

CYGNAL

Survey of Likely 2020 General Election Voters

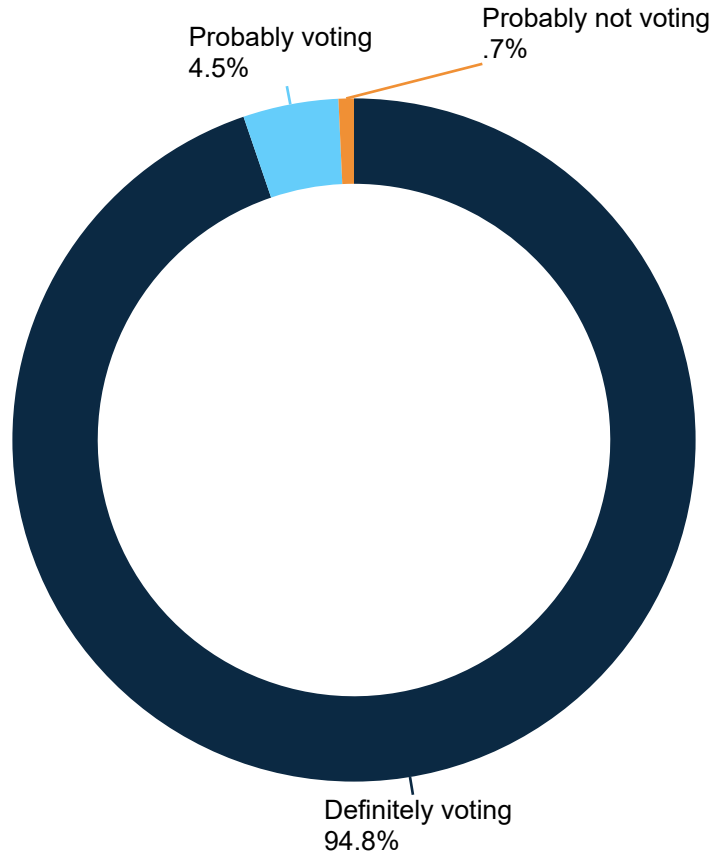
Arkansas Statewide

Conducted February 18 - 20, 2020

n=610 | ± 3.97

Likelihood to Vote

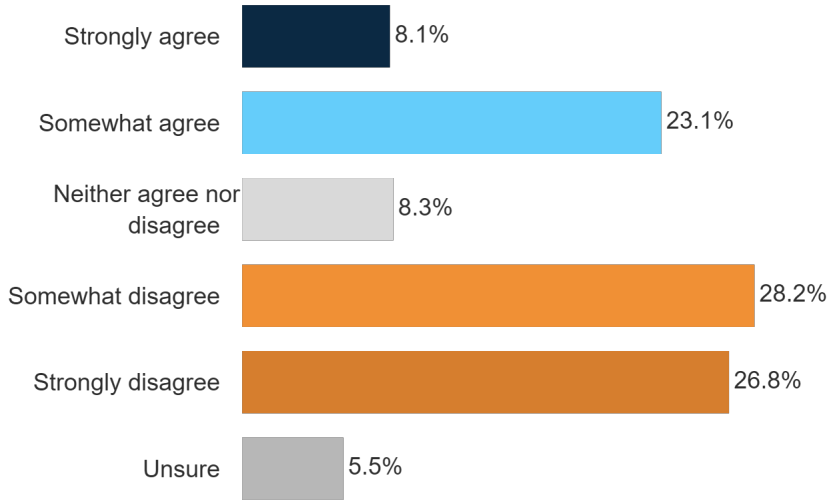
How likely are you to vote in the November elections for President, Congress, and state legislature out of the following options?



	Row %	Definitely voting	Probably voting	Probably not voting	Row Population
Female		95.3%	3.6%	1.0%	334
Male		94.1%	5.6%	.3%	276
18 – 34		93.8%	6.2%	.0%	94
35 – 49		93.0%	6.0%	1.0%	133
50 – 64		95.8%	3.1%	1.2%	180
65 or older		95.4%	4.0%	.5%	203
White		95.0%	4.8%	.2%	488
Black		92.8%	2.0%	5.2% ↑	65
Other		95.0%	5.0%	.0%	58
Republican		96.8%	3.2%	.0%	276
Democrat		98.2%	1.8%	.0%	138
Independent		89.5% ↓	8.0%	2.5% ↑	178
College degree		96.5%	3.5%	.0%	209
No degree		94.1%	4.1%	1.8%	248
<\$50k		93.1% ↓	6.0% ↑	.9%	140
\$50k-\$100k		98.9%	1.1%	.0%	177
\$100k+		98.5%	.7%	.8%	120
High Propensity		96.3%	3.4%	.3%	317
Medium Propensity		92.3%	5.8%	1.9%	177
Low Propensity		94.4%	5.6%	.0%	117
AR-1		91.6%	5.9%	2.4%	140
AR-2		97.7%	2.3%	.0%	167
AR-3		95.6%	3.7%	.7%	158
AR-4		93.5%	6.5%	.0%	145

Public Schools Meet Individual Needs

And generally speaking, do you agree or disagree that public schools in Arkansas meet the individual education needs of all children?



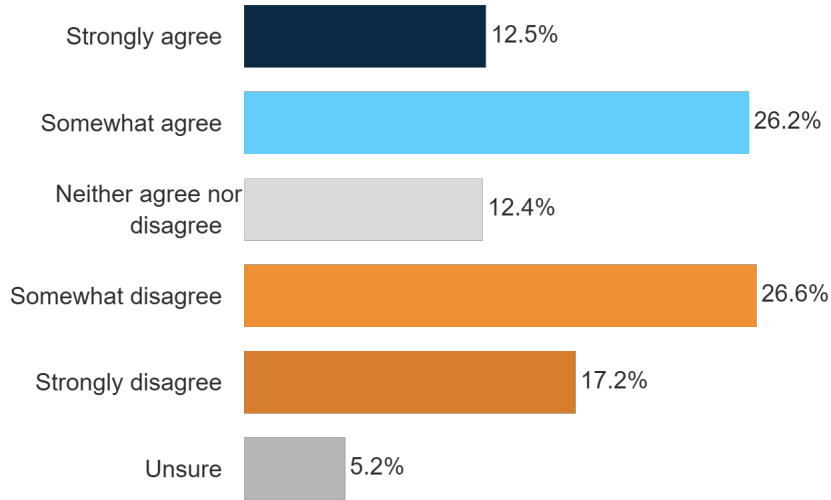
	%
Agree	31.2%
Disagree	55.0%
Strongly agree	8.1%
Somewhat agree	23.1%
Neither agree nor disagree	8.3%
Somewhat disagree	28.2%
Strongly disagree	26.8%
Unsure	5.5%
Total	100.0%

	Row %	Agree	Disagree	Row Population
Female		31.6%	54.4%	334
Male		30.7%	55.7%	276
18 – 34		26.7%	55.1%	94
35 – 49		31.4%	55.7%	133
50 – 64		28.5%	58.0%	180
65 or older		35.5%	51.8%	203
White		33.3%	53.5%	488
Black		20.0%	61.9%	65
Other		25.7%	60.1%	58
Republican		30.8%	53.1%	276
Democrat		28.5%	57.6%	138
Independent		36.9%	53.4%	178
College degree		33.5%	53.3%	209
No degree		30.0%	56.2%	248
<\$50k		25.7%	50.5%	140
\$50k-\$100k		27.2%	57.8%	177
\$100k+		29.6%	58.8%	120
High Propensity		33.1%	57.8%	317
Medium Propensity		28.0%	54.5%	177
Low Propensity		30.8%	48.1%	117
AR-1		33.9%	53.8%	140
AR-2		26.2%	60.2%	167
AR-3		31.4%	53.1%	158
AR-4		34.0%	52.3%	145



Traditional Public School Flexibility

Do you agree or disagree that traditional public schools provide parents with flexibility and choices?



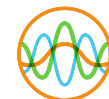
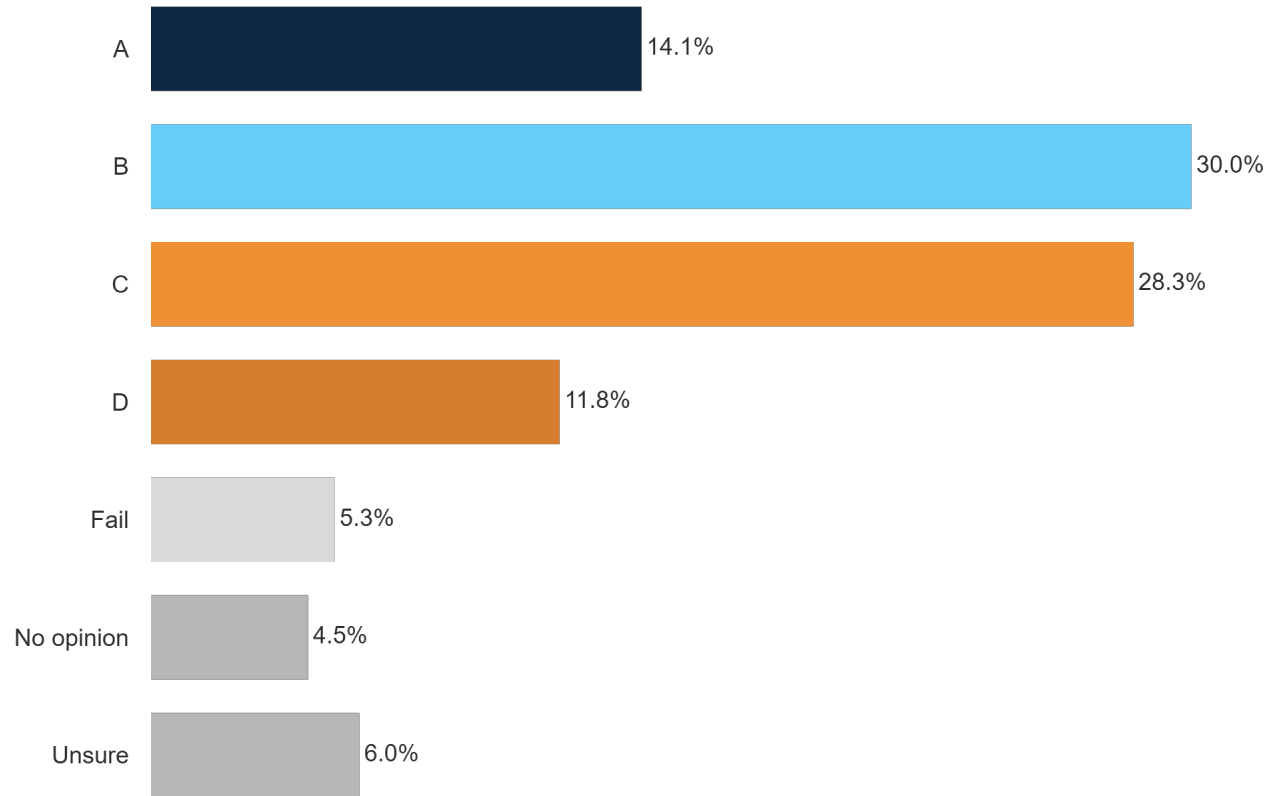
	%
Agree	38.7%
Disagree	43.7%
Strongly agree	12.5%
Somewhat agree	26.2%
Neither agree nor disagree	12.4%
Somewhat disagree	26.6%
Strongly disagree	17.2%
Unsure	5.2%
Total	100.0%

	Row %	Agree	Disagree	Row Population
Female		36.3%	45.6%	334
Male		41.6%	41.5%	276
18 – 34		35.0%	40.4%	94
35 – 49		39.2%	41.4%	133
50 – 64		35.1%	48.6%	180
65 or older		43.3%	42.5%	203
White		39.3%	43.3%	488
Black		42.9%	40.0%	65
Other		29.2%	52.0%	58
Republican		34.3%	47.4%	276
Democrat		49.7%	34.7%	138
Independent		37.9%	44.8%	178
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Low Propensity		48.4%	34.4%	117
AR-1		36.8%	44.7%	140
AR-2		45.3%	39.4%	167
AR-3		34.6%	48.4%	158
AR-4		37.5%	42.7%	145



Education Grade

Students are often given the grades A, B, C, D, or FAIL to denote the quality of their work. If the public schools in your community were graded in the same way, what grade would you give your local public schools - A, B, C, D, or Fail?



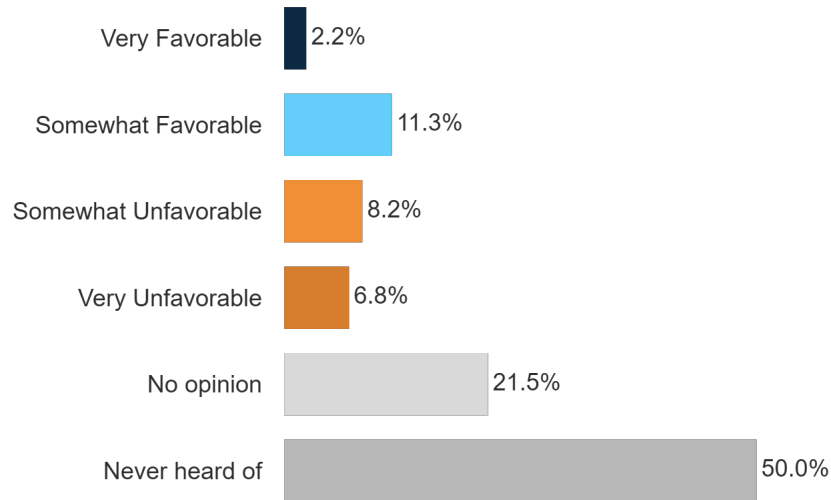
Education Grade

Row %	A	B	C	D	Fail	No opinion	Row Population
Female	13.0%	31.1%	25.7%	10.6%	6.8%	6.3%	334
Male	15.5%	28.7%	31.5%	13.2%	3.4%	2.3%	276
18 – 34	15.7%	30.1%	25.4%	8.1%	4.0%	4.4%	94
35 – 49	15.2%	28.3%	27.4%	13.9%	4.2%	4.8%	133
50 – 64	11.7%	27.6%	30.0%	15.6%	6.1%	4.7%	180
65 or older	14.9%	33.2%	28.8%	8.7%	5.9%	4.2%	203
White	15.0%	30.9%	30.0%	10.3%	4.3%	4.5%	488
Black	10.5%	27.3%	20.8%	20.0%	10.7%	5.1%	65
Other	10.9%	25.1%	22.9%	15.2%	7.2%	3.7%	58
Republican	17.2%	28.4%	28.8%	11.6%	4.8%	5.3%	276
Democrat	8.7%	40.4%	25.8%	11.3%	3.5%	4.1%	138
Independent	14.5%	24.3%	28.5%	12.7%	7.0%	3.7%	178
College degree	16.7%	33.0%	25.4%	10.9%	3.8%	5.6%	209
No degree	13.5%	29.5%	29.7%	10.2%	6.2%	3.2%	248
<\$50k	9.7%	27.7%	30.1%	9.1%	6.4%	4.0%	140
\$50k-\$100k	12.3%	29.2%	30.1%	14.2%	2.4%	6.3%	177
\$100k+	20.7%	26.7%	27.6%	11.5%	6.3%	4.8%	120
High Propensity	14.8%	35.5%	28.6%	9.4%	5.1%	3.8%	317
Medium Propensity	12.3%	23.5%	27.2%	15.5%	5.7%	5.0%	177
Low Propensity	15.2%	25.1%	29.4%	12.7%	5.1%	5.6%	117
AR-1	10.9%	28.4%	35.7%	12.7%	3.2%	3.6%	140
AR-2	14.3%	26.0%	25.5%	13.8%	8.6%	5.3%	167
AR-3	20.3%	34.2%	24.1%	7.1%	3.8%	3.9%	158
AR-4	10.4%	31.7%	29.1%	13.7%	5.0%	5.1%	145



Image Test: Arkansas Superintendents Union

Do you have a favorable or unfavorable opinion of Arkansas Superintendents Union?



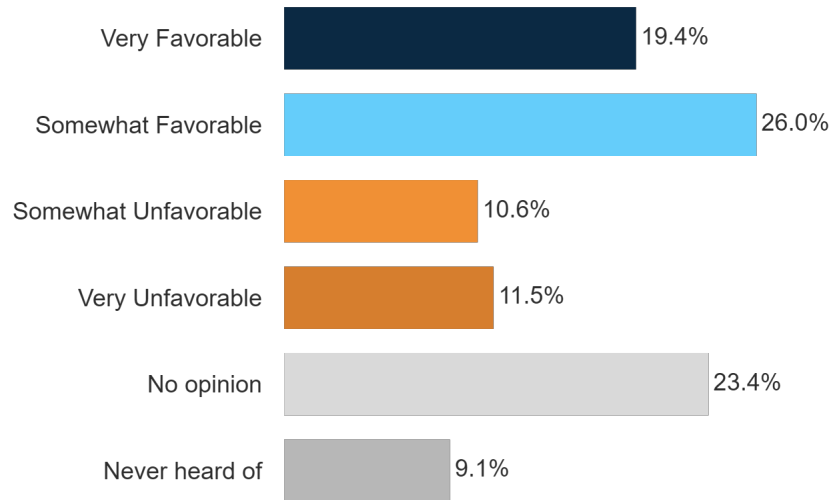
	%
Favorable	13.5%
Unfavorable	15.0%
Very Favorable	2.2%
Somewhat Favorable	11.3%
Somewhat Unfavorable	8.2%
Very Unfavorable	6.8%
No opinion	21.5%
Never heard of	50.0%
Total	100.0%

	Row %	Favorable	Unfavorable	Row Population
Female		13.3%	11.0%	334
Male		13.9%	19.7%	276
18 – 34		9.8%	11.4%	94
35 – 49		6.5%	18.4%	133
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AR-3		12.2%	15.2%	158
AR-4		14.6%	12.2%	145



Image Test: Arkansas Teachers Union

Do you have a favorable or unfavorable opinion of Arkansas Teachers Union?



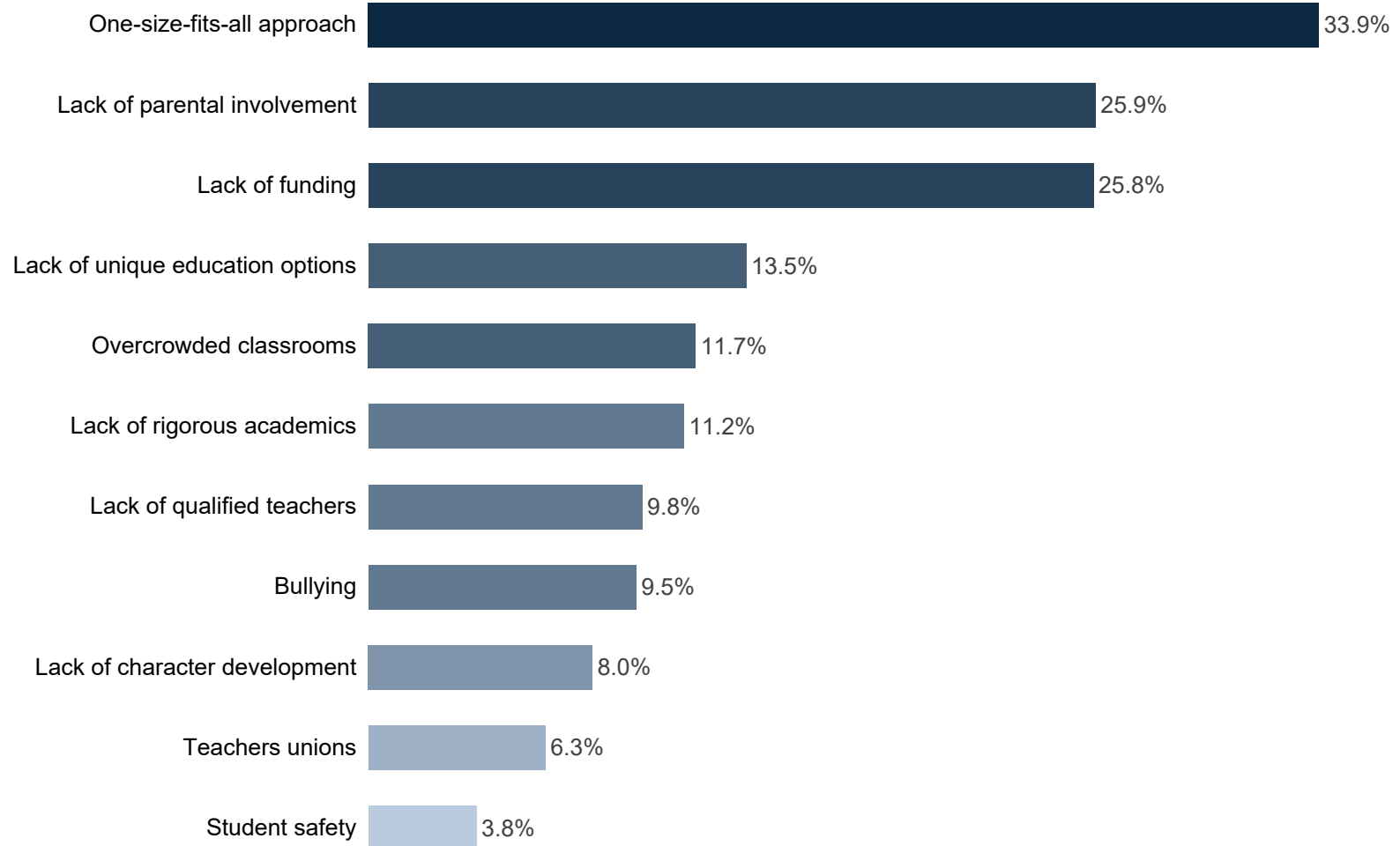
	%
Favorable	45.4%
Unfavorable	22.1%
Very Favorable	19.4%
Somewhat Favorable	26.0%
Somewhat Unfavorable	10.6%
Very Unfavorable	11.5%
No opinion	23.4%
Never heard of	9.1%
Total	100.0%

	Row %	Favorable	Unfavorable	Row Population
Female		49.3%	15.8% ↓	334
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White		44.5%	21.4%	488
Black		60.0%	23.2%	65
Other		36.8%	27.4%	58
Republican		31.6% ↓	29.9% ↑	276
Democrat		73.5% ↑	3.8% ↓	138
Independent		43.1%	26.6%	178
College degree		46.7%	21.4%	209
No degree		41.8%	26.5%	248
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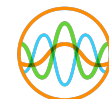


Education Obstacles

In your opinion, what are the biggest obstacles to improving Arkansas's K-12 education system?



Sample size: 610



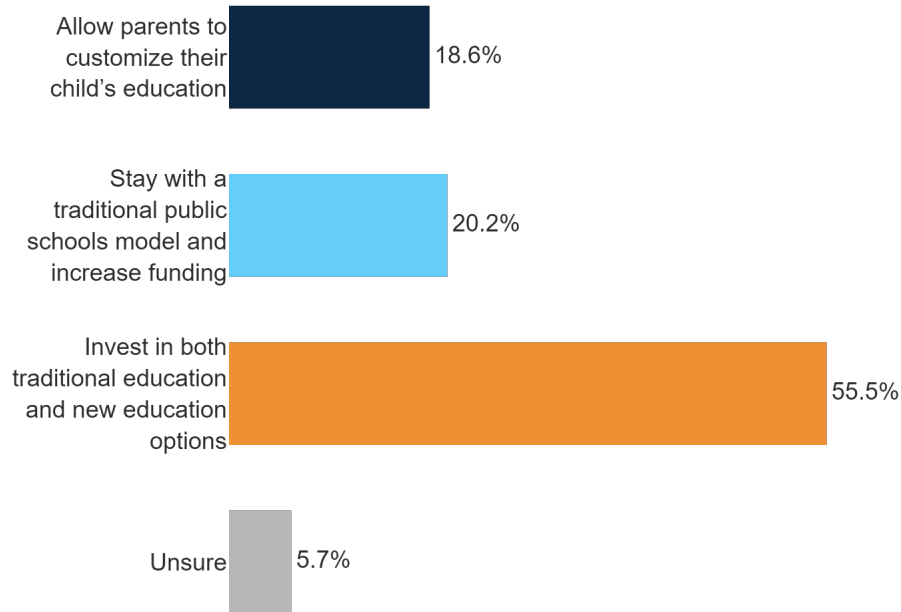
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Education Obstacles

Row %	One-size-fits-all approach	Lack of parental involvement	Lack of funding	Lack of unique education options	Overcrowded classrooms	Lack of rigorous academics	Lack of qualified teachers	Bullying	Lack of character development	Teachers unions	Student safety	Row Population
Female	37.6%	27.6%	26.0%	12.8%	14.1%	8.3%	6.9%	11.7%	7.3%	1.7% ↓	4.6%	334
Male	29.3%	23.9%	25.7%	14.2%	8.8%	14.7%	13.2%	7.0%	8.8%	11.8% ↑	2.9%	276
18 – 34	49.5%	16.3%	26.0%	16.9%	15.9%	5.5%	5.4%	4.5%	6.8%	6.0%	2.8%	94
35 – 49	35.1%	24.7%	32.0%	13.0%	10.3%	11.5%	6.4%	8.9%	8.6%	4.1%	4.8%	133
50 – 64	31.8%	32.4%	22.3%	12.1%	13.6%	9.9%	12.4%	13.2%	8.5%	6.5%	5.8%	180
65 or older	27.7%	25.4%	24.9%	13.4%	8.8%	14.9%	11.5%	9.0%	7.7%	7.7%	2.0%	203
White	34.2%	24.2%	27.3%	14.5%	12.2%	10.8%	9.2%	9.4%	9.4%	6.2%	3.5%	488
Black	22.9%	39.2%	20.8%	13.6%	12.3%	12.4%	15.9%	5.6%	1.6%	1.5%	2.5%	65
Other	43.2%	25.7%	18.7%	4.1%	5.9%	13.5%	7.8%	15.0%	3.0%	12.8%	7.9%	58
Republican	34.7%	29.4%	14.9% ↓	15.1%	14.5%	12.6%	10.2%	11.3%	11.5%	8.4%	4.4%	276
Democrat	35.5%	19.4%	44.4% ↑	8.1%	15.5%	5.9%	7.9%	11.7%	3.7%	1.3%	6.0%	138
Independent	32.8%	26.0%	25.8%	15.2%	4.6% ↗	13.0%	10.9%	5.7%	5.6%	7.6%	.7%	178
College degree	30.5%	29.7%	25.9%	15.2%	11.8%	14.4%	9.3%	9.0%	6.4%	8.1%	2.5%	209
No degree	35.8%	27.5%	22.4%	11.7%	12.0%	9.0%	10.8%	9.5%	8.8%	5.6%	5.1%	248
<\$50k	39.2%	25.8%	25.2%	23.0%	17.1%	8.2%	5.1%	19.2%	13.7%	3.5%	5.7%	140
\$50k-\$100k	41.0%	28.8%	27.5%	16.5%	14.4%	17.5%	13.1%	7.2%	10.6%	9.0%	4.6%	177
\$100k+	39.3%	36.3%	30.2%	10.0%	9.3%	12.9%	11.8%	10.4%	6.3%	9.3%	4.4%	120
High Propensity	34.0%	29.8%	24.5%	12.1%	11.5%	10.7%	10.4%	8.7%	7.1%	6.4%	3.5%	317
Medium Propensity	39.0%	20.8%	27.0%	15.7%	12.5%	9.7%	7.8%	11.7%	8.6%	5.9%	4.0%	177
Low Propensity	25.7%	23.2%	27.6%	13.8%	10.8%	15.2%	11.1%	8.6%	9.4%	6.7%	4.5%	117
AR-1	32.8%	30.6%	25.1%	13.4%	10.1%	10.3%	8.1%	9.4%	10.3%	3.6%	3.5%	140
AR-2	34.2%	24.8%	28.7%	12.9%	14.1%	10.3%	11.3%	9.2%	5.3%	7.3%	4.4%	167
AR-3	37.3%	26.8%	26.2%	12.8%	13.9%	7.3%	7.0%	10.3%	8.6%	6.7%	3.3%	158
AR-4	30.9%	21.8%	22.9%	14.9%	7.8%	17.5%	12.6%	9.3%	8.2%	7.4%	4.1%	145

Uninformed Ballot

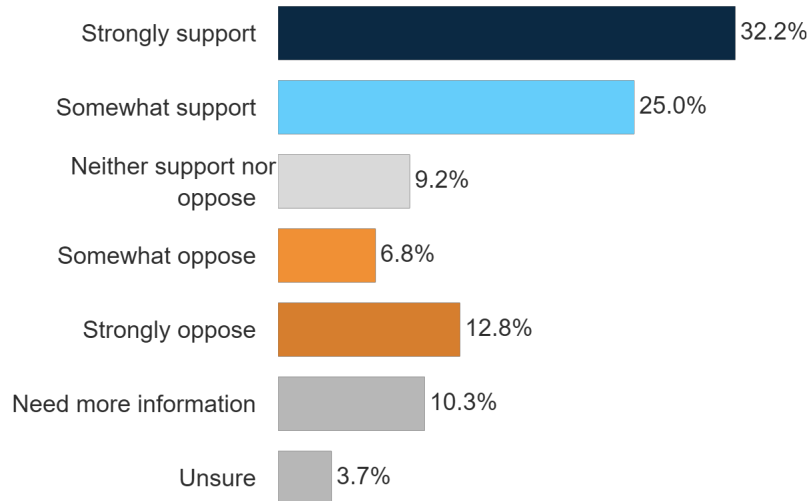
Thinking about the future of Arkansas's education system, do you think that lawmakers should stay the course and increase funding for a traditional public schools model, allow parents more education options to customize their child's education, or invest in both traditional education as well as new education options?



Row %	Customize Edu	Traditional	Both Traditional and New	Row Population
Female	15.9%	19.3%	58.9%	334
Male	21.8%	21.4%	51.5%	276
18 – 34	20.3%	17.3%	54.7%	94
35 – 49	21.3%	24.8%	50.1%	133
50 – 64	19.4%	18.2%	56.0%	180
65 or older	15.2%	20.4%	59.0%	203
White	18.5%	21.5%	54.5%	488
Black	18.5%	15.9%	63.1%	65
Other	19.5%	14.4%	55.2%	58
Republican	23.4%	12.5% ↓	58.8%	276
Democrat	12.3%	33.2% ↑	47.7%	138
Independent	17.4%	21.1%	56.9%	178
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AR-1	20.6%	19.9%	51.9%	140
AR-2	19.0%	27.1%	47.3%	167
AR-3	14.5%	20.4%	59.3%	158
AR-4	20.5%	12.4%	64.3%	145

Tax Credit Support

Would you support or oppose the state of Arkansas offering a tax credit for individual and corporate donations that pay for scholarships to help low-income parents send their children to schools of their choice?

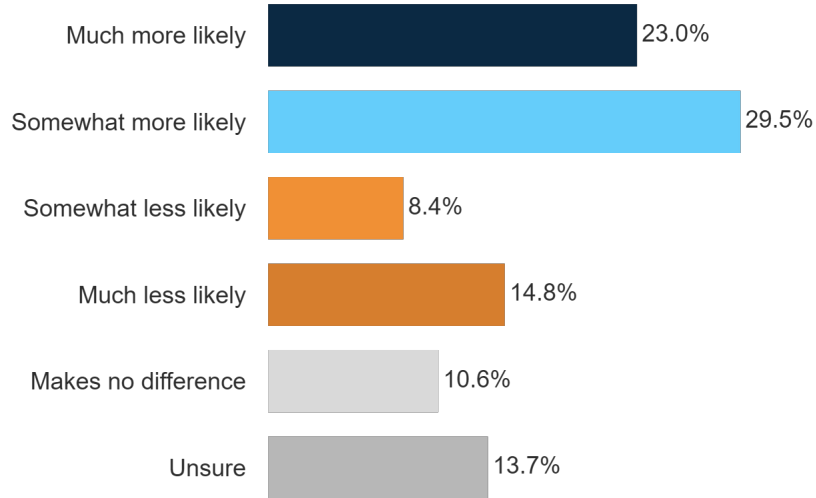


	%
Support	57.2%
Oppose	19.6%
Strongly support	32.2%
Somewhat support	25.0%
Neither support nor oppose	9.2%
Somewhat oppose	6.8%
Strongly oppose	12.8%
Need more information	10.3%
Unsure	3.7%
Total	100.0%

	Row %	Support	Oppose	Row Population
Female		54.9%	17.9%	334
Male		60.0%	21.6%	276
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AR-4		64.2%	13.6%	145

Uninformed Lege Support

Would you be more or less likely to support a state legislator who supported a tax credit for individual and corporate donations that pay for scholarships to help low-income parents send their children to schools of their choice?



	%
More likely	52.6%
Less likely	23.2%
Much more likely	23.0%
Somewhat more likely	29.5%
Somewhat less likely	8.4%
Much less likely	14.8%
Makes no difference	10.6%
Unsure	13.7%
Total	100.0%

Row %	More Likely	Less Likely	Row Population
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Male	56.2%	22.0%	276
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AR-4	59.6%	15.4%	145

Message Tests Heatmaps

Agree

	Female	Male	18-34	35-49	50-64	65 or older	White	Black	Other	Republican	Democrat	Independent	College degree...	No degree...	<\$50k	\$50k-\$100k	\$100k+	High Propensit...	Medium Prope...	Low Propensity...	AR-1	AR-2	AR-3	AR-4
Mandatory Zoned School Attendance	17%	22%	14%	11%	18%	28%	21%	11%	11%	23%	16%	16%	17%	24%	19%	20%	19%	17%	19%	24%	24%	20%	18%	14%
Adequate Education	37%	34%	32%	43%	30%	36%	34%	35%	45%	36%	38%	34%	38%	34%	28%	32%	36%	38%	32%	33%	37%	36%	39%	30%
Only Zoned Public Schools	13%	17%	10%	10%	16%	19%	16%	6%	16%	13%	17%	15%	15%	14%	13%	17%	16%	13%	16%	18%	19%	15%	13%	13%
Harm Public Schools	26%	26%	14%	27%	26%	31%	28%	16%	22%	18%	37%	28%	28%	22%	20%	29%	32%	28%	25%	21%	29%	31%	26%	17%

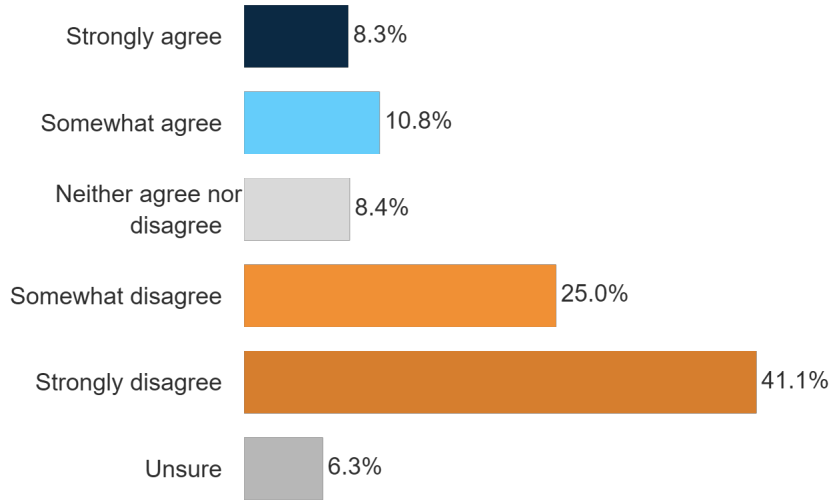
Disagree

	Female	Male	18-34	35-49	50-64	65 or older	White	Black	Other	Republican	Democrat	Independent	College degree...	No degree...	<\$50k	\$50k-\$100k	\$100k+	High Propensit...	Medium Prope...	Low Propensit...	AR-1	AR-2	AR-3	AR-4
Mandatory Zoned School Attendance	71%	60%	70%	72%	70%	57%	63%	85%	69%	63%	69%	67%	67%	61%	59%	64%	65%	69%	63%	64%	62%	67%	65%	70%
Adequate Education	41%	38%	34%	33%	49%	38%	39%	54%	26%	37%	39%	43%	37%	42%	38%	42%	38%	44%	37%	33%	35%	41%	34%	48%
Only Zoned Public Schools	69%	61%	73%	69%	70%	55%	64%	81%	57%	65%	64%	68%	66%	63%	57%	62%	58%	68%	62%	63%	55%	67%	69%	69%
Harm Public Schools	40%	43%	39%	39%	44%	42%	39%	51%	49%	45%	30%	44%	38%	43%	33%	39%	34%	43%	37%	43%	38%	40%	42%	45%



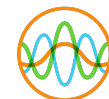
Mandatory Zoned School Attendance

Regardless of their needs, every Arkansas student who can't afford options should be mandated to only attend their zoned public school.



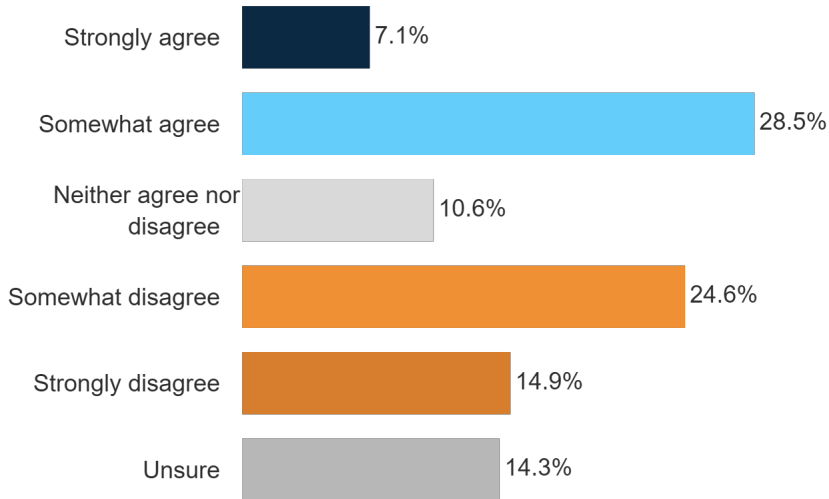
	%
Agree	19.1%
Disagree	66.2%
Strongly agree	8.3%
Somewhat agree	10.8%
Neither agree nor disagree	8.4%
Somewhat disagree	25.0%
Strongly disagree	41.1%
Unsure	6.3%
Total	100.0%

	Row %	Agree	Disagree	Row Population
Female		17.0%	71.4% ↑	334
Male		21.7%	59.8% ↓	276
18 – 34		13.9%	70.1%	94
35 – 49		10.9% ↓	72.0%	133
50 – 64		18.4%	70.0%	180
65 or older		27.6% ↑	57.2% ↓	203
White		21.2%	63.4% ↓	488
Black		10.6%	85.0% ↑	65
Other		11.4%	68.9%	58
Republican		23.4%	63.2%	276
Democrat		15.7%	69.1%	138
Independent		16.0%	67.3%	178
College degree		17.2%	67.1%	209
No degree		24.1%	60.6%	248
<\$50k		18.8%	59.1%	140
\$50k-\$100k		20.1%	63.7%	177
\$100k+		18.6%	65.3%	120
High Propensity		17.1%	69.0%	317
Medium Propensity		19.3%	62.7%	177
Low Propensity		24.4%	63.8%	117
AR-1		23.9%	62.5%	140
AR-2		20.1%	67.3%	167
AR-3		18.4%	65.0%	158
AR-4		14.1%	69.7%	145



Adequate Education

Arkansas has more than 480,000 K-12 students that are receiving an “adequate” education in our school system.



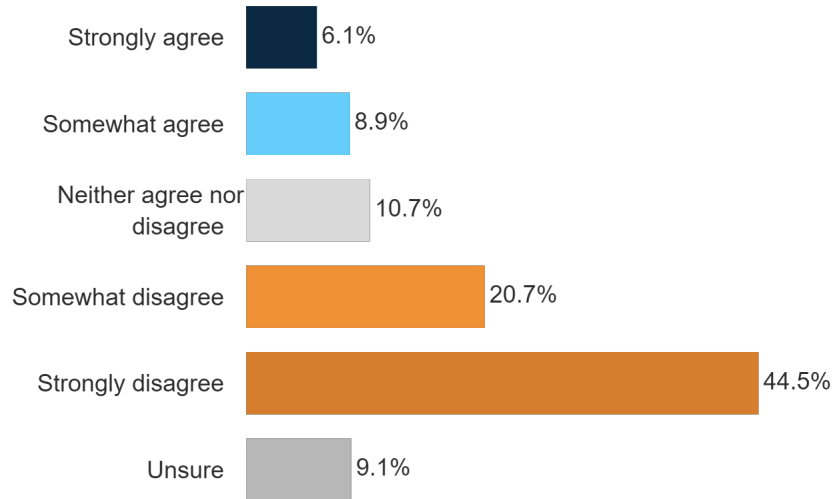
	%
Agree	35.6%
Disagree	39.5%
Strongly agree	7.1%
Somewhat agree	28.5%
Neither agree nor disagree	10.6%
Somewhat disagree	24.6%
Strongly disagree	14.9%
Unsure	14.3%
Total	100.0%

	Row %	Agree	Disagree	Row Population
Female		36.6%	40.7%	334
Male		34.3%	38.1%	276
18 – 34		32.4%	34.2%	94
35 – 49		43.4%	32.7%	133
50 – 64		30.5%	49.1%	180
65 or older		36.4%	38.0%	203
White		34.5%	39.2%	488
Black		35.5%	53.6%	65
Other		45.1%	26.5%	58
Republican		36.2%	36.7%	276
Democrat		37.9%	38.7%	138
Independent		33.6%	43.1%	178
College degree		37.6%	36.9%	209
No degree		34.1%	41.9%	248
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\$100k+		36.0%	38.4%	120
High Propensity		38.4%	43.6%	317
Medium Propensity		32.2%	36.7%	177
Low Propensity		32.9%	32.9%	117
AR-1		37.0%	34.9%	140
AR-2		35.8%	41.1%	167
AR-3		39.2%	34.3%	158
AR-4		30.0%	47.8%	145



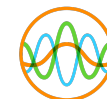
Only Zoned Public Schools

Zoned public schools should be the only way to educate Arkansans.



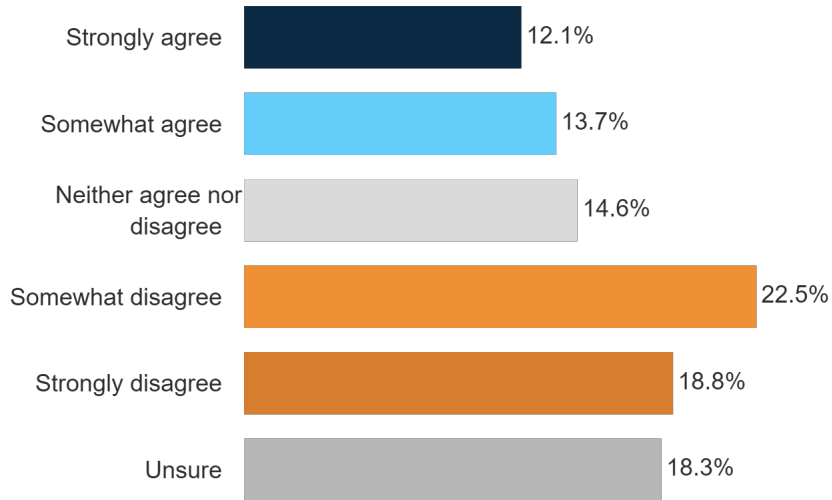
	%
Agree	15.0%
Disagree	65.2%
Strongly agree	6.1%
Somewhat agree	8.9%
Neither agree nor disagree	10.7%
Somewhat disagree	20.7%
Strongly disagree	44.5%
Unsure	9.1%
Total	100.0%

	Row %	Agree	Disagree	Row Population
Female		13.4%	69.1%	334
Male		16.9%	60.6%	276
18 – 34		10.3%	73.0%	94
35 – 49		10.4%	68.5%	133
50 – 64		15.9%	70.0%	180
65 or older		19.4%	55.3% ↓	203
White		16.2%	64.1%	488
Black		5.6%	81.5%	65
Other		15.6%	56.6%	58
Republican		13.3%	65.4%	276
Democrat		16.5%	63.5%	138
Independent		14.9%	67.6%	178
College degree		15.4%	65.7%	209
No degree		14.4%	62.7%	248
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Medium Propensity		16.2%	61.6%	177
Low Propensity		18.2%	63.0%	117
AR-1		18.8%	55.2%	140
AR-2		15.2%	67.0%	167
AR-3		13.2%	68.5%	158
AR-4		13.1%	69.2%	145



Harm Public Schools

An education tax credit will harm public schools.



	%
Agree	25.8%
Disagree	41.3%
Strongly agree	12.1%
Somewhat agree	13.7%
Neither agree nor disagree	14.6%
Somewhat disagree	22.5%
Strongly disagree	18.8%
Unsure	18.3%
Total	100.0%

	Row %	Agree	Disagree	Row Population
Female		25.6%	39.6%	334
Male		26.1%	43.3%	276
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35 – 49		26.5%	38.8%	133
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White		27.6%	39.1%	488
Black		16.1%	51.1%	65
Other		21.6%	48.6%	58
Republican		18.3% ↓	45.4%	276
Democrat		37.3% ↑	29.8% ↓	138
Independent		28.4%	44.2%	178
College degree		28.5%	37.9%	209
No degree		22.5%	43.3%	248
<\$50k		20.2%	32.7%	140
\$50k-\$100k		29.0%	39.4%	177
\$100k+		31.7%	34.1%	120
High Propensity		28.2%	42.9%	317
Medium Propensity		24.9%	37.0%	177
Low Propensity		20.8%	43.4%	117
AR-1		28.5%	38.0%	140
AR-2		31.5%	40.3%	167
AR-3		25.7%	41.8%	158
AR-4		16.9%	45.1%	145



Message Tests Heatmaps

More Likely

	Female	Male	18-34	35-49	50-64	65 or older	White	Black	Other	Republican	Democrat	Independent	College degree...	No degree	<\$50k	\$50k-\$100k	\$100k+	High Propensit...	Medium Prope...	Low Propensity...	AR-1	AR-2	AR-3	AR-4
Used for Nonpublic Schools	38%	47%	42%	47%	43%	39%	40%	41%	60%	50%	32%	40%	43%	39%	33%	44%	40%	42%	42%	42%	40%	37%	45%	47%
Taking Funds and Students	28%	32%	23%	21%	34%	36%	30%	29%	32%	25%	34%	35%	35%	27%	23%	34%	30%	32%	28%	28%	31%	24%	25%	42%
Create More Edu Options	58%	59%	68%	59%	59%	54%	59%	58%	59%	65%	48%	59%	60%	57%	49%	61%	53%	59%	60%	57%	50%	52%	66%	67%
Reduce Edu Budget	21%	26%	17%	19%	25%	26%	25%	21%	13%	21%	24%	27%	27%	25%	18%	25%	24%	24%	22%	23%	20%	24%	21%	27%

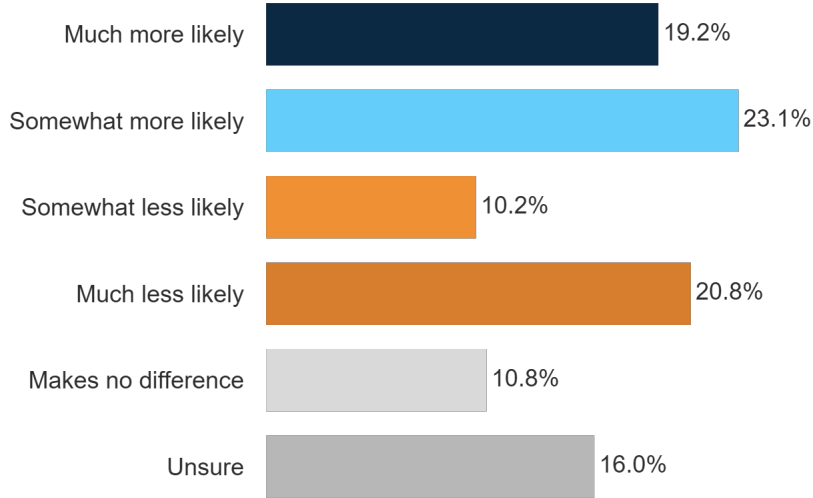
Less Likely

	Female	Male	18-34	35-49	50-64	65 or older	White	Black	Other	Republican	Democrat	Independent	College degree...	No degree	<\$50k	\$50k-\$100k	\$100k+	High Propensit...	Medium Prope...	Low Propensit...	AR-1	AR-2	AR-3	AR-4
Used for Nonpublic Schools	30%	32%	25%	23%	31%	39%	31%	40%	20%	20%	46%	38%	36%	30%	23%	30%	32%	34%	24%	33%	29%	34%	30%	31%
Taking Funds and Students	35%	39%	48%	38%	33%	33%	36%	45%	35%	29%	44%	42%	34%	38%	29%	27%	34%	35%	34%	44%	37%	39%	40%	31%
Create More Edu Options	16%	21%	8%	16%	18%	23%	18%	23%	11%	8%	28%	24%	20%	16%	14%	18%	20%	18%	17%	19%	20%	21%	15%	16%
Reduce Edu Budget	31%	38%	41%	35%	31%	34%	33%	44%	33%	29%	43%	35%	32%	30%	24%	31%	30%	31%	35%	40%	37%	35%	35%	29%



Used for Nonpublic Schools

Tax credit scholarships may be used for tuition at a nonpublic school or for a nonpublic online program.



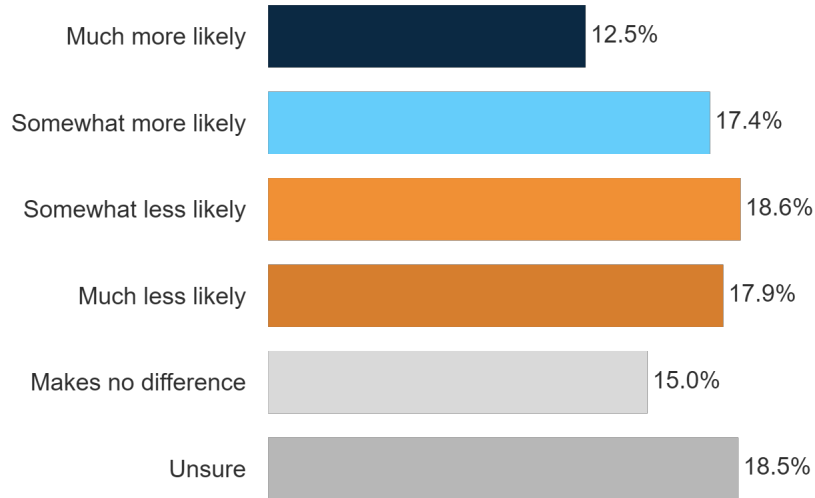
	%
More likely	42.3%
Less likely	31.0%
Much more likely	19.2%
Somewhat more likely	23.1%
Somewhat less likely	10.2%
Much less likely	20.8%
Makes no difference	10.8%
Unsure	16.0%
Total	100.0%

	Row %	More likely	Less likely	Row Population
Female		38.0%	30.3%	334
Male		47.4%	31.8%	276
18 – 34		42.3%	24.9%	94
35 – 49		47.0%	23.4%	133
50 – 64		42.8%	30.7%	180
65 or older		38.6%	39.0% ↑	203
White		40.2%	31.1%	488
Black		41.3%	39.8%	65
Other		60.3%	20.3%	58
Republican		50.3% ↑	19.7% ↓	276
Democrat		32.0%	46.0% ↑	138
Independent		39.9%	37.5%	178
College degree		42.6%	36.0%	209
No degree		39.3%	29.6%	248
<\$50k		33.1%	23.4%	140
\$50k-\$100k		44.0%	30.2%	177
\$100k+		39.7%	31.7%	120
High Propensity		42.3%	33.8%	317
Medium Propensity		42.1%	24.4%	177
Low Propensity		42.4%	33.3%	117
AR-1		40.3%	29.0%	140
AR-2		37.3%	34.1%	167
AR-3		44.5%	29.7%	158
AR-4		47.3%	30.7%	145



Taking Funds and Students

Some people say tax credit scholarships will harm your local school by taking money and students away from public schools.



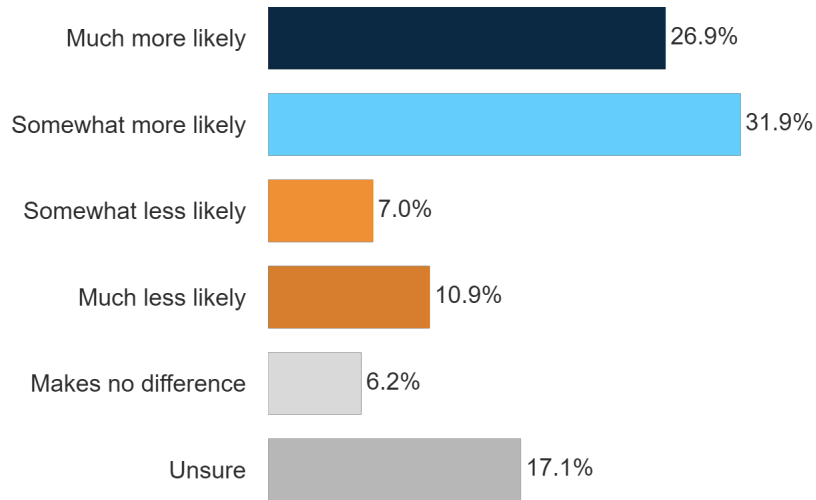
	%
More likely	29.9%
Less likely	36.6%
Much more likely	12.5%
Somewhat more likely	17.4%
Somewhat less likely	18.6%
Much less likely	17.9%
Makes no difference	15.0%
Unsure	18.5%
Total	100.0%

	Row %	More likely	Less likely	Row Population
Female		28.2%	34.5%	334
Male		32.0%	39.0%	276
18 – 34		22.8%	47.7%	94
35 – 49		20.6%	38.5%	133
50 – 64		34.0%	33.3%	180
65 or older		35.7%	33.1%	203
White		29.9%	35.6%	488
Black		28.9%	45.4%	65
Other		31.6%	35.3%	58
Republican		25.2%	29.5% ↓	276
Democrat		34.3%	44.5%	138
Independent		35.3%	41.5%	178
College degree		34.5%	34.2%	209
No degree		26.8%	37.8%	248
<\$50k		23.1%	28.7%	140
\$50k-\$100k		33.5%	27.5%	177
\$100k+		29.6%	34.0%	120
High Propensity		31.5%	35.4%	317
Medium Propensity		28.3%	34.0%	177
Low Propensity		28.0%	43.6%	117
AR-1		30.5%	36.5%	140
AR-2		24.3%	38.8%	167
AR-3		24.6%	39.7%	158
AR-4		41.7% ↑	30.7%	145



Create More Education Options

Some people say tax credit scholarships would give Arkansas families more options to fit the individual education needs of their kids



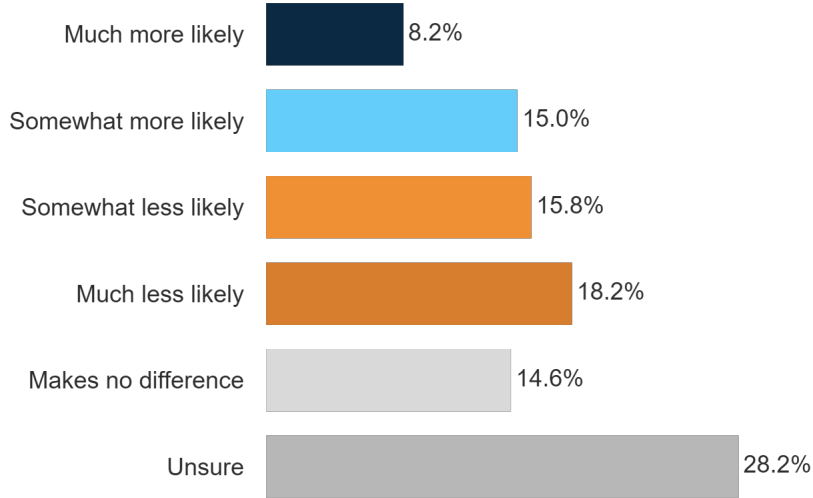
	%
More likely	58.8%
Less likely	17.9%
Much more likely	26.9%
Somewhat more likely	31.9%
Somewhat less likely	7.0%
Much less likely	10.9%
Makes no difference	6.2%
Unsure	17.1%
Total	100.0%

	Row %	More likely	Less likely	Row Population
Female		58.4%	15.6%	334
Male		59.2%	20.7%	276
18 – 34		68.0%	8.4%	94
35 – 49		59.3%	15.8%	133
50 – 64		59.3%	18.4%	180
65 or older		53.7%	23.2%	203
White		58.9%	18.0%	488
Black		58.1%	22.8%	65
Other		58.7%	11.3%	58
Republican		64.8%	8.1% ↓	276
Democrat		48.1%	28.4% ↑	138
Independent		58.5%	24.5%	178
College degree		60.3%	20.4%	209
No degree		57.0%	15.6%	248
<\$50k		48.8%	13.8%	140
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High Propensity		58.9%	17.8%	317
Medium Propensity		59.7%	17.2%	177
Low Propensity		57.0%	19.2%	117
AR-1		50.3%	19.8%	140
AR-2		52.2%	21.3%	167
AR-3		65.8%	14.8%	158
AR-4		66.9%	15.6%	145



Reduce Education Budget

Some people say tax credit scholarships reduce the educational budget in Arkansas.



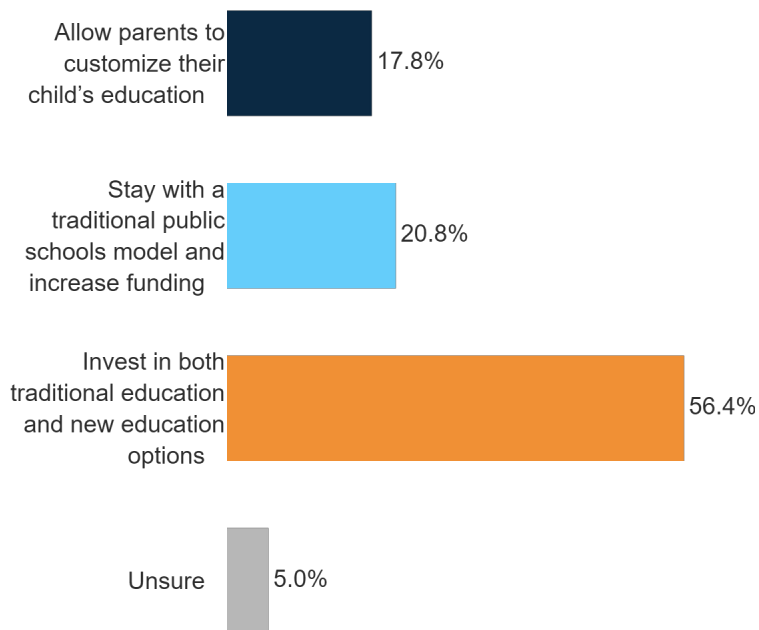
	%
More likely	23.1%
Less likely	34.1%
Much more likely	8.2%
Somewhat more likely	15.0%
Somewhat less likely	15.8%
Much less likely	18.2%
Makes no difference	14.6%
Unsure	28.2%
Total	100.0%

	Row %	More likely	Less likely	Row Population
Female		20.7%	30.8%	334
Male		26.1%	38.0%	276
18 – 34		17.0%	41.1%	94
35 – 49		19.3%	34.7%	133
50 – 64		25.5%	30.5%	180
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Black		21.0%	44.1%	65
Other		12.7%	32.9%	58
Republican		21.2%	28.8%	276
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Medium Propensity		22.4%	35.0%	177
Low Propensity		23.1%	40.3%	117
AR-1		20.0%	36.9%	140
AR-2		24.4%	35.4%	167
AR-3		21.2%	35.0%	158
AR-4		26.8%	28.8%	145



Informed Ballot

Knowing what you know now, do you think that lawmakers should stay the course and increase funding for a traditional public schools model, allow parents more education options to customize their child's education, or invest in both traditional education as well as new education options?

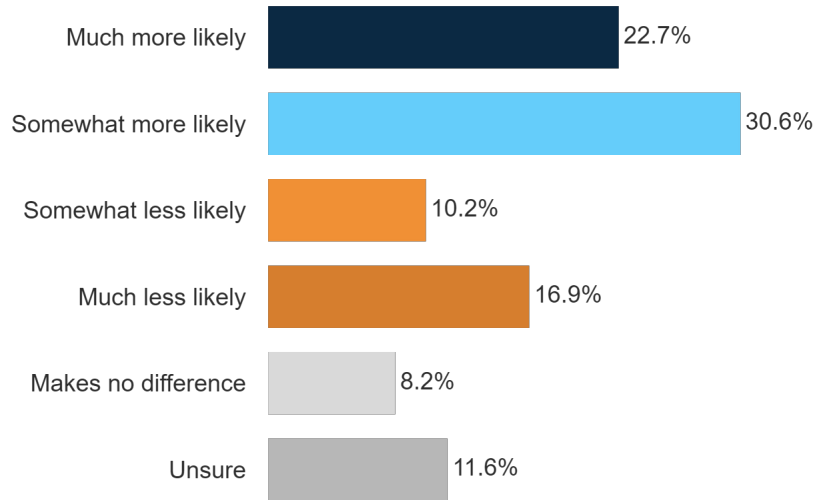


Row %	Customize Edu	Tradit-ional	Both Tradit-ional and New	Row Popula-tion
Female	14.3%	20.0%	60.1%	334
Male	22.0%	21.6%	52.0%	276
18 – 34	21.4%	23.8%	49.0%	94
35 – 49	17.9%	21.0%	54.7%	133
50 – 64	18.0%	19.0%	57.8%	180
65 or older	15.9%	20.8%	59.7%	203
White	16.0%	21.9%	57.0%	488
Black	22.8%	17.8%	59.4%	65
Other	27.8%	14.5%	47.9%	58
Republican	23.9% ↑	11.8% ↓	58.6%	276
Democrat	10.0%	35.9% ↑	50.9%	138
Independent	15.4%	21.8%	58.3%	178
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No degree	16.1%	16.5%	61.7%	248
<\$50k	18.3%	20.4%	51.7%	140
\$50k-\$100k	20.6%	23.8%	52.1%	177
\$100k+	14.5%	26.0%	54.2%	120
High Propensity	16.4%	20.6%	59.1%	317
Medium Propensity	17.5%	19.0%	56.4%	177
Low Propensity	22.0%	24.0%	49.3%	117
AR-1	19.1%	20.3%	56.2%	140
AR-2	19.6%	24.5%	50.9%	167
AR-3	14.8%	20.7%	59.7%	158
AR-4	17.8%	17.0%	59.5%	145



Informed Lege Support

Knowing what you know now, would you be more or less likely to support a state legislator who supported offering a tax credit for individual and corporate donations that pay for scholarships to help low-income parents send their children to schools of their choice?



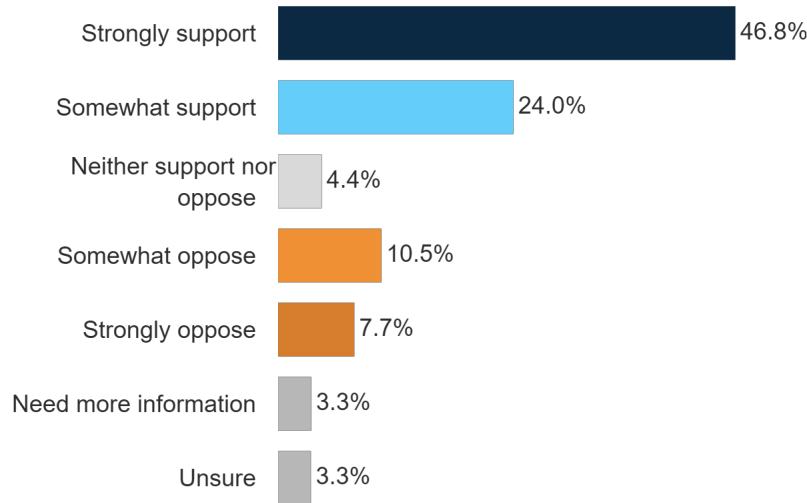
	%
More likely	53.2%
Less likely	27.0%
Much more likely	22.7%
Somewhat more likely	30.6%
Somewhat less likely	10.2%
Much less likely	16.9%
Makes no difference	8.2%
Unsure	11.6%
Total	100.0%

	Row %	More likely	Less likely	Row Population
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Male		52.6%	27.5%	276
18 – 34		57.0%	19.2%	94
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Black		57.2%	27.5%	65
Other		62.0%	20.9%	58
Republican		60.6% ↑	18.7% ↓	276
Democrat		48.0%	40.7% ↑	138
Independent		47.0%	29.6%	178
College degree		53.5%	30.4%	209
No degree		52.6%	23.7%	248
<\$50k		44.3%	23.1%	140
\$50k-\$100k		53.6%	30.3%	177
\$100k+		39.1%	34.6%	120
High Propensity		56.4%	25.1%	317
Medium Propensity		49.3%	27.4%	177
Low Propensity		50.4%	31.7%	117
AR-1		51.8%	32.1%	140
AR-2		47.0%	32.4%	167
AR-3		53.8%	26.7%	158
AR-4		61.1%	16.3% ↓	145



Informed School Choice

School choice allows families to send their child to the school that best fits the child's needs rather than assigning children to schools based on ZIP code. Do you support or oppose the concept of school choice?



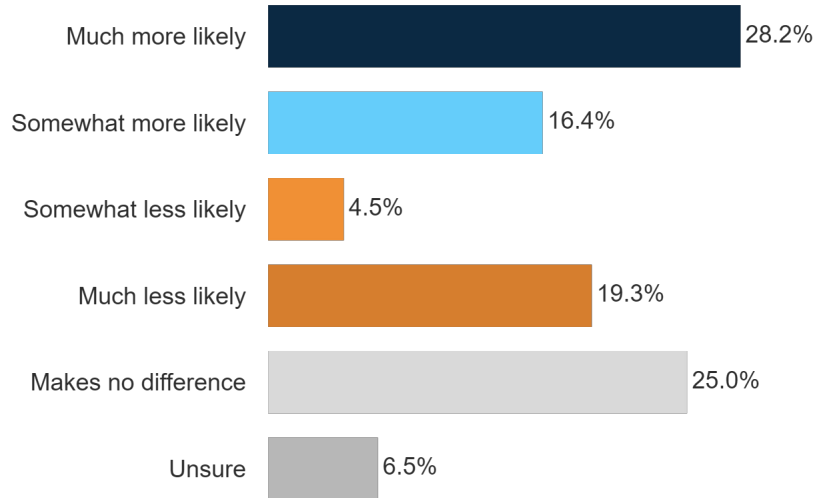
	%
Support	70.9%
Oppose	18.2%
Strongly support	46.8%
Somewhat support	24.0%
Neither support nor oppose	4.4%
Somewhat oppose	10.5%
Strongly oppose	7.7%
Need more information	3.3%
Unsure	3.3%
Total	100.0%

	Row %	Support	Oppose	Row Population
Female		71.3%	17.3%	334
Male		70.3%	19.3%	276
18 – 34		76.5%	11.8%	94
35 – 49		72.7%	18.5%	133
50 – 64		71.9%	17.2%	180
65 or older		66.1%	21.9%	203
White		68.9%	19.1%	488
Black		81.5%	13.5%	65
Other		75.7%	16.4%	58
Republican		79.6% ↑	12.2% ↓	276
Democrat		60.3% ↓	29.7% ↑	138
Independent		66.3%	19.3%	178
College degree		76.5%	16.7%	209
No degree		68.5%	18.7%	248
<\$50k		63.1%	15.6%	140
\$50k-\$100k		70.1%	19.5%	177
\$100k+		69.5%	23.9%	120
High Propensity		71.7%	17.9%	317
Medium Propensity		70.7%	17.4%	177
Low Propensity		68.7%	20.2%	117
AR-1		66.5%	20.2%	140
AR-2		67.2%	21.3%	167
AR-3		71.1%	19.3%	158
AR-4		79.0%	11.5%	145



Trump Impact on School Choice

If you knew that President Donald Trump strongly supports school choice options, like the tax credit for low-income families, would you be more or less likely to support expanding school choice in Arkansas?



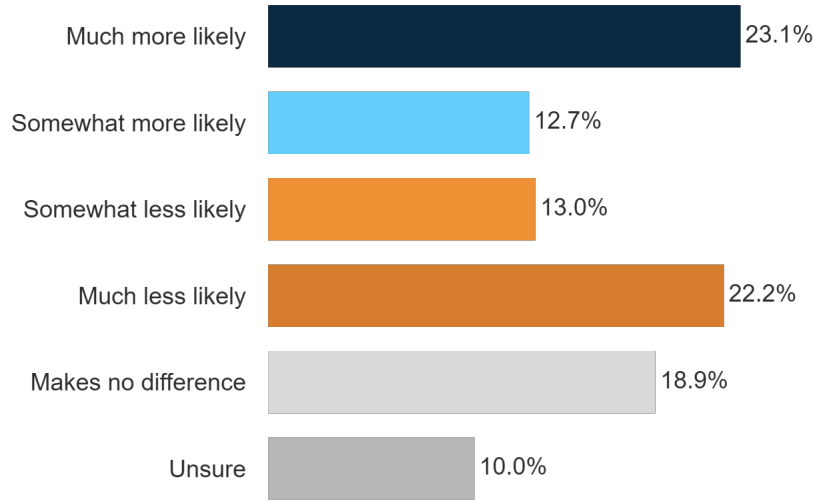
	%
More likely	44.6%
Less likely	23.8%
Much more likely	28.2%
Somewhat more likely	16.4%
Somewhat less likely	4.5%
Much less likely	19.3%
Makes no difference	25.0%
Unsure	6.5%
Total	100.0%

	Row %	More likely	Less likely	Row Population
Female		42.3%	25.2%	334
Male		47.4%	22.2%	276
18 – 34		34.1%	23.6%	94
35 – 49		39.4%	13.0% ↓	133
50 – 64		47.1%	26.1%	180
65 or older		50.7%	29.0%	203
White		43.7%	24.7%	488
Black		50.0%	20.5%	65
Other		46.9%	20.2%	58
Republican		70.7% ↑	4.3% ↓	276
Democrat		11.4% ↓	58.3% ↑	138
Independent		32.2% ↓	28.1%	178
College degree		43.5%	27.8%	209
No degree		49.1%	19.7%	248
<\$50k		39.5%	23.0%	140
\$50k-\$100k		46.2%	22.2%	177
\$100k+		41.2%	23.1%	120
High Propensity		49.9%	24.9%	317
Medium Propensity		34.8% ↓	23.4%	177
Low Propensity		45.2%	21.5%	117
AR-1		49.1%	23.6%	140
AR-2		40.9%	25.5%	167
AR-3		39.5%	23.9%	158
AR-4		50.2%	21.9%	145



Teachers Union Impact on School Choice

If you knew that tax credit scholarships are opposed by the teachers union, which argues that it will move needed money out of public schools and into charter and private schools, would you be more or less likely to support expanding school choice in Arkansas?



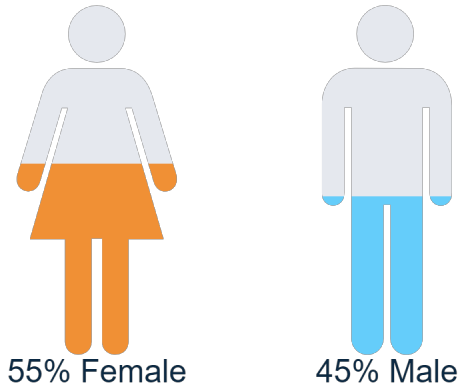
	%
More likely	35.8%
Less likely	35.3%
Much more likely	23.1%
Somewhat more likely	12.7%
Somewhat less likely	13.0%
Much less likely	22.2%
Makes no difference	18.9%
Unsure	10.0%
Total	100.0%

	Row %	More likely	Less likely	Row Population
Female		28.9% ↓	38.0%	334
Male		44.1% ↑	32.0%	276
18 – 34		31.9%	41.6%	94
35 – 49		29.7%	32.5%	133
50 – 64		37.5%	31.6%	180
65 or older		40.1%	37.4%	203
White		35.3%	35.3%	488
Black		36.0%	32.5%	65
Other		39.5%	37.8%	58
Republican		49.9% ↑	19.8% ↓	276
Democrat		11.0% ↓	66.0% ↑	138
Independent		33.0%	35.9%	178
College degree		37.1%	36.5%	209
No degree		35.1%	32.7%	248
<\$50k		26.1% ↓	34.4%	140
\$50k-\$100k		42.8% ↑	33.5%	177
\$100k+		35.3%	25.0%	120
High Propensity		38.7%	34.7%	317
Medium Propensity		30.0%	32.0%	177
Low Propensity		36.7%	41.8%	117
AR-1		30.1%	36.6%	140
AR-2		31.3%	37.7%	167
AR-3		36.4%	36.7%	158
AR-4		45.8% ↑	29.7%	145

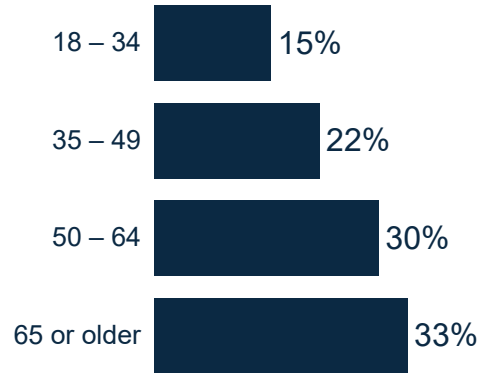


Demographics

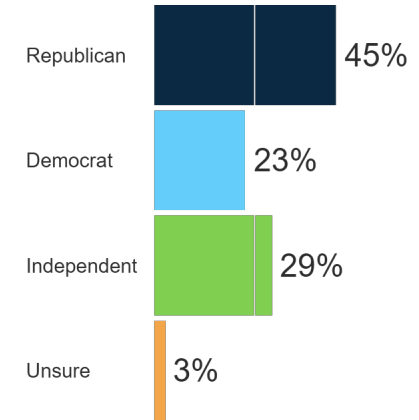
Sex



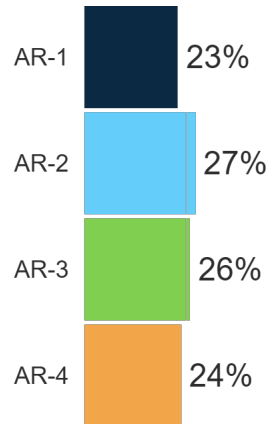
Age



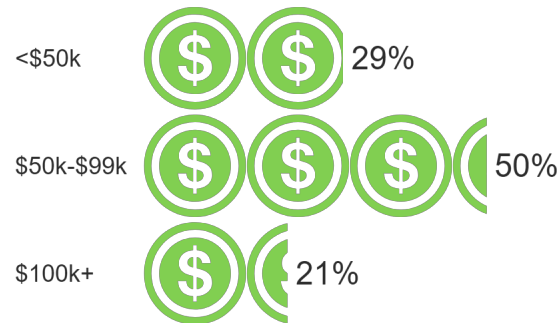
Partisanship



Congressional District



Household Income



Education

