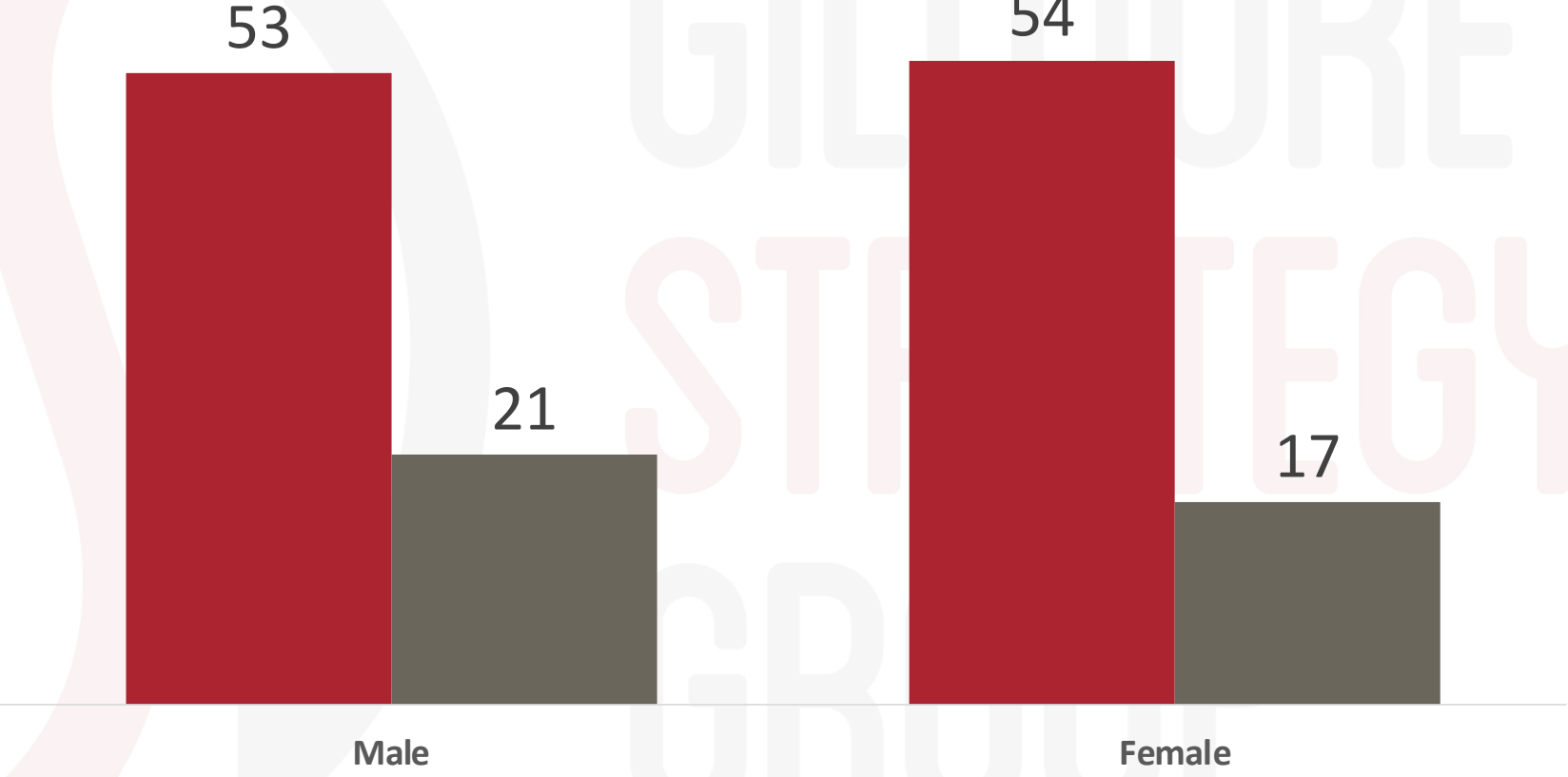


Support for Legislator

Gender

■ Supports Customized

■ Supports Zoned



Support for Legislator

Age

■ Supports Customized ■ Supports Zoned

