

January 24, 2024



CYGNAL

# Survey of Tennessee K-12 Parents **Tennessee Statewide**

January 16 – 23, 2024 | n=421

## Insights & Analysis

- 58% of voters **favor the Republican candidate on the generic ballot**, while only 31% lean towards the Democrat candidate. This aligns with the popularity of **Donald Trump** (+27 net fav) and the less favorable perception of **Joe Biden** (-34 net fav). Notably, **school-aged parents show a stronger inclination towards the Republican** party compared to the general electorate.
- A significant majority (70%) of voters are unfamiliar with **Cameron Sexton**, with a modest +3 net favorability. In contrast, **Bill Lee** enjoys a strong positive image among parents statewide (+21 net fav, 78% hard name ID).
- 70% of **K-12 parents opt for traditional public schools**, and 68% express **satisfaction with their child's education**, marking a 3-point increase from 2023. Overall, parents in Tennessee feel positive about the **direction of public K-12 education** (58% believe it's heading in the right direction). However, optimism **about K-12 education has declined by 7 points since 2023**, dropping from 66% to the current 59%.
- **School choice enjoys widespread popularity**, with a net favorability of +48. **Private schools** (+39 net fav) and **public charter schools** (+33 net fav) are held in higher regard than traditional public schools (+29 net fav).
  - **Public charter schools** and **private schools** have a notable percentage of parents with no opinion (25% and 22%, respectively).
  - **Women** and **parents aged 30-44** are more likely to be unfamiliar or undecided about school choice. **Women, in particular, show a higher likelihood than men** to be uninformed or have no opinion about public charter schools.
  - **Geographically**, those in **rural areas** (41% NO/NHO) exhibit lower knowledge and opinions regarding public charter schools.
- **Parents' perception of public charter school performance has improved**, with a 7-point increase from 2023. Currently, 44% believe that public charter schools deliver better results than traditional public schools.

## Insights & Analysis

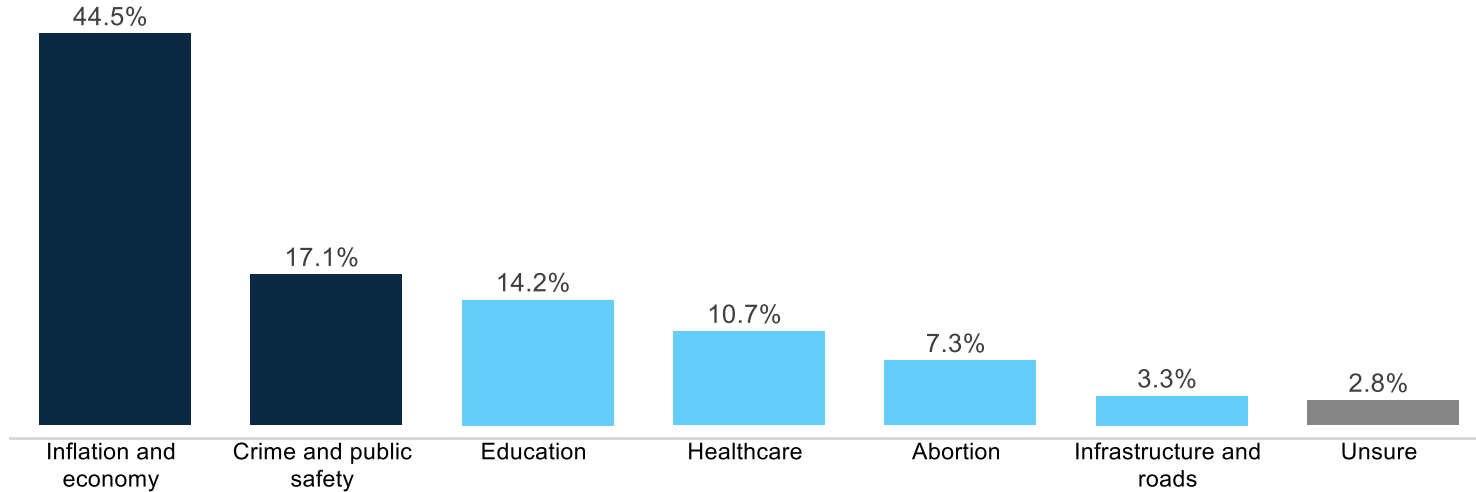
- The percentage of those believing results are about the same has decreased by 6 points to 27%, while those thinking they are worse has increased slightly by 1 point to 11% since 2023.
- A plurality (38%, up +3 points from 2023) believes that the **State Board of Education** is the most responsible for the **quality of public schools**.
  - Men (21%) are nearly twice as likely as women (12%) to attribute responsibility for quality control to Local School Boards.
- A strong majority (78%) believes **that public schools need to change at least “some”**, with 37% advocating for "a lot" of change.
  - **There's minimal shift from 2023**, with a 1% increase in both those advocating for "a lot" and "a little" change. "Some" change sees a -2 point decrease.
  - **Overall, there's consensus that change is necessary.** Nearly half of **Independents** desire "a lot" of change, while 48% of **Democrats** opt for "some" change and 82% of **younger parents** (18-29) believe at least "some" changes are needed.
- 58% of **parents believe public charter schools should have the opportunity to buy or lease space** from local public schools at fair-market value. **Younger parents** (73%) **overwhelmingly agree**, while rural voters (49%) are the only subgroup without majority support. Additionally, 21% of rural voters are unsure on the issue.
- For 67% of parents, the **ideal candidate is someone who supports school choice**, Education Savings Accounts (ESA), and public charter schools. Only 15% believe their ideal candidate opposes these issues, while 18% are unsure.
- **Support for options like public charter schools decreased** by -4 points since 2023. **However, a majority (66%) still supports these options.** Opposition grew from 16% to 19%, with 14% remaining unsure.

## Insights & Analysis

- While at least a majority of all subgroups support options like public charter schools, **parents over 55 and rural parents exhibit higher opposition to the issue.**
- **The messaging proved persuasive**, leading to a substantial +9 increase in support for options on the informed question.
  - **Support among parents over 55 surged by 20%** from the initial to the informed, while men aged 45-54 and women as a whole experienced double-digit increases in support for options, **solidifying their stance post-messaging.**
  - A majority (51%) of initially undecideds shifted to support options, with 44% remaining undecided.
- Message mapping shows that the most effective messages that move voters to support school choice over all is: **“Different Learning Styles,”** along with **“Schools Low Income Families.”**
  - Women reponed best to **“Different Learning Styles”** and **“Graduation Rates.”**
- 63% of parents support the statewide expansion of **Education Savings Account (ESA)** programs.
- **Segmentation Analysis** identified three groups via machine-learning: **Supporters-Democrats** (35%), **Unsuers** (21%), (44%).
  - All three segments support ESAs and are predominantly composed of parents aged 30-44.
  - **Supporters-Democrats** are more likely to have children in private schools and exhibit more opposition to Public Charter schools within their segment. Apart from partisanship, the segments differ based on community type, with **Supporters-Democrats** over indexing in urban living and **Supporters-Republicans** over indexing in suburban living.
  - **Unsuers** tend to be rural, lower-income evangelical Republicans with a mix of moderate and very conservative views. Post-messaging, 1/3 of this segment supports Public Charter Schools, but a plurality remains unsure.



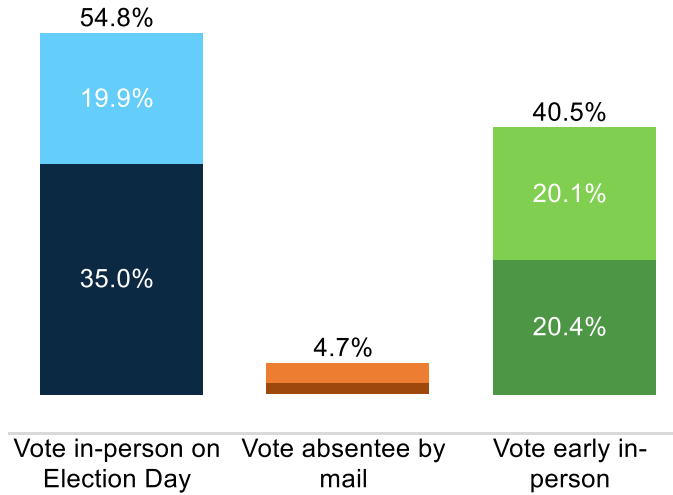
# Top Priority State General



	Female	Male	18 - 29	30 - 44	45 - 54	55+	M Col	M No Col	F No Col	F Col	Rural	Suburban	Urban	Republican	Independent	Democrat	Conservative	Moderate	Liberal	White	Black	<\$50k	\$50k-\$100k	\$100k+	Initial Undec	Trump '20	Biden '20
Inflation and economy	41%	49%	34%	43%	48%	50%	47%	50%	45%	33%	49%	48%	29%	51%	51%	27%	55%	37%	33%	48%	27%	42%	45%	49%	51%	52%	30%
Crime and public safety	18%	16%	27%	16%	18%	10%	18%	13%	16%	22%	9%	15%	34%	16%	11%	25%	14%	20%	21%	14%	32%	12%	19%	20%	9%	13%	24%
Education	14%	15%	4%	16%	13%	14%	15%	16%	10%	23%	12%	15%	16%	12%	20%	14%	10%	22%	15%	13%	20%	11%	15%	17%	13%	12%	16%
Healthcare	11%	10%	18%	11%	10%	6%	10%	10%	14%	5%	12%	10%	11%	10%	9%	14%	10%	11%	11%	10%	15%	15%	10%	7%	5%	10%	15%
Abortion	10%	3%	13%	7%	7%	5%	2%	5%	10%	11%	9%	8%	3%	5%	5%	16%	4%	5%	17%	9%	1%	13%	4%	4%	11%	6%	11%
Infrastructure and roads	2%	6%	0%	4%	1%	10%	7%	4%	1%	3%	1%	3%	6%	4%	1%	4%	5%	2%	3%	3%	3%	2%	6%	1%	0%	4%	2%
Unsure	4%	2%	4%	2%	3%	5%	1%	2%	3%	2%	7%	1%	1%	2%	4%	0%	2%	4%	0%	3%	2%	5%	1%	2%	12%	3%	1%

Which one of the following issues is the most important to you in the election for Tennessee Senate and house of representatives?

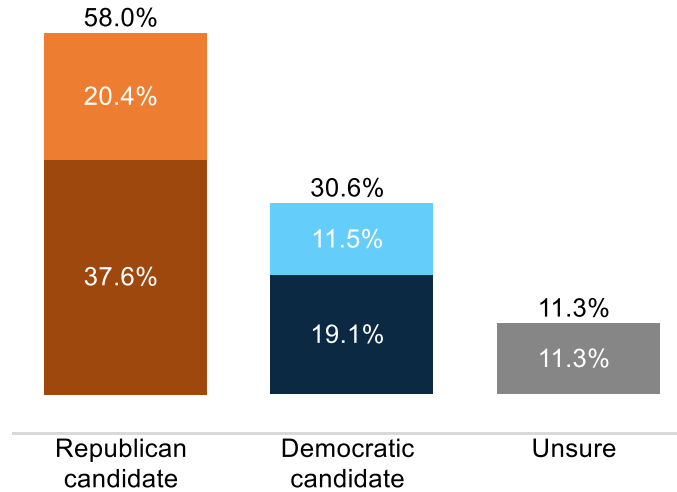
# Vote Method



	Female	Male	18 - 29	30 - 44	45 - 54	55+	M Col	M No Col	F No Col	F Col	Rural	Suburban	Urban	Republican	Independent	Democrat	Conservative	Moderate	Liberal	White	Black	<\$50k	\$50k-\$100k	\$100k+	Initial Undec	Trump '20	Biden '20
Definitely vote	56%	59%	51%	55%	60%	66%	62%	56%	55%	55%	56%	57%	58%	57%	59%	57%	61%	50%	58%	56%	53%	54%	54%	65%	50%	59%	61%
Probably vote	44%	41%	49%	45%	40%	34%	38%	44%	45%	45%	44%	43%	42%	43%	41%	43%	39%	50%	42%	44%	47%	46%	46%	35%	50%	41%	39%
Vote in-person on Election Day	55%	55%	40%	56%	58%	51%	49%	61%	59%	45%	57%	53%	55%	54%	60%	51%	54%	56%	52%	58%	42%	60%	56%	47%	57%	58%	50%
Vote absentee by mail	6%	3%	12%	5%	3%	7%	5%	2%	5%	5%	5%	5%	4%	3%	6%	6%	3%	6%	6%	5%	3%	5%	4%	6%	3%	2%	5%
Vote early in-person	39%	42%	48%	40%	40%	42%	46%	37%	36%	49%	38%	42%	41%	43%	34%	42%	43%	38%	42%	38%	55%	35%	40%	48%	40%	40%	45%
Definitely vote in-person on Election Day	33%	38%	26%	32%	43%	36%	38%	38%	36%	25%	37%	33%	36%	36%	39%	31%	39%	30%	34%	36%	25%	38%	32%	36%	31%	38%	32%
Probably vote in-person on Election Day	22%	17%	14%	24%	15%	15%	11%	23%	23%	21%	20%	20%	19%	18%	21%	21%	15%	27%	18%	22%	17%	22%	24%	10%	26%	20%	18%
Definitely vote absentee by mail	2%	1%	5%	1%	2%	2%	1%	2%	2%	1%	2%	2%	2%	0%	4%	2%	0%	4%	2%	1%	1%	3%	1%	2%	2%	1%	2%
Probably vote absentee by mail	4%	2%	7%	3%	1%	4%	4%	0%	3%	4%	3%	3%	3%	3%	2%	4%	3%	2%	4%	3%	1%	3%	3%	3%	1%	1%	3%
Definitely vote early in-person	21%	20%	20%	21%	16%	28%	23%	17%	17%	30%	18%	22%	20%	21%	16%	24%	21%	17%	23%	19%	27%	13%	21%	27%	17%	19%	27%
Probably vote early in-person	19%	22%	27%	18%	24%	15%	24%	20%	18%	20%	20%	20%	21%	22%	18%	18%	21%	21%	19%	19%	28%	21%	19%	21%	23%	21%	18%

How do you plan to vote in the November 2024 general election for President, U.S. Congress, U.S. Senate, and other state offices?

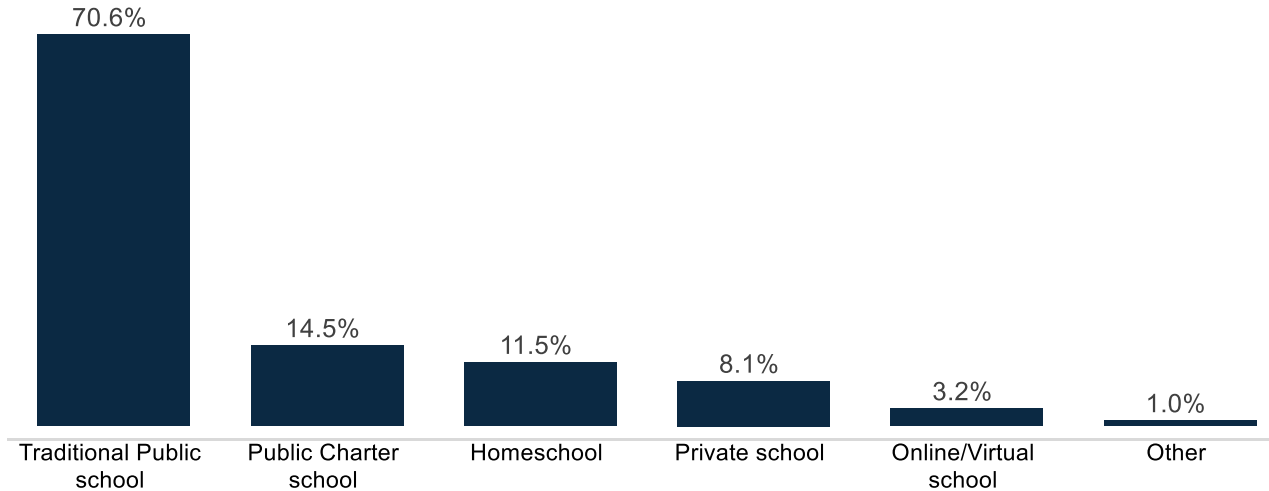
# Generic Ballot



	Female	Male	18 - 29	30 - 44	45 - 54	55+	M Col	M No Col	F No Col	F Col	Rural	Suburban	Urban	Republican	Independent	Democrat	Conservative	Moderate	Liberal	White	Black	<\$50k	\$50k-\$100k	\$100k+	Initial Undec	Trump '20	Biden '20
Republican candidate	56%	61%	51%	59%	54%	66%	58%	63%	57%	56%	64%	65%	32%	95%	42%	4%	87%	47%	20%	64%	22%	53%	62%	59%	58%	89%	8%
Democratic candidate	29%	32%	42%	32%	30%	15%	34%	31%	29%	32%	18%	26%	60%	3%	22%	94%	9%	30%	75%	26%	65%	30%	30%	33%	20%	5%	83%
Definitely the Republican candidate	36%	40%	24%	42%	30%	47%	45%	34%	38%	33%	46%	39%	22%	69%	12%	2%	60%	24%	12%	43%	8%	37%	41%	33%	35%	61%	3%
Probably the Republican candidate	20%	21%	27%	17%	25%	19%	13%	29%	19%	22%	18%	26%	10%	26%	30%	2%	27%	23%	8%	22%	14%	16%	21%	26%	23%	28%	5%
Probably the Democratic candidate	11%	13%	15%	14%	8%	4%	11%	15%	11%	10%	4%	11%	23%	1%	13%	30%	5%	15%	21%	9%	27%	11%	13%	10%	4%	2%	30%
Definitely the Democratic candidate	19%	19%	27%	18%	22%	11%	22%	16%	18%	23%	14%	15%	37%	1%	9%	64%	4%	15%	54%	17%	38%	19%	17%	22%	16%	2%	53%
Unsure	14%	7%	7%	8%	15%	19%	8%	6%	14%	12%	18%	9%	8%	3%	36%	2%	4%	23%	5%	10%	13%	17%	8%	8%	22%	6%	8%

If the election was held today, and you had to make a choice, would you vote for the Republican or Democratic candidate for U.S. Congress?

# Education Type

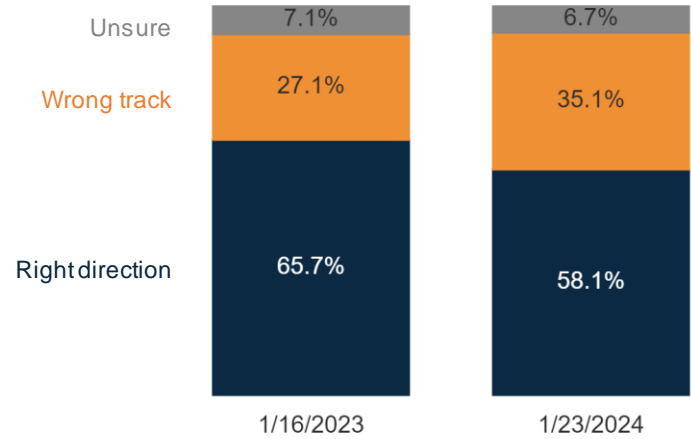


	Female	Male	18 - 29	30 - 44	45 - 54	55+	M Col	M No Col	F No Col	F Col	Rural	Suburban	Urban	Republican	Independent	Democrat	Conservative	Moderate	Liberal	White	Black	<\$50k	\$50k-\$100k	\$100k+	Initial Undec	Trump '20	Biden '20
Traditional Public school	75%	65%	62%	71%	72%	71%	55%	76%	73%	79%	75%	71%	62%	71%	75%	65%	67%	75%	70%	71%	65%	73%	72%	67%	75%	71%	67%
Public Charter school	11%	20%	36%	15%	10%	7%	25%	14%	13%	4%	12%	15%	18%	16%	9%	16%	15%	11%	19%	12%	27%	15%	13%	15%	14%	15%	16%
Homeschool	12%	11%	4%	12%	9%	19%	14%	8%	12%	10%	17%	10%	7%	12%	15%	9%	16%	9%	8%	12%	5%	10%	13%	10%	12%	13%	8%
Private school	5%	12%	7%	9%	9%	2%	20%	3%	4%	7%	4%	7%	18%	7%	3%	14%	8%	7%	10%	9%	7%	3%	6%	18%	1%	7%	14%
Online/Virtual school	3%	4%	12%	2%	2%	6%	6%	1%	4%	1%	4%	2%	4%	4%	3%	3%	3%	3%	3%	3%	2%	4%	4%	1%	0%	4%	3%
Other	0%	2%	0%	1%	1%	3%	1%	3%	0%	1%	1%	1%	1%	1%	1%	0%	2%	1%	0%	1%	0%	1%	1%	2%	2%	1%	1%

How are the school-aged children in your household currently receiving their education? Select all that apply.



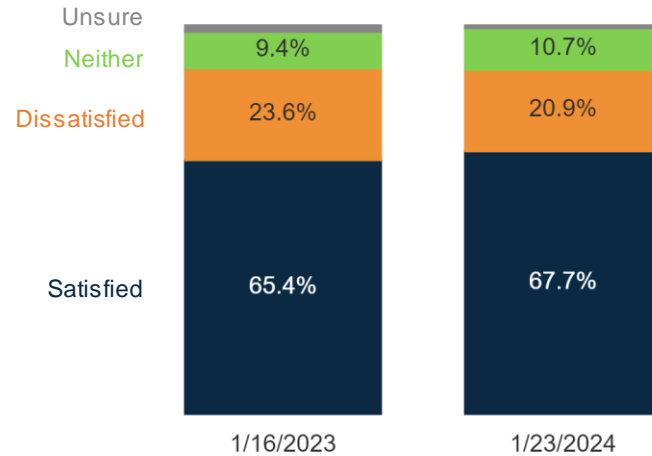
# State Education Direction



	Total	Female	Male	18 - 29	30 - 44	45 - 54	55+	M Col	M No Col	F No Col	F Col	Rural	Suburban	Urban	Republican	Independent	Democrat	Conservative	Moderate	Liberal	White	Black	<\$50k	\$50k-\$100k	\$100k+	Initial	Undec	Trump '20	Biden '20
Right direction	58%	54%	64%	84%	58%	55%	49%	66%	62%	53%	56%	51%	63%	59%	62%	44%	65%	60%	50%	65%	58%	64%	49%	59%	70%	49%	60%	61%	
Wrong track	35%	38%	31%	16%	35%	38%	41%	34%	28%	38%	37%	40%	32%	37%	32%	48%	27%	36%	35%	31%	35%	28%	40%	35%	27%	34%	36%	29%	
Definitely the right direction	13%	7%	20%	20%	13%	11%	13%	23%	17%	7%	6%	11%	11%	19%	9%	5%	26%	10%	11%	19%	12%	15%	9%	13%	17%	8%	10%	22%	
Mostly the right direction	46%	47%	44%	64%	46%	44%	36%	44%	45%	46%	49%	40%	52%	40%	53%	40%	39%	50%	39%	46%	46%	49%	41%	46%	53%	41%	50%	39%	
Mostly the wrong track	24%	25%	22%	11%	22%	31%	20%	22%	21%	26%	21%	25%	24%	22%	21%	35%	18%	24%	25%	17%	24%	21%	27%	22%	20%	23%	24%	18%	
Definitely the wrong track	12%	13%	9%	5%	13%	7%	21%	11%	7%	12%	16%	15%	8%	15%	12%	13%	9%	12%	10%	13%	11%	7%	13%	13%	7%	12%	11%	11%	
Unsure	7%	8%	5%	0%	7%	7%	10%	0%	11%	9%	7%	10%	6%	4%	6%	7%	7%	4%	14%	4%	7%	8%	10%	6%	3%	17%	4%	10%	

Generally speaking, would you say public K-12 education in Tennessee is headed in the right direction or off on the wrong track?

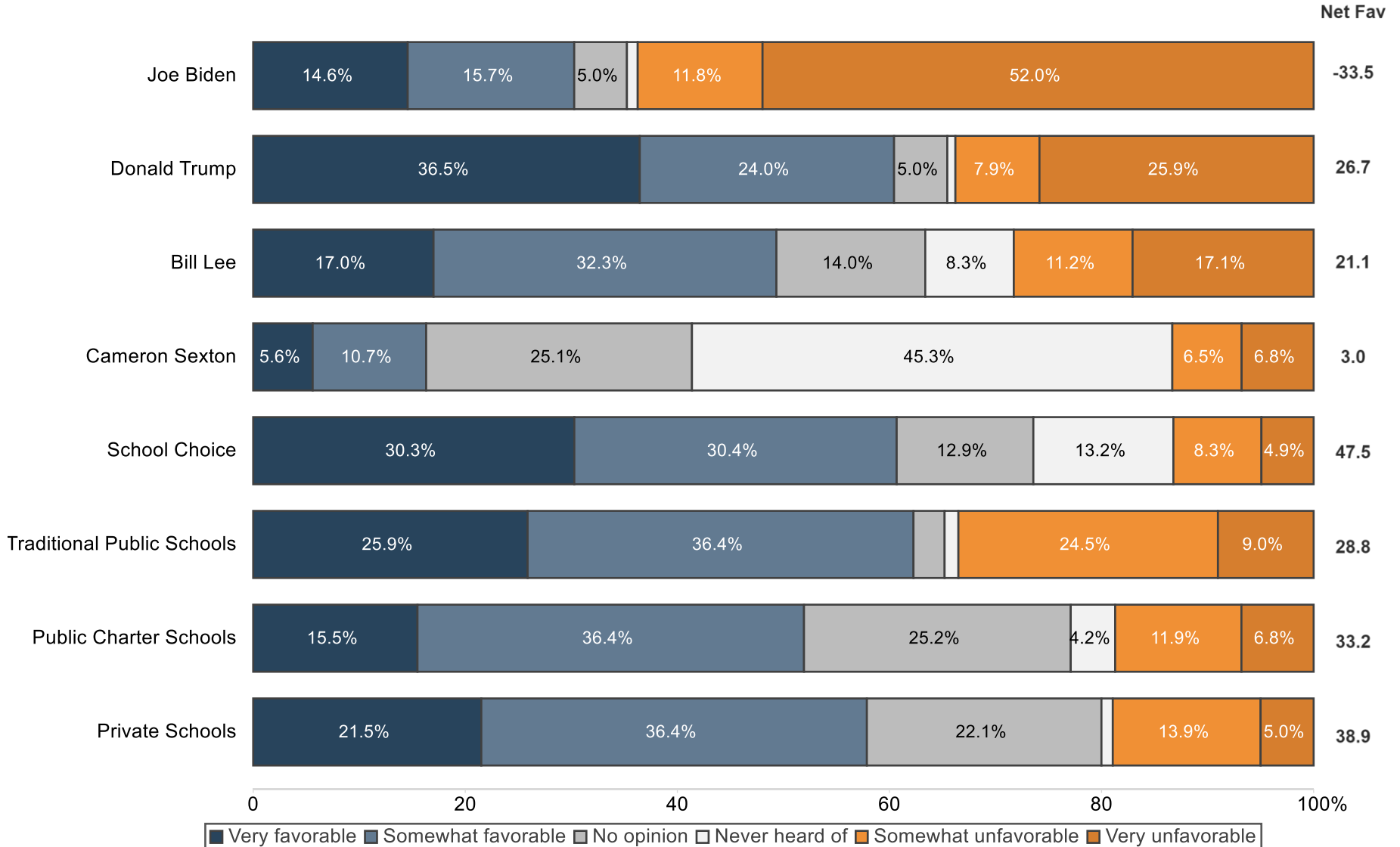
# TN Education Satisfaction



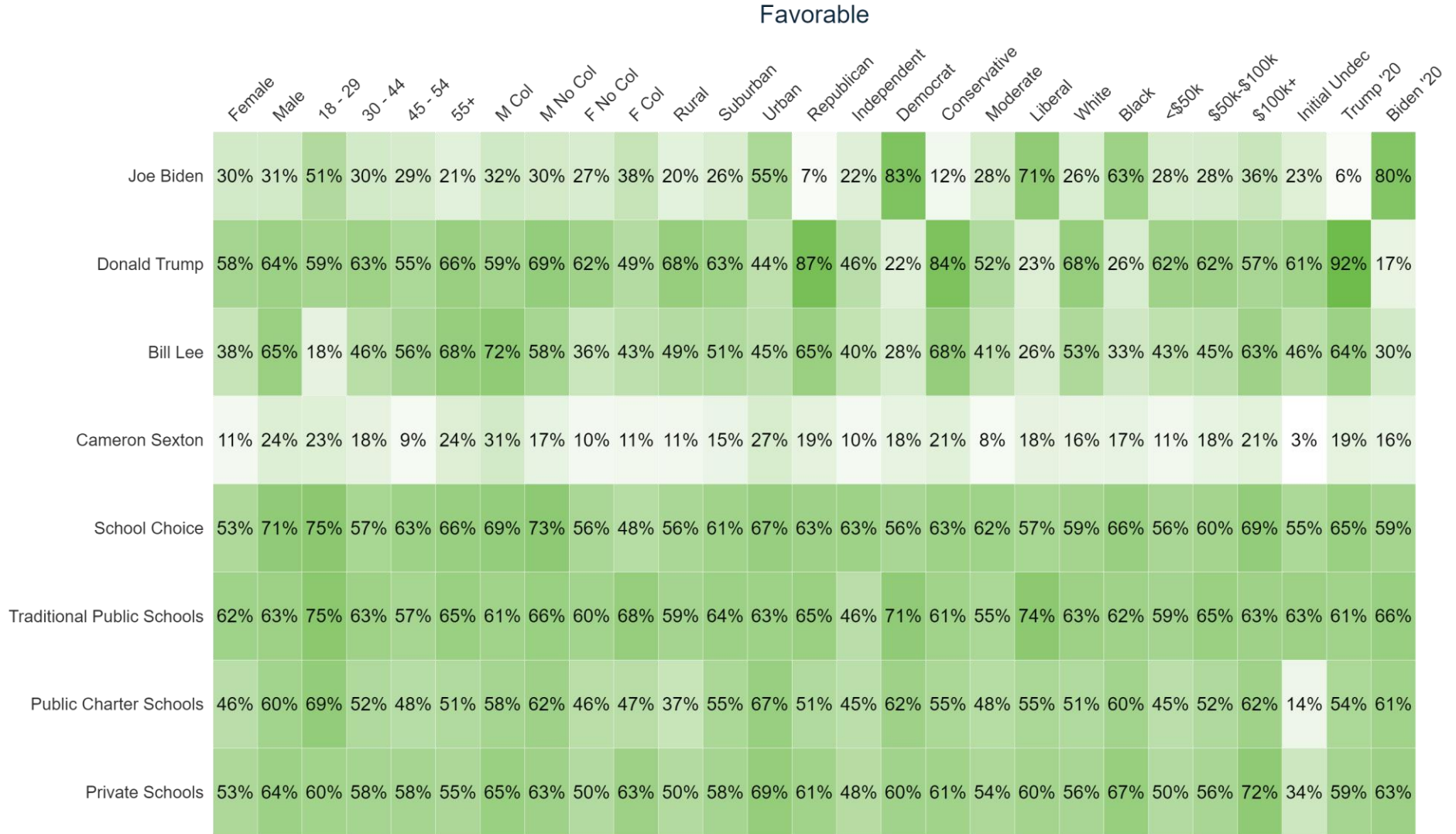
	Total	Female	Male	18 - 29	30 - 44	45 - 54	55+	M Col	M No Col	F No Col	F Col	Rural	Suburban	Urban	Republican	Independent	Democrat	Conservative	Moderate	Liberal	White	Black	<\$50k	\$50k-\$100k	\$100k+	Initial	Undec	Trump '20	Biden '20
Satisfied Total	68%	63%	74%	72%	69%	65%	68%	75%	72%	61%	71%	58%	72%	73%	71%	52%	78%	69%	62%	76%	69%	71%	56%	73%	76%	62%	68%	73%	
Dissatisfied Total	21%	24%	16%	11%	21%	23%	24%	20%	12%	27%	18%	29%	18%	16%	18%	39%	11%	22%	24%	15%	20%	18%	26%	18%	17%	16%	22%	17%	
Very satisfied	25%	22%	31%	38%	25%	22%	28%	32%	29%	22%	21%	23%	25%	30%	24%	18%	36%	26%	18%	35%	25%	30%	20%	28%	28%	26%	24%	30%	
Somewhat satisfied	42%	42%	43%	34%	44%	42%	40%	43%	43%	39%	50%	35%	47%	43%	47%	34%	43%	43%	45%	41%	43%	41%	36%	45%	48%	36%	44%	42%	
Neither satisfied nor dissatisfied	11%	12%	8%	17%	11%	11%	5%	5%	13%	12%	11%	10%	11%	11%	10%	8%	10%	8%	12%	9%	10%	11%	18%	8%	6%	22%	9%	10%	
Somewhat dissatisfied	13%	14%	12%	11%	13%	16%	6%	14%	9%	16%	8%	19%	12%	7%	9%	28%	7%	13%	15%	9%	12%	13%	16%	11%	11%	10%	14%	9%	
Very dissatisfied	8%	11%	4%	0%	8%	7%	17%	6%	2%	11%	10%	10%	6%	10%	9%	11%	4%	9%	9%	6%	8%	6%	11%	7%	6%	5%	9%	7%	
Unsure	1%	0%	2%	0%	0%	1%	4%	0%	4%	0%	0%	2%	0%	0%	1%	2%	0%	1%	1%	0%	1%	0%	0%	1%	1%	0%	1%	0%	

Overall are you satisfied or dissatisfied with your child's education in Tennessee?

# Image Tests

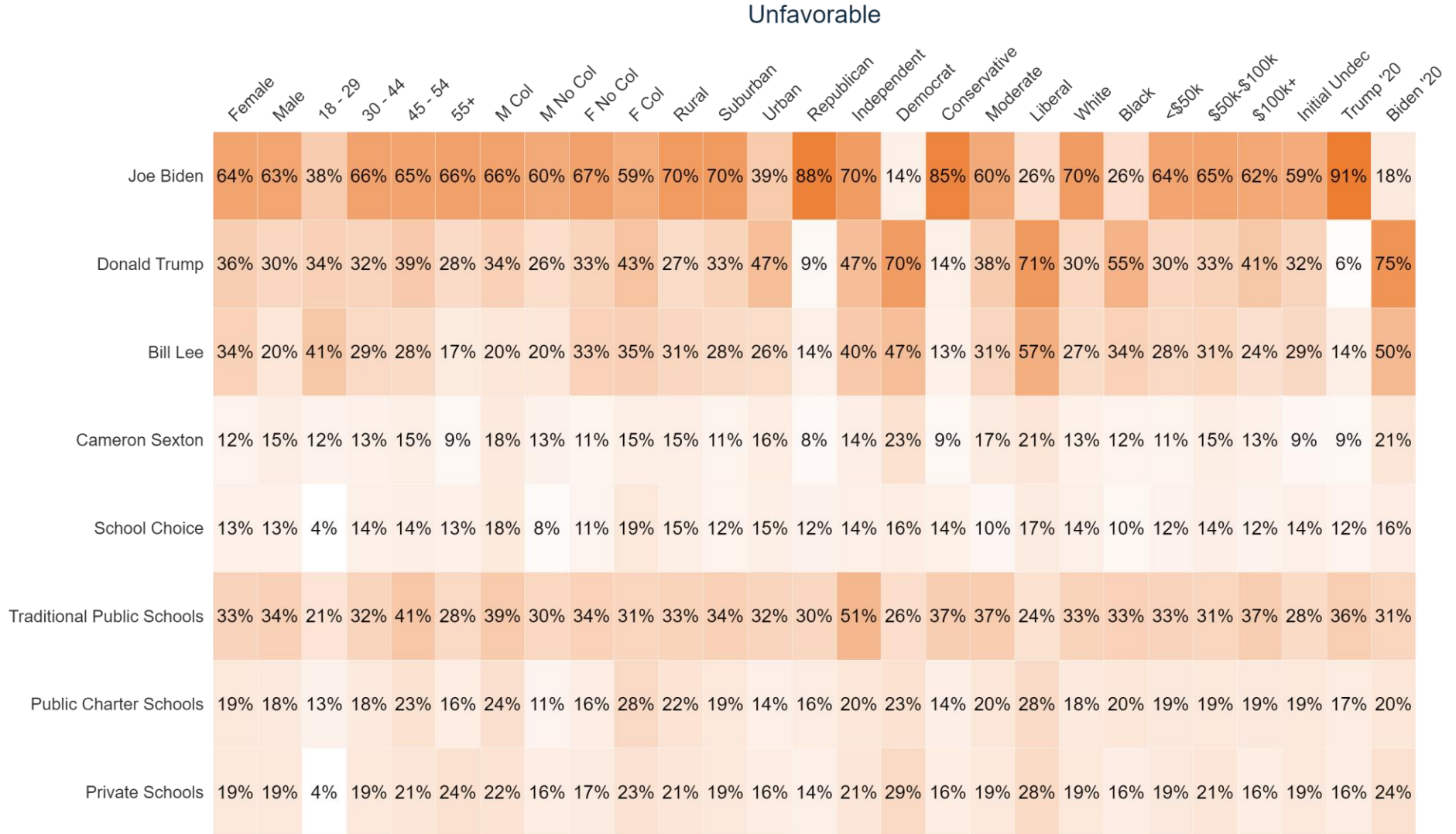


# Image Tests Heatmap - Favorable

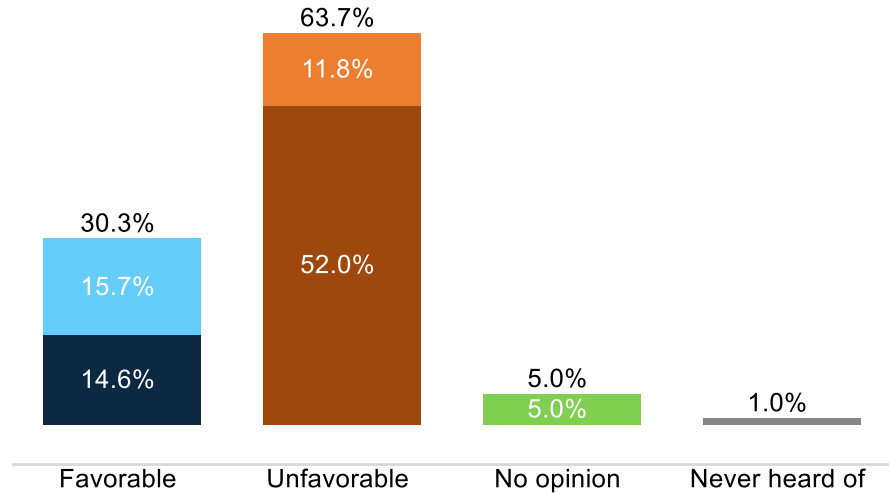




# Image Tests Heatmap - Unfavorable



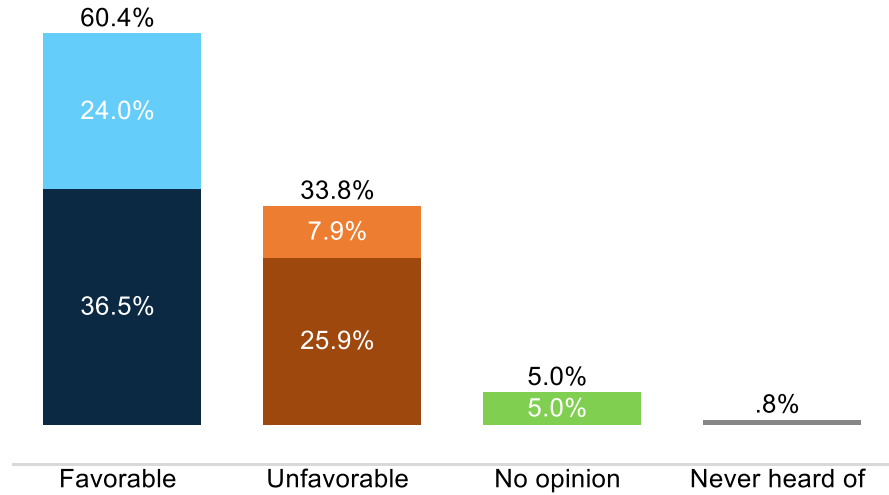
# Image: Joe Biden



	Female	Male	18 - 29	30 - 44	45 - 54	55+	M Col	M No Col	F No Col	F Col	Rural	Suburban	Urban	Republican	Independent	Democrat	Conservative	Moderate	Liberal	White	Black	<\$50k	\$50k-\$100k	\$100k+	Initial Undec	Trump '20	Biden '20
Favorable Total	30%	31%	51%	30%	29%	21%	32%	30%	27%	38%	20%	26%	55%	7%	22%	83%	12%	28%	71%	26%	63%	28%	28%	36%	23%	6%	80%
Unfavorable Total	64%	63%	38%	66%	65%	66%	66%	60%	67%	59%	70%	70%	39%	88%	70%	14%	85%	60%	26%	70%	26%	64%	65%	62%	59%	91%	18%
Very favorable	11%	19%	16%	15%	16%	4%	19%	19%	10%	14%	6%	13%	30%	2%	6%	47%	5%	13%	37%	13%	26%	10%	15%	20%	4%	2%	42%
Somewhat favorable	19%	12%	35%	15%	13%	16%	12%	11%	17%	24%	14%	13%	24%	5%	16%	36%	7%	15%	34%	13%	37%	18%	14%	16%	19%	5%	37%
Somewhat unfavorable	10%	14%	9%	12%	13%	8%	14%	13%	10%	11%	8%	14%	13%	12%	17%	7%	12%	13%	12%	12%	8%	10%	14%	10%	8%	10%	12%
Very unfavorable	54%	50%	29%	54%	52%	59%	52%	47%	56%	48%	63%	57%	26%	76%	52%	7%	74%	47%	14%	58%	18%	54%	51%	52%	51%	81%	7%
No opinion	6%	4%	8%	3%	7%	7%	1%	7%	6%	3%	7%	3%	6%	4%	8%	2%	2%	9%	3%	4%	11%	8%	6%	1%	16%	2%	1%
Never heard of	0%	2%	4%	0%	0%	6%	1%	3%	1%	0%	2%	1%	1%	0%	2%	1%	3%	0%	1%	0%	1%	1%	1%	2%	0%	1%	

Do you have a favorable or unfavorable opinion of Joe Biden?

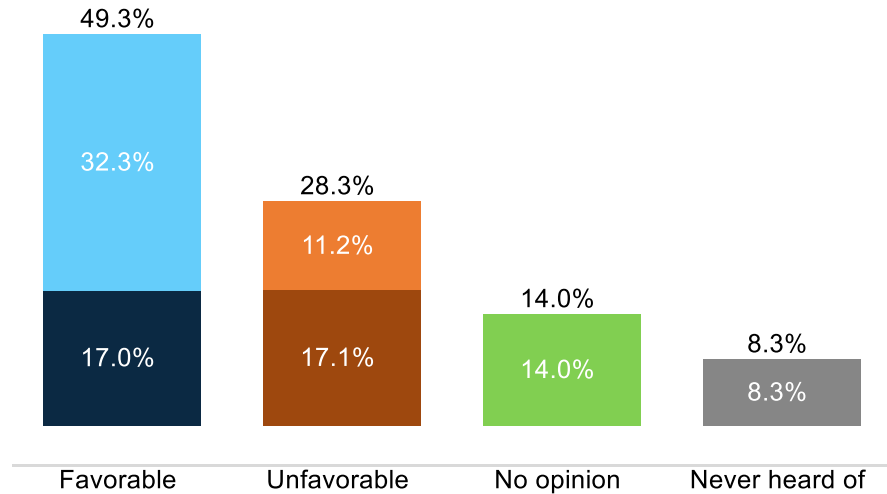
# Image: Donald Trump



	Female	Male	18 - 29	30 - 44	45 - 54	55+	M Col	M No Col	F No Col	F Col	Rural	Suburban	Urban	Republican	Independent	Democrat	Conservative	Moderate	Liberal	White	Black	<\$50k	\$50k-\$100k	\$100k+	Initial Undec	Trump '20	Biden '20
Favorable Total	58%	64%	59%	63%	55%	66%	59%	69%	62%	49%	68%	63%	44%	87%	46%	22%	84%	52%	23%	68%	26%	62%	62%	57%	61%	92%	17%
Unfavorable Total	36%	30%	34%	32%	39%	28%	34%	26%	33%	43%	27%	33%	47%	9%	47%	70%	14%	38%	71%	30%	55%	30%	33%	41%	32%	6%	75%
Very favorable	34%	40%	21%	36%	37%	49%	37%	44%	38%	24%	44%	38%	20%	59%	21%	7%	55%	25%	12%	43%	7%	39%	37%	33%	39%	61%	3%
Somewhat favorable	24%	24%	38%	27%	18%	17%	23%	25%	24%	26%	23%	25%	24%	29%	25%	14%	29%	27%	12%	25%	20%	23%	26%	23%	22%	31%	14%
Somewhat unfavorable	9%	7%	18%	7%	9%	5%	8%	6%	7%	14%	5%	8%	13%	5%	13%	9%	4%	11%	14%	7%	13%	6%	6%	14%	4%	4%	12%
Very unfavorable	28%	23%	17%	25%	30%	22%	26%	20%	27%	30%	22%	25%	34%	4%	35%	61%	10%	28%	57%	23%	41%	24%	27%	27%	28%	2%	64%
No opinion	5%	4%	3%	5%	6%	6%	5%	4%	4%	7%	5%	4%	8%	3%	7%	7%	2%	8%	6%	2%	17%	7%	4%	2%	7%	1%	7%
Never heard of	0%	1%	4%	1%	0%	0%	1%	1%	1%	0%	1%	1%	1%	1%	0%	2%	1%	2%	0%	1%	2%	1%	1%	1%	0%	0%	2%

Do you have a favorable or unfavorable opinion of Donald Trump?

# Image: Bill Lee

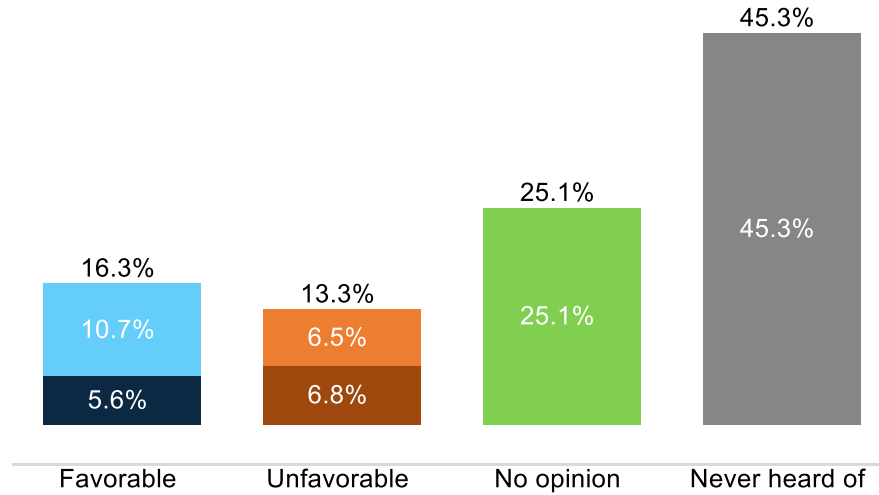


	Female	Male	18 - 29	30 - 44	45 - 54	55+	M Col	M No Col	F No Col	F Col	Rural	Suburban	Urban	Republican	Independent	Democrat	Conservative	Moderate	Liberal	White	Black	<\$50k	\$50k-\$100k	\$100k+	Initial	Undec	Trump '20	Biden '20
Favorable Total	38%	65%	18%	46%	56%	68%	72%	58%	36%	43%	49%	51%	45%	65%	40%	28%	68%	41%	26%	53%	33%	43%	45%	63%	46%	64%	30%	
Unfavorable Total	34%	20%	41%	29%	28%	17%	20%	20%	33%	35%	31%	28%	26%	14%	40%	47%	13%	31%	57%	27%	34%	28%	31%	24%	29%	14%	50%	
Very favorable	11%	25%	14%	15%	17%	33%	29%	21%	13%	7%	19%	17%	14%	25%	9%	10%	26%	9%	11%	19%	8%	17%	17%	18%	14%	26%	8%	
Somewhat favorable	27%	40%	4%	32%	39%	35%	43%	37%	23%	36%	30%	34%	31%	40%	32%	18%	43%	32%	14%	34%	25%	26%	29%	45%	31%	38%	23%	
Somewhat unfavorable	16%	4%	20%	14%	7%	4%	5%	3%	17%	16%	13%	11%	9%	10%	13%	11%	9%	13%	15%	11%	9%	11%	12%	10%	8%	10%	12%	
Very unfavorable	18%	16%	21%	15%	22%	14%	16%	17%	17%	20%	17%	17%	17%	3%	27%	36%	4%	18%	43%	16%	24%	18%	19%	14%	21%	5%	37%	
No opinion	17%	10%	22%	17%	8%	10%	6%	14%	16%	17%	11%	15%	17%	12%	11%	16%	12%	15%	12%	14%	18%	16%	15%	10%	21%	12%	15%	
Never heard of	11%	5%	19%	8%	8%	5%	2%	8%	14%	4%	9%	7%	11%	9%	8%	9%	6%	13%	5%	7%	16%	12%	9%	3%	4%	9%	5%	

Do you have a favorable or unfavorable opinion of Bill Lee?



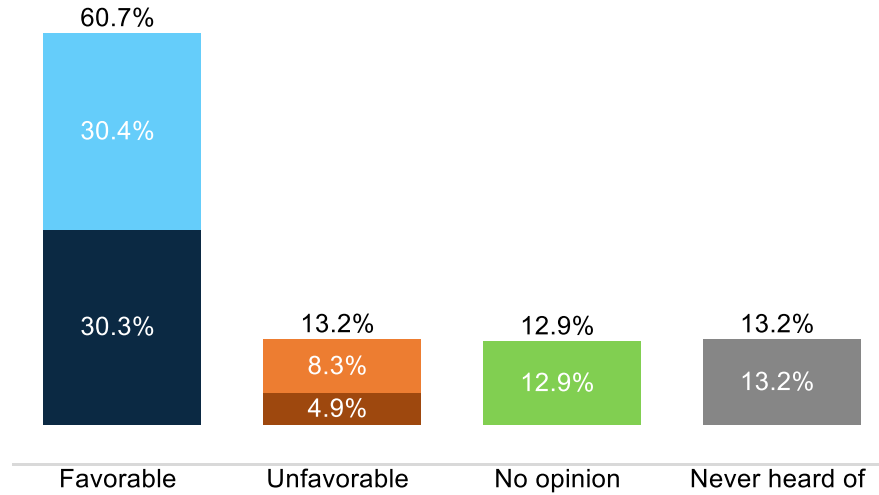
# Image: Cameron Sexton



	Female	Male	18 - 29	30 - 44	45 - 54	55+	M Col	M No Col	F No Col	F Col	Rural	Suburban	Urban	Republican	Independent	Democrat	Conservative	Moderate	Liberal	White	Black	<\$50k	\$50k-\$100k	\$100k+	Initial Undec	Trump '20	Biden '20
Favorable Total	11%	24%	23%	18%	9%	24%	31%	17%	10%	11%	15%	27%	19%	10%	18%	21%	8%	18%	16%	17%	11%	18%	21%	3%	19%	16%	
Unfavorable Total	12%	15%	12%	13%	15%	9%	18%	13%	11%	15%	11%	16%	8%	14%	23%	9%	17%	21%	13%	12%	11%	15%	13%	9%	9%	21%	
Very favorable	3%	9%	12%	7%	0%	8%	12%	5%	4%	2%	3%	6%	8%	7%	3%	7%	8%	2%	6%	5%	7%	4%	8%	3%	0%	6%	6%
Somewhat favorable	7%	16%	11%	11%	9%	16%	18%	12%	6%	9%	9%	19%	13%	7%	11%	14%	6%	12%	11%	10%	7%	9%	17%	3%	13%	11%	
Somewhat unfavorable	6%	8%	9%	7%	6%	1%	8%	8%	5%	7%	4%	6%	10%	5%	5%	11%	6%	6%	10%	7%	6%	6%	7%	4%	5%	9%	
Very unfavorable	6%	8%	3%	6%	9%	7%	10%	5%	6%	8%	10%	5%	6%	3%	10%	12%	3%	12%	11%	6%	6%	5%	9%	6%	5%	3%	12%
No opinion	22%	30%	31%	25%	23%	25%	30%	29%	23%	17%	20%	30%	20%	24%	32%	20%	24%	30%	23%	25%	23%	21%	27%	28%	33%	26%	23%
Never heard of	56%	30%	34%	43%	53%	42%	21%	41%	56%	58%	54%	44%	37%	49%	44%	39%	46%	44%	38%	46%	48%	57%	41%	39%	55%	46%	40%

Do you have a favorable or unfavorable opinion of Cameron Sexton?

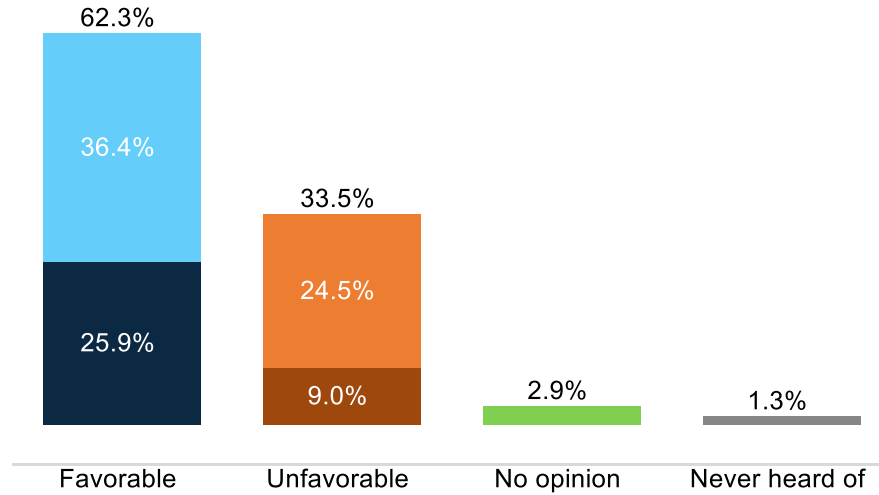
# Image: School Choice



	Female	Male	18 - 29	30 - 44	45 - 54	55+	M Col	M No Col	F No Col	F Col	Rural	Suburban	Urban	Republican	Independent	Democrat	Conservative	Moderate	Liberal	White	Black	<\$50k	\$50k-\$100k	\$100k+	Initial	Undec	Trump '20	Biden '20
Favorable Total	53%	71%	75%	57%	63%	66%	69%	73%	56%	48%	56%	61%	67%	63%	63%	56%	63%	62%	57%	59%	66%	56%	60%	69%	55%	65%	59%	
Unfavorable Total	13%	13%	4%	14%	14%	13%	18%	8%	11%	19%	15%	12%	15%	12%	14%	16%	14%	10%	17%	14%	10%	12%	14%	12%	14%	12%	16%	
Very favorable	27%	34%	28%	29%	28%	46%	37%	31%	30%	22%	32%	28%	34%	35%	23%	27%	36%	22%	30%	31%	30%	30%	29%	34%	27%	35%	27%	
Somewhat favorable	26%	37%	47%	27%	35%	20%	32%	42%	26%	27%	24%	33%	33%	27%	40%	29%	27%	40%	27%	29%	37%	27%	31%	36%	28%	30%	33%	
Somewhat unfavorable	8%	8%	4%	10%	6%	9%	10%	6%	7%	11%	10%	7%	10%	9%	5%	11%	9%	6%	10%	8%	8%	7%	9%	9%	10%	8%	10%	
Very unfavorable	5%	5%	0%	4%	8%	4%	8%	2%	4%	8%	5%	5%	4%	4%	8%	5%	5%	4%	7%	6%	1%	6%	5%	3%	4%	3%	6%	
No opinion	15%	10%	11%	15%	9%	14%	9%	12%	13%	15%	14%	13%	11%	12%	11%	14%	9%	19%	9%	14%	8%	14%	14%	9%	17%	10%	12%	
Never heard of	19%	5%	10%	15%	13%	6%	4%	7%	20%	18%	15%	15%	7%	13%	12%	14%	14%	9%	17%	13%	16%	17%	12%	9%	15%	13%	13%	

Do you have a favorable or unfavorable opinion of School Choice?

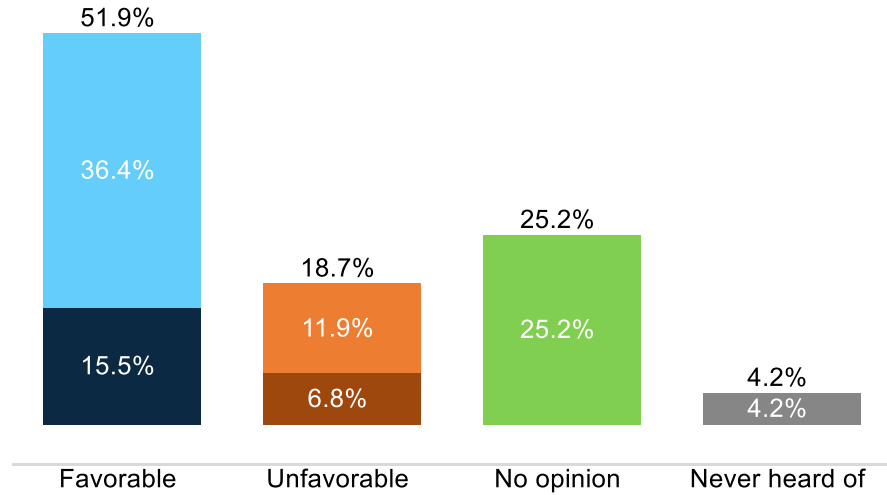
# Image: Traditional Public Schools



	Female	Male	18 - 29	30 - 44	45 - 54	55+	M Col	M No Col	F No Col	F Col	Rural	Suburban	Urban	Republican	Independent	Democrat	Conservative	Moderate	Liberal	White	Black	<\$50k	\$50k-\$100k	\$100k+	Initial Undec	Trump '20	Biden '20
Favorable Total	62%	63%	75%	63%	57%	65%	61%	66%	60%	68%	59%	64%	63%	65%	46%	71%	61%	55%	74%	63%	62%	59%	65%	63%	63%	61%	66%
Unfavorable Total	33%	34%	21%	32%	41%	28%	39%	30%	34%	31%	33%	34%	32%	30%	51%	26%	37%	37%	24%	33%	33%	33%	31%	37%	28%	36%	31%
Very favorable	24%	29%	30%	26%	25%	29%	26%	32%	24%	23%	22%	27%	28%	25%	19%	32%	27%	17%	34%	26%	25%	20%	30%	26%	18%	26%	31%
Somewhat favorable	38%	35%	45%	37%	33%	37%	35%	34%	35%	45%	37%	37%	35%	40%	27%	39%	34%	38%	40%	37%	36%	39%	35%	36%	46%	36%	36%
Somewhat unfavorable	21%	29%	18%	22%	32%	21%	31%	26%	22%	19%	22%	26%	24%	21%	39%	20%	24%	30%	21%	24%	25%	24%	23%	28%	19%	25%	24%
Very unfavorable	12%	6%	3%	10%	9%	7%	8%	3%	11%	12%	11%	8%	8%	10%	12%	6%	13%	7%	2%	9%	8%	9%	8%	9%	11%	7%	
No opinion	4%	2%	4%	4%	1%	6%	0%	3%	4%	1%	6%	1%	3%	3%	3%	2%	0%	6%	2%	3%	2%	5%	3%	1%	8%	2%	1%
Never heard of	2%	1%	0%	2%	1%	0%	0%	1%	3%	0%	2%	0%	2%	2%	0%	2%	2%	1%	1%	1%	3%	3%	1%	0%	0%	1%	1%

Do you have a favorable or unfavorable opinion of Traditional Public Schools?

# Image: Public Charter Schools

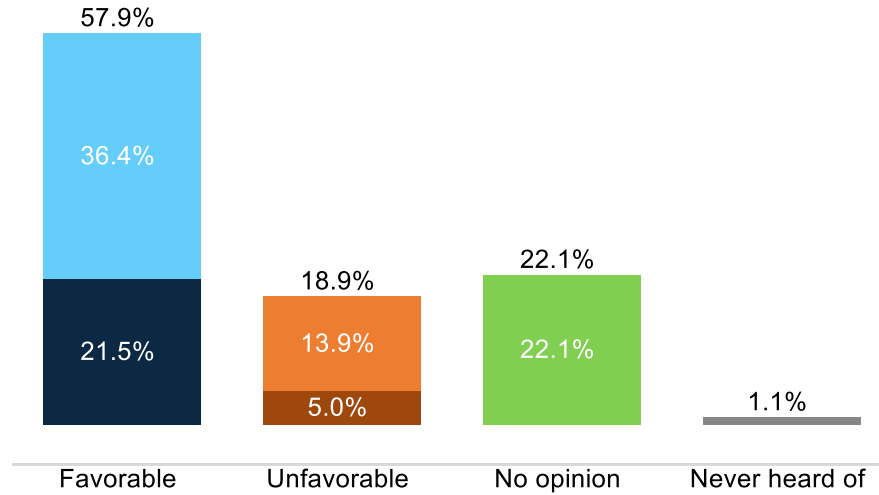


	Female	Male	18 - 29	30 - 44	45 - 54	55+	M Col	M No Col	F No Col	F Col	Rural	Suburban	Urban	Republican	Independent	Democrat	Conservative	Moderate	Liberal	White	Black	<\$50k	\$50k-\$100k	\$100k+	Initial	Undec	Trump '20	Biden '20
Favorable Total	46%	60%	69%	52%	48%	51%	58%	62%	46%	47%	37%	55%	67%	51%	45%	62%	55%	48%	55%	51%	60%	45%	52%	62%	14%	54%	61%	
Unfavorable Total	19%	18%	13%	18%	23%	16%	24%	11%	16%	28%	22%	19%	14%	16%	20%	23%	14%	20%	28%	18%	20%	19%	19%	19%	19%	17%	20%	
Very favorable	12%	20%	32%	20%	5%	10%	22%	19%	13%	11%	5%	18%	26%	14%	8%	26%	16%	7%	27%	15%	21%	14%	13%	21%	1%	14%	22%	
Somewhat favorable	34%	40%	37%	32%	43%	41%	36%	44%	33%	37%	32%	37%	41%	37%	37%	37%	39%	41%	28%	36%	39%	31%	39%	41%	13%	40%	39%	
Somewhat unfavorable	11%	14%	9%	12%	13%	11%	19%	7%	9%	16%	10%	14%	10%	11%	11%	15%	10%	13%	14%	11%	14%	10%	12%	14%	13%	12%	11%	
Very unfavorable	8%	5%	4%	6%	10%	5%	5%	4%	7%	12%	12%	5%	4%	6%	9%	8%	4%	7%	13%	7%	6%	9%	6%	4%	6%	5%	9%	
No opinion	30%	18%	11%	25%	27%	29%	16%	20%	32%	24%	36%	22%	17%	28%	32%	11%	27%	26%	15%	26%	17%	32%	25%	17%	57%	25%	17%	
Never heard of	5%	4%	7%	5%	3%	4%	1%	6%	6%	1%	5%	5%	2%	5%	3%	3%	4%	5%	2%	5%	3%	5%	5%	2%	10%	4%	2%	

Do you have a favorable or unfavorable opinion of Public Charter Schools?



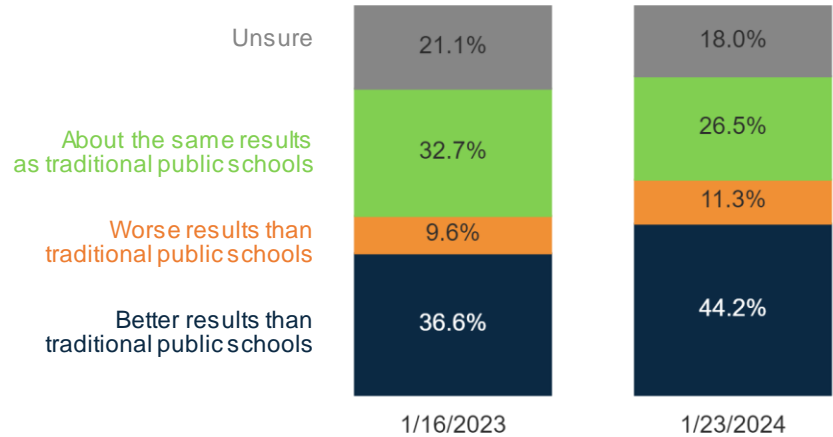
# Image: Private Schools



	Female	Male	18 - 29	30 - 44	45 - 54	55+	M Col	M No Col	F No Col	F Col	Rural	Suburban	Urban	Republican	Independent	Democrat	Conservative	Moderate	Liberal	White	Black	<\$50k	\$50k-\$100k	\$100k+	Initial	Undec	Trump '20	Biden '20
Favorable Total	53%	64%	60%	58%	58%	55%	65%	63%	50%	63%	50%	58%	69%	61%	48%	60%	61%	54%	60%	56%	67%	50%	56%	72%	34%	59%	63%	
Unfavorable Total	19%	19%	4%	19%	21%	24%	22%	16%	17%	23%	21%	19%	16%	14%	21%	29%	16%	19%	28%	19%	16%	19%	21%	16%	19%	16%	24%	
Very favorable	18%	26%	30%	23%	20%	15%	29%	22%	17%	24%	13%	24%	28%	26%	10%	23%	26%	15%	22%	19%	35%	17%	20%	30%	9%	24%	21%	
Somewhat favorable	35%	38%	30%	36%	38%	40%	36%	40%	34%	39%	37%	34%	41%	35%	38%	38%	35%	39%	38%	38%	32%	33%	36%	42%	25%	35%	42%	
Somewhat unfavorable	13%	15%	4%	14%	15%	18%	16%	14%	12%	16%	14%	14%	13%	11%	15%	21%	12%	15%	20%	15%	8%	13%	16%	12%	12%	12%	15%	
Very unfavorable	5%	4%	0%	5%	6%	7%	6%	2%	5%	7%	6%	5%	3%	3%	6%	8%	4%	4%	8%	5%	7%	5%	5%	4%	7%	4%	9%	
No opinion	27%	16%	33%	22%	21%	21%	13%	19%	31%	14%	28%	23%	13%	24%	31%	9%	22%	27%	12%	23%	16%	30%	22%	12%	47%	24%	12%	
Never heard of	1%	1%	3%	1%	1%	0%	0%	2%	1%	0%	1%	0%	2%	1%	0%	2%	1%	1%	1%	1%	2%	2%	1%	0%	0%	1%	1%	

Do you have a favorable or unfavorable opinion of Private Schools?

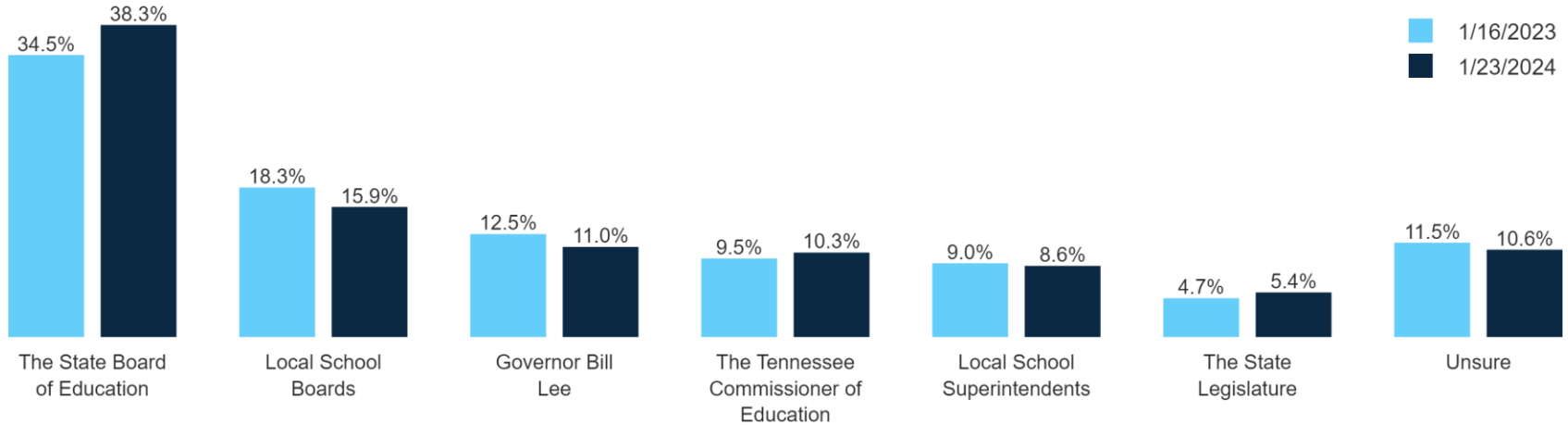
# Charter School Performance



	Total	Female	Male	18 - 29	30 - 44	45 - 54	55+	M Col	M No Col	F No Col	F Col	Rural	Suburban	Urban	Republican	Independent	Democrat	Conservative	Moderate	Liberal	White	Black	<\$50k	\$50k-\$100k	\$100k+	Initial	Undec	Trump '20	Biden '20
Better results than traditional public schools	44%	39%	51%	62%	43%	40%	52%	60%	41%	42%	35%	33%	43%	62%	44%	40%	52%	48%	36%	51%	41%	58%	35%	45%	56%	8%	43%	50%	
Worse results than traditional public schools	11%	11%	11%	11%	10%	15%	9%	13%	9%	11%	12%	14%	11%	8%	12%	10%	11%	12%	11%	12%	13%	1%	11%	11%	13%	8%	11%	12%	
Definitely better results than traditional public schools	9%	6%	13%	13%	12%	3%	8%	15%	10%	7%	4%	7%	5%	20%	8%	3%	15%	7%	9%	13%	8%	16%	9%	7%	12%	1%	8%	12%	
Probably better results than traditional public schools	35%	33%	38%	48%	32%	38%	43%	45%	31%	35%	31%	27%	38%	43%	36%	37%	37%	40%	27%	39%	34%	42%	26%	38%	44%	6%	36%	38%	
About the same results than traditional public schools	27%	28%	24%	23%	29%	24%	19%	16%	33%	25%	36%	28%	29%	19%	24%	32%	27%	23%	31%	27%	27%	30%	31%	27%	19%	27%	28%	26%	
Probably worse results than traditional public schools	9%	9%	9%	11%	7%	12%	9%	10%	7%	9%	9%	11%	9%	4%	11%	9%	5%	10%	10%	7%	10%	1%	10%	9%	8%	8%	9%	7%	
Definitely worse results than traditional public schools	3%	2%	3%	0%	3%	3%	0%	3%	2%	2%	4%	3%	2%	4%	1%	1%	7%	2%	1%	5%	3%	0%	1%	2%	5%	0%	2%	4%	
Unsure	18%	21%	13%	4%	18%	20%	20%	10%	17%	22%	17%	25%	17%	11%	19%	19%	10%	17%	22%	10%	19%	11%	23%	17%	12%	57%	18%	12%	

Do you think public charter schools produce better, worse, or the same results for students as traditional public schools?

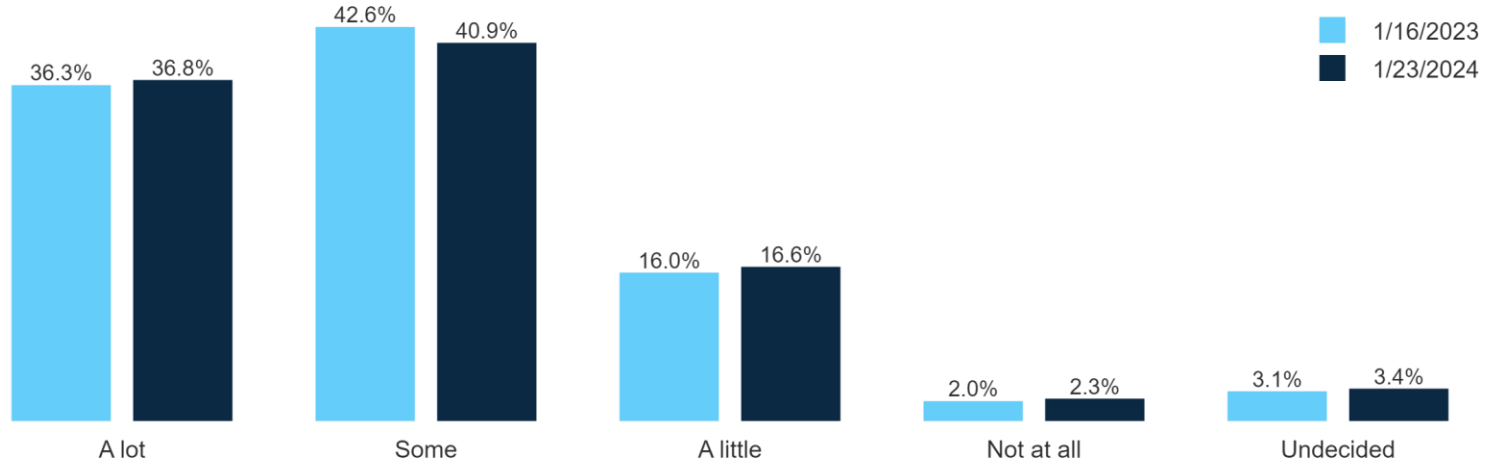
# State Education Quality Control



	Female	Male	18 - 29	30 - 44	45 - 54	55+	M Col	M No Col	F No Col	F Col	Rural	Suburban	Urban	Republican	Independent	Democrat	Conservative	Moderate	Liberal	White	Black	<\$50k	\$50k-\$100k	\$100k+	Initial	Undec	Trump '20	Biden '20
The State Board of Education	43%	32%	42%	40%	39%	22%	32%	32%	42%	46%	42%	37%	36%	44%	31%	35%	42%	34%	37%	38%	36%	46%	32%	39%	33%	39%	35%	
Local School Boards	12%	21%	11%	13%	17%	32%	23%	19%	14%	8%	17%	15%	15%	15%	21%	14%	16%	21%	9%	16%	17%	15%	16%	15%	14%	18%	12%	
Governor Bill Lee	11%	10%	13%	11%	13%	4%	8%	13%	11%	14%	13%	9%	12%	8%	12%	14%	8%	11%	18%	11%	10%	11%	12%	9%	16%	8%	15%	
The Tennessee Commissioner of Education	11%	9%	15%	11%	6%	17%	8%	11%	10%	13%	6%	13%	11%	9%	8%	17%	7%	7%	21%	10%	14%	10%	12%	9%	7%	9%	15%	
Local School Superintendents	8%	10%	8%	9%	8%	7%	14%	6%	9%	5%	6%	11%	6%	9%	10%	7%	10%	10%	4%	9%	5%	4%	11%	10%	7%	9%	8%	
The State Legislature	5%	6%	4%	5%	5%	12%	9%	3%	4%	8%	4%	6%	5%	5%	7%	6%	7%	3%	6%	5%	5%	2%	5%	9%	0%	5%	7%	
Unsure	10%	11%	8%	11%	12%	6%	6%	17%	11%	8%	11%	8%	15%	11%	11%	7%	9%	13%	5%	10%	12%	12%	12%	8%	23%	10%	10%	

In your opinion, who is most responsible for the quality of public schools in Tennessee?

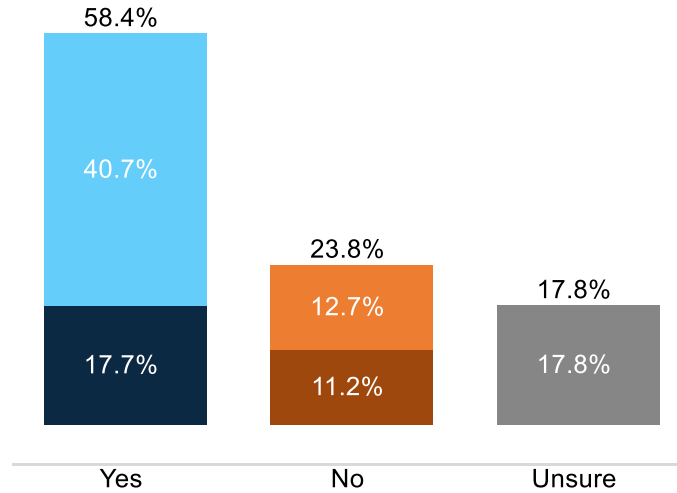
# Public Schools Quality



	Female	Male	18 - 29	30 - 44	45 - 54	55+	M Col	M No Col	F No Col	F Col	Rural	Suburban	Urban	Republican	Independent	Democrat	Conservative	Moderate	Liberal	White	Black	<\$50k	\$50k-\$100k	\$100k+	Initial Undec	Trump '20	Biden '20
A lot	37%	37%	12%	41%	34%	41%	43%	31%	38%	35%	41%	33%	40%	34%	49%	34%	40%	34%	36%	35%	45%	41%	36%	33%	32%	39%	36%
Some	41%	40%	70%	38%	42%	32%	38%	42%	40%	45%	31%	48%	38%	38%	41%	48%	34%	45%	50%	41%	45%	34%	42%	48%	42%	35%	48%
A little	17%	16%	18%	14%	20%	21%	10%	21%	20%	10%	22%	13%	15%	23%	7%	11%	19%	15%	11%	18%	9%	19%	18%	12%	12%	20%	10%
Not at all	1%	4%	0%	3%	2%	0%	6%	1%	1%	3%	3%	2%	2%	2%	2%	4%	2%	3%	2%	3%	2%	3%	1%	4%	2%	2%	3%
Undecided	3%	4%	0%	4%	2%	6%	3%	4%	1%	6%	2%	4%	5%	4%	1%	3%	4%	4%	1%	3%	0%	3%	3%	4%	12%	3%	2%

Based on your experience, do you think public schools in Tennessee need to change a lot, some, a little, or not at all?

# Public School Space

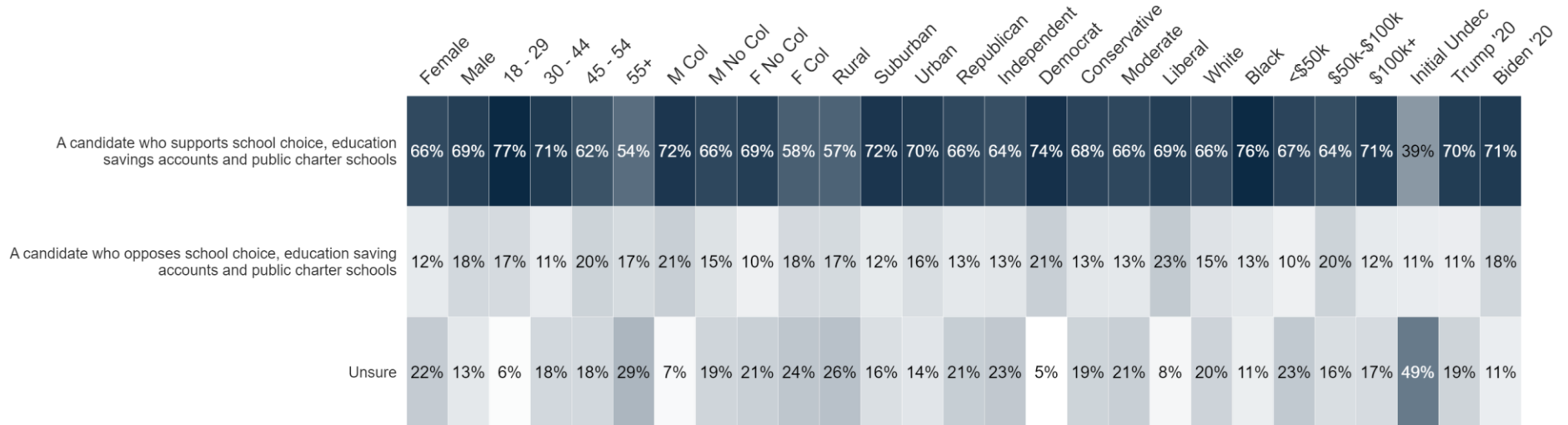
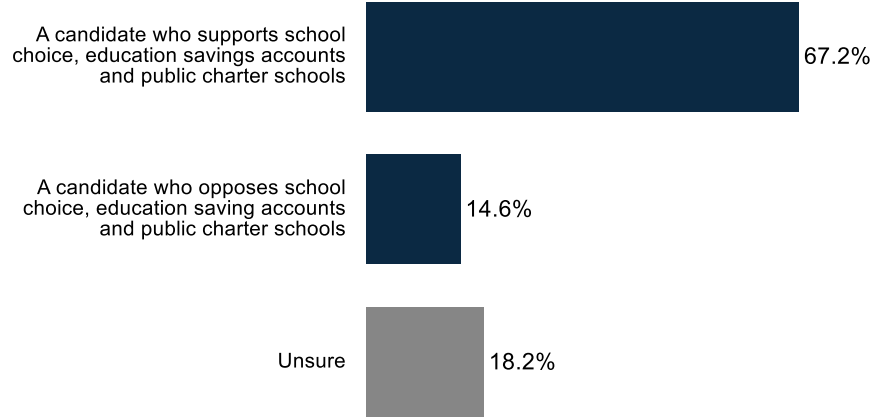


	Female	Male	18 - 29	30 - 44	45 - 54	55+	M Col	M No Col	F No Col	F Col	Rural	Suburban	Urban	Republican	Independent	Democrat	Conservative	Moderate	Liberal	White	Black	<\$50k	\$50k-\$100k	\$100k+	Trump '20	Biden '20
Yes Total	56%	61%	73%	61%	53%	52%	63%	59%	57%	57%	49%	59%	71%	53%	61%	69%	56%	60%	62%	55%	72%	53%	60%	62%	59%	65%
Not Total	23%	26%	20%	21%	31%	25%	27%	24%	21%	26%	30%	22%	20%	25%	23%	23%	24%	23%	26%	25%	17%	22%	25%	24%	22%	25%
Absolutely yes	14%	22%	28%	20%	9%	24%	25%	19%	17%	9%	17%	14%	28%	18%	16%	18%	20%	15%	19%	17%	26%	20%	14%	21%	20%	18%
Probably yes	42%	39%	45%	40%	44%	27%	38%	40%	40%	48%	32%	45%	43%	35%	45%	51%	36%	45%	43%	38%	46%	33%	46%	41%	40%	48%
Probably not	12%	13%	20%	11%	16%	4%	10%	17%	12%	12%	12%	14%	12%	14%	6%	16%	15%	7%	16%	12%	14%	13%	10%	18%	11%	15%
Absolutely not	10%	12%	0%	9%	14%	21%	17%	7%	9%	14%	18%	8%	8%	11%	17%	7%	9%	16%	10%	13%	3%	9%	16%	7%	10%	10%
Unsure	21%	13%	7%	19%	16%	24%	10%	17%	22%	17%	21%	19%	9%	22%	16%	8%	20%	17%	12%	20%	10%	25%	15%	14%	19%	10%

*In your opinion, if local public schools have vacant or underutilized space, should public charter schools have the opportunity to buy or lease the space at fair-market value for educational and learning purposes?*

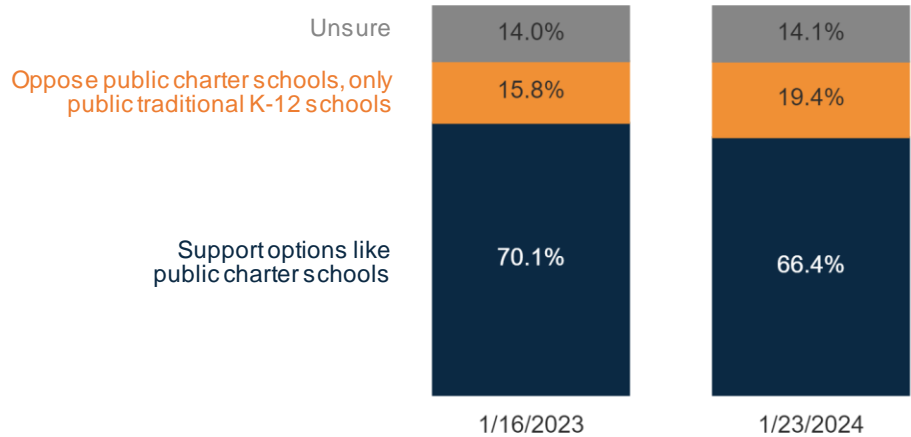


# Contrast Ballot



And thinking again about your ideal candidate for State legislator or house of representative, which one of the following candidates would you vote for?

# Initial Public Charter School



	Total	Female	Male	18 - 29	30 - 44	45 - 54	55+	M Col	M No Col	F No Col	F Col	Rural	Suburban	Urban	Republican	Independent	Democrat	Conservative	Moderate	Liberal	White	Black	<\$50k	\$50k-\$100k	\$100k+	Trump '20	Biden '20
Support options like public charter schools	66%	64%	69%	73%	70%	62%	53%	73%	65%	66%	63%	56%	70%	73%	67%	67%	69%	68%	66%	67%	65%	74%	55%	72%	72%	68%	71%
Oppose public charter schools, only traditional K-12 schools	19%	20%	18%	20%	18%	20%	24%	20%	16%	20%	22%	24%	17%	18%	20%	15%	22%	20%	16%	23%	20%	17%	25%	17%	17%	18%	19%
Strongly support options like public charter schools	27%	26%	28%	32%	29%	19%	40%	33%	23%	30%	18%	23%	30%	27%	26%	24%	33%	28%	26%	27%	28%	31%	26%	27%	30%	29%	29%
Somewhat support options like public charter schools	39%	38%	41%	42%	41%	43%	12%	39%	43%	36%	45%	33%	41%	45%	41%	43%	35%	40%	41%	40%	37%	43%	29%	45%	43%	38%	41%
Somewhat oppose charter schools, only traditional K-12 schools	12%	15%	9%	17%	11%	11%	18%	10%	8%	14%	18%	15%	12%	10%	14%	9%	13%	14%	7%	16%	13%	8%	15%	10%	13%	11%	11%
Strongly oppose charter schools, only traditional K-12 schools	7%	6%	9%	4%	7%	9%	6%	10%	8%	7%	4%	9%	5%	8%	6%	6%	9%	6%	9%	6%	7%	9%	10%	7%	4%	7%	8%
Unsure	14%	15%	13%	6%	11%	18%	23%	7%	19%	14%	15%	21%	12%	10%	13%	17%	9%	12%	18%	10%	15%	9%	20%	11%	11%	14%	10%

Do you think parents/families should have the ability to customize their child's public education by sending them to alternatives, such as public charter schools, rather than just traditional K-12 schools?

# Messages

**Public Charter Schools:** *Charter schools are public schools, and they are free and open to all children, no matter their background or skill level.*

**Charter Schools Different Learning Styles:** *Not every student learns the same, and public charter schools have more flexibility to create a school culture that improves student performance and parent satisfaction while still having rigorous academic standards.*

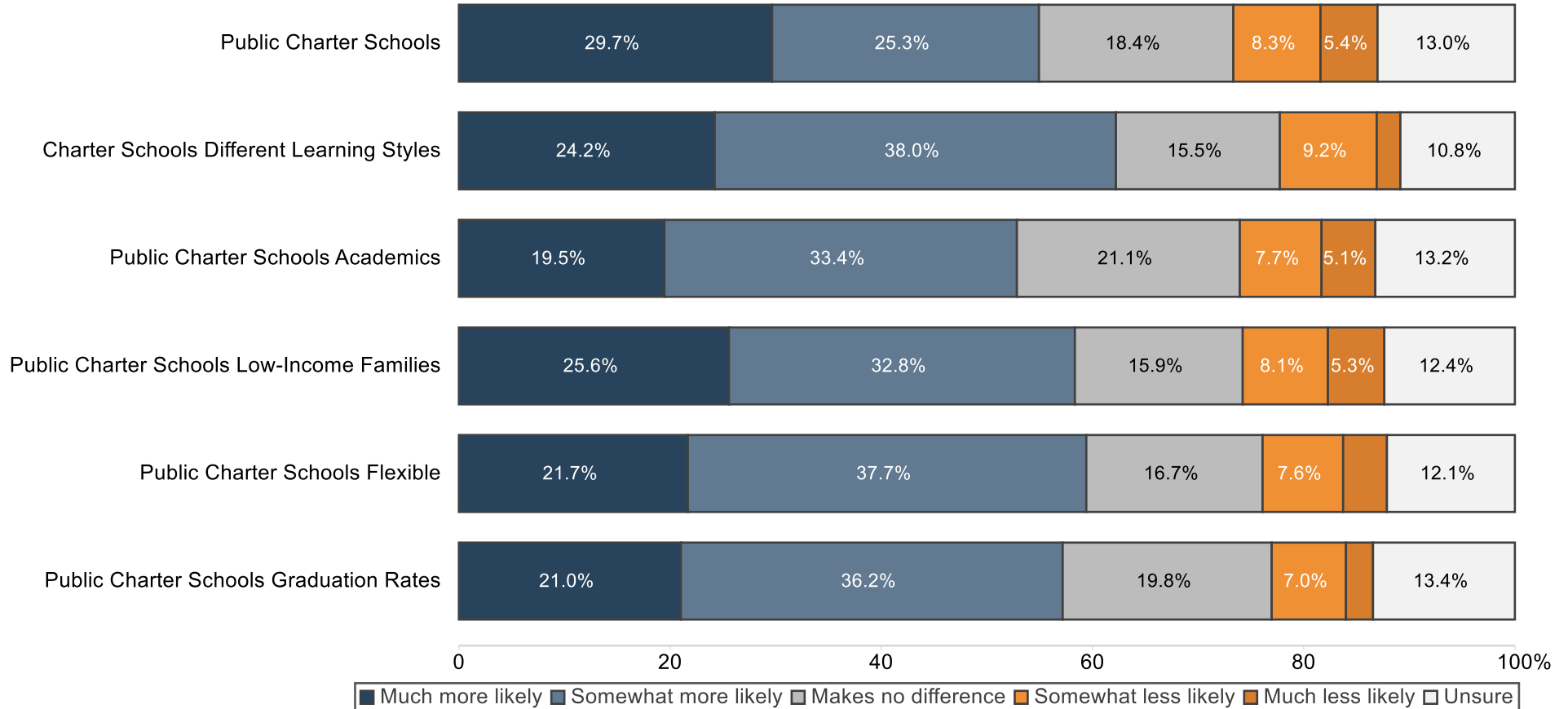
**Public Charter Schools Academics:** *Students advance at a faster pace academically in public charter schools than they do in traditional public schools – especially African American students and students from low-income backgrounds.*

**Public Charter Schools Low-Income Families:** *Public charter schools provide families with a tuition-free choice option for their children's education, something that has been traditionally only available to families with high incomes who can afford private school.*

**Public Charter Schools Flexible:** *The flexibility that local public charter schools have for hiring teachers, personalizing learning, crafting creative lesson plans, and using technology in new ways allows them to make any helpful changes to address the learning needs of students.*

**Public Charter Schools Graduation Rates:** *Data from communities with a mix of traditional public schools and nonprofit public charter schools show they have stronger student achievement and higher graduation rates for the entire community.*

# Messages



# Messages Heatmaps

## More Likely

	Female	Male	18 - 29	30 - 44	45 - 54	55+	M Col	M No Col	F No Col	F Col	Rural	Suburban	Urban	Republican	Independent	Democrat	Conservative	Moderate	Liberal	White	Black	<\$50k	\$50k-\$100k	\$100k+	Initial Undec	Trump '20	Biden '20
Public Charter Schools	57%	52%	78%	56%	50%	46%	58%	46%	57%	57%	47%	56%	63%	53%	55%	61%	53%	56%	64%	55%	59%	51%	52%	63%	31%	52%	62%
Charter Schools Different Learning Styles	64%	60%	72%	64%	57%	61%	62%	58%	68%	57%	53%	66%	67%	63%	66%	58%	66%	63%	58%	64%	57%	60%	62%	67%	46%	66%	60%
Public Charter Schools Academics	54%	52%	61%	53%	49%	57%	53%	50%	55%	51%	48%	52%	61%	48%	60%	58%	52%	54%	59%	53%	53%	48%	53%	59%	33%	49%	60%
Public Charter Schools Low-Income Families	61%	55%	61%	60%	55%	61%	53%	57%	63%	59%	50%	60%	65%	57%	60%	63%	59%	56%	62%	58%	63%	54%	57%	64%	38%	57%	64%
Public Charter Schools Flexible	62%	56%	59%	64%	47%	70%	63%	49%	61%	64%	51%	62%	67%	61%	62%	57%	68%	51%	59%	60%	55%	51%	61%	67%	31%	61%	60%
Public Charter Schools Graduation Rates	58%	56%	53%	57%	57%	58%	58%	53%	59%	60%	54%	58%	62%	59%	53%	60%	61%	53%	60%	58%	57%	52%	58%	63%	40%	57%	59%

## Less Likely

	Female	Male	18 - 29	30 - 44	45 - 54	55+	M Col	M No Col	F No Col	F Col	Rural	Suburban	Urban	Republican	Independent	Democrat	Conservative	Moderate	Liberal	White	Black	<\$50k	\$50k-\$100k	\$100k+	Initial Undec	Trump '20	Biden '20
Public Charter Schools	14%	13%	15%	16%	10%	10%	13%	12%	15%	14%	12%	14%	15%	15%	9%	14%	15%	12%	12%	13%	18%	14%	13%	15%	6%	17%	11%
Charter Schools Different Learning Styles	11%	12%	16%	11%	13%	5%	15%	10%	9%	16%	13%	11%	9%	12%	7%	14%	11%	7%	19%	11%	13%	9%	13%	11%	0%	10%	12%
Public Charter Schools Academics	11%	15%	16%	15%	10%	7%	20%	10%	11%	12%	11%	13%	17%	14%	7%	14%	11%	12%	16%	12%	17%	10%	17%	9%	4%	15%	11%
Public Charter Schools Low-Income Families	12%	15%	33%	10%	16%	11%	18%	13%	10%	16%	16%	11%	16%	12%	15%	14%	11%	18%	15%	12%	14%	12%	14%	13%	6%	12%	15%
Public Charter Schools Flexible	10%	14%	24%	9%	16%	3%	16%	12%	9%	12%	13%	10%	14%	12%	7%	16%	10%	10%	18%	11%	17%	13%	11%	11%	4%	12%	11%
Public Charter Schools Graduation Rates	7%	13%	26%	9%	9%	0%	9%	16%	7%	8%	7%	10%	12%	8%	6%	16%	6%	7%	21%	8%	18%	9%	7%	14%	2%	8%	14%



# How to Read a Cygnal Message Map (Example)

## Effectiveness (X Axis)

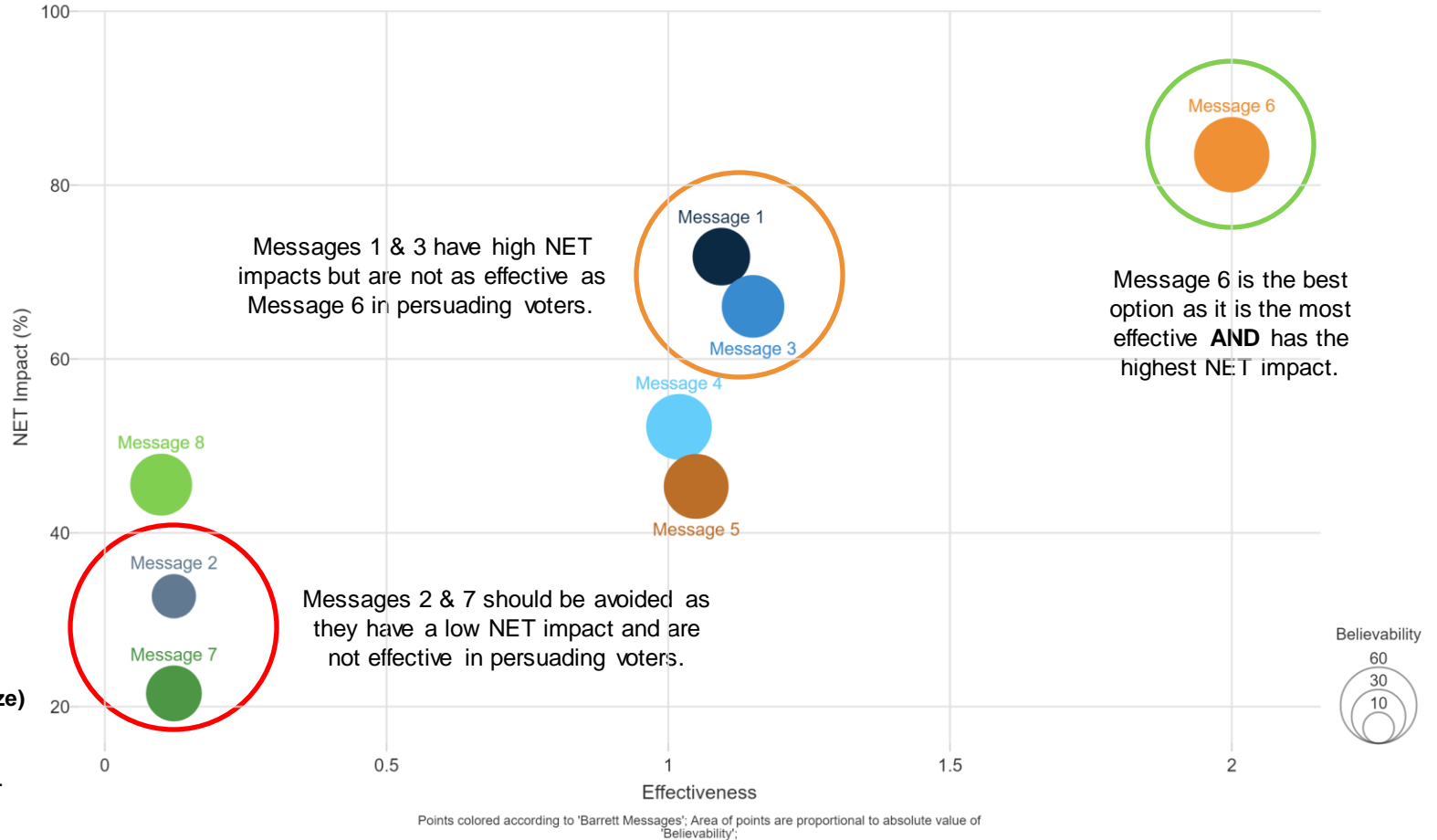
The horizontal position of each message indicates the message's *persuasion power*—the **most important** function. Messages positioned **furthest to the right** are the **most effective in changing** a voter's opinion. Pay attention to the **effectiveness scale** at the **bottom** and how messages compare graph-to-graph; standard range is 0 to 2.

## Net Impact (Y Axis)

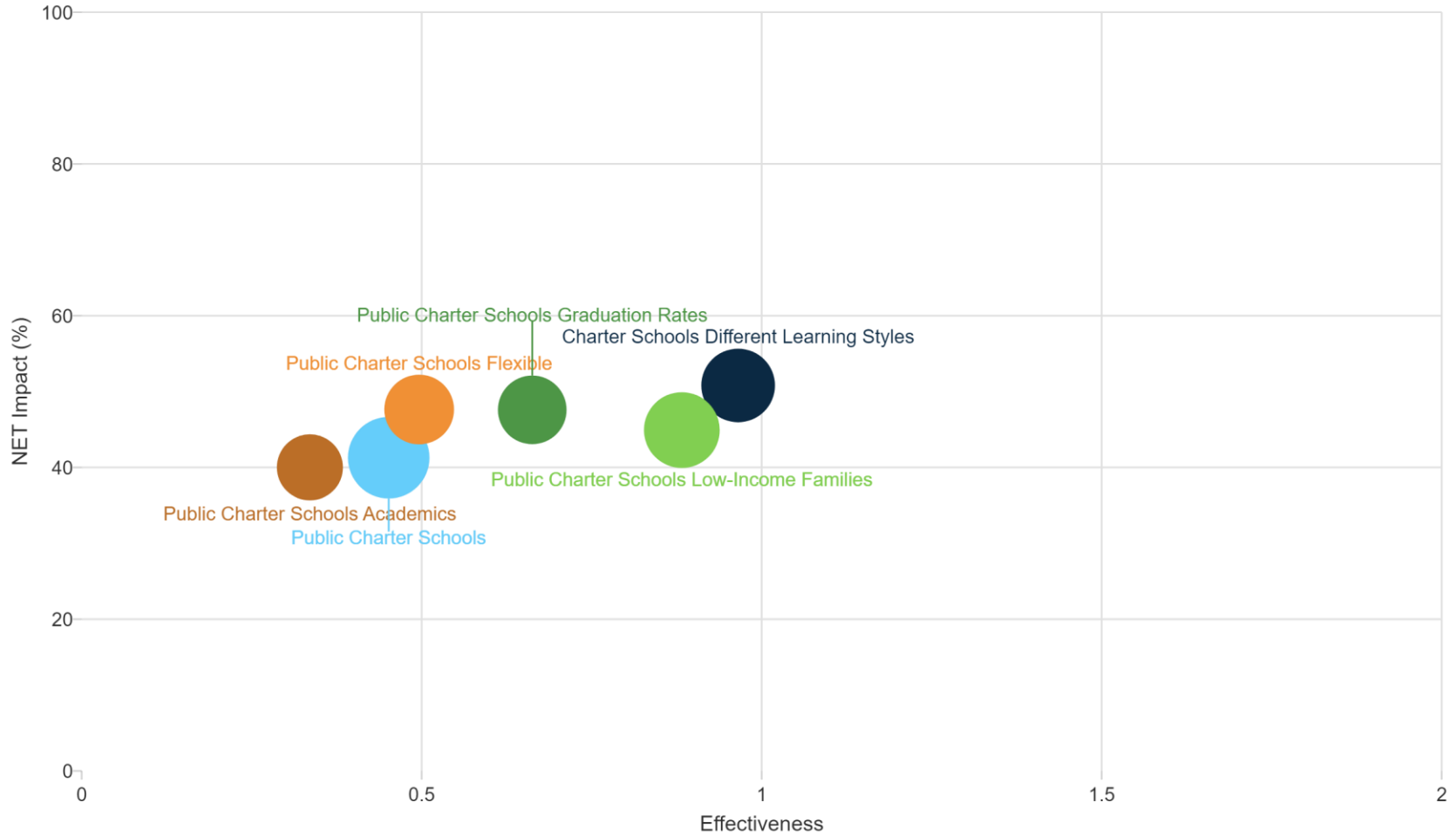
The vertical position of each message indicates the NET impact— or *popularity*—of each message. Messages with **highest position** have the **broadest appeal**. The closer a message is to the **bottom** of Net Impact, the more **drag** it has meaning it can cut against you.

## Believability (Bubble Size)

The size of each message bubble reflects the **intensity** of responses (called *believability*). Larger bubbles reflect a high concentration of respondents choosing *much* more/less likely. This is a **comparative tool** for impact but third in importance of the overall graph.



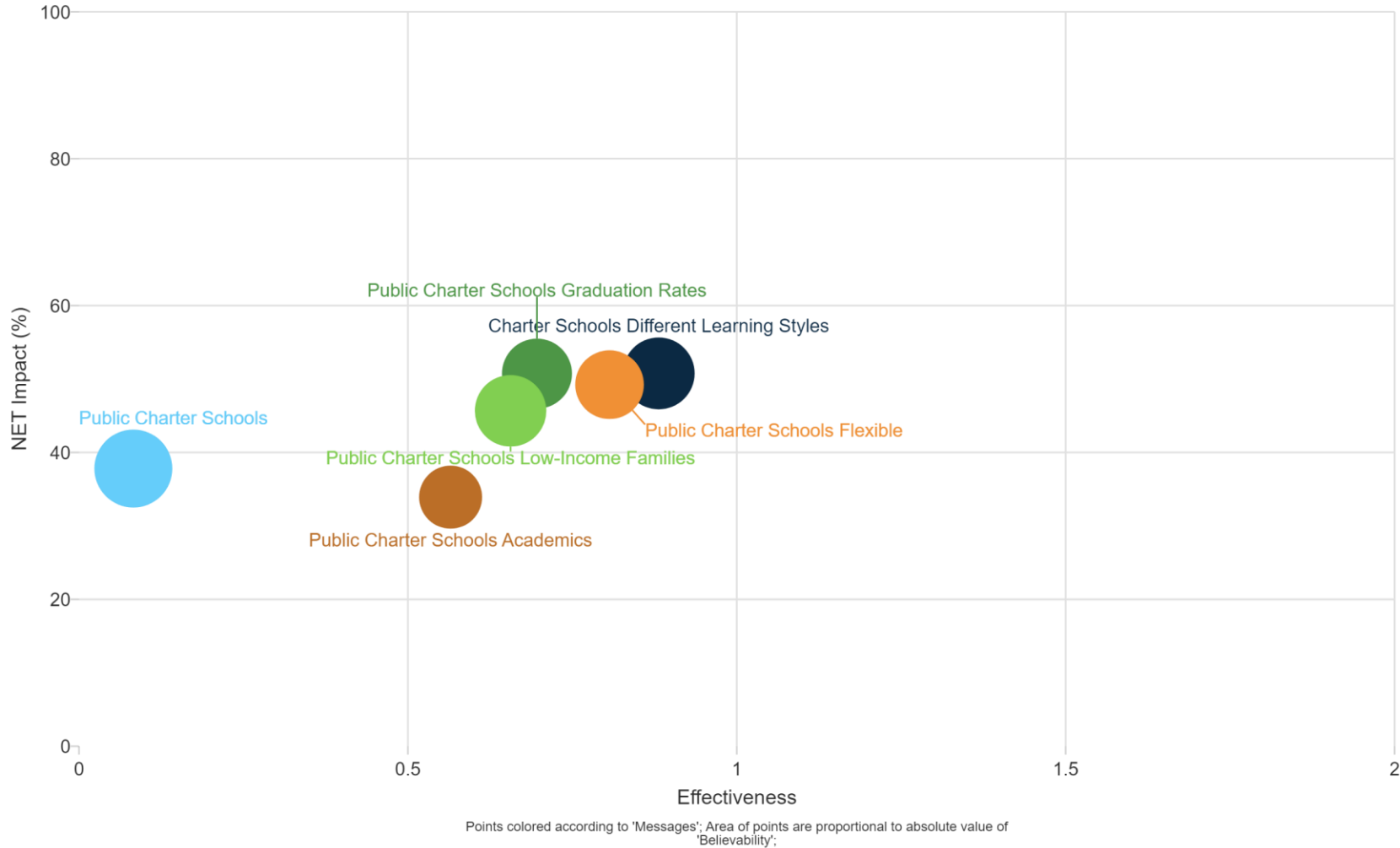
# Pro-Public Charter Schools Mapping: Overall



Points colored according to 'Messages'; Area of points are proportional to absolute value of 'Believability';

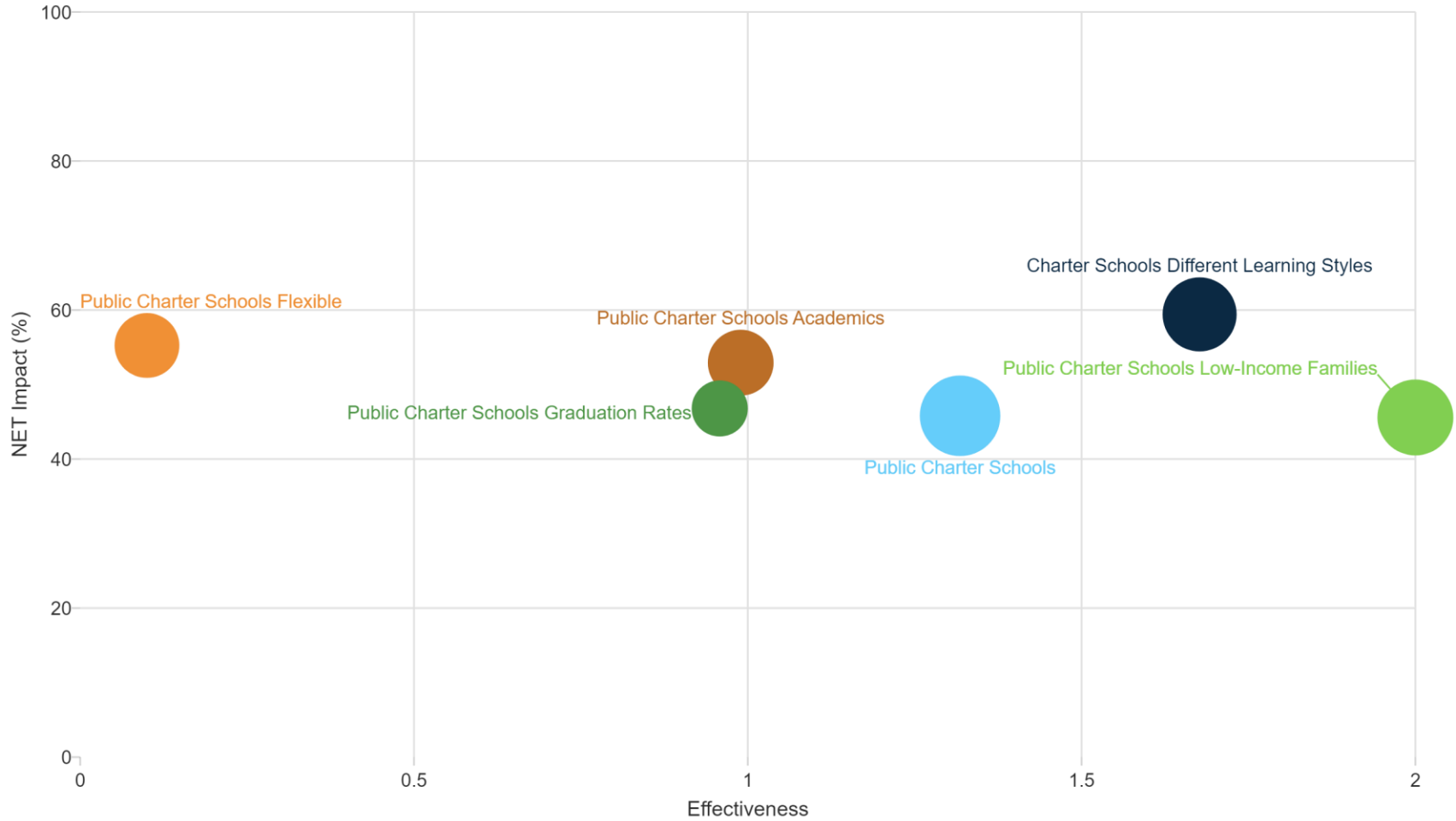
Effectiveness is the coefficient of the message in a logistic regression model with the likelihood of choosing to support options like public charter schools on the informed ballot. NET Impact is the difference of the percentage of likely voters who responded More likely and Less likely on the messages. Believability is the percentage of likely voters who responded Much more likely (Much less likely) on the positive (negative) messages. The higher the value of the metric, the more effective/more impactful/more believable the message is.

# Pro-Public Charter Schools Mapping: Republicans



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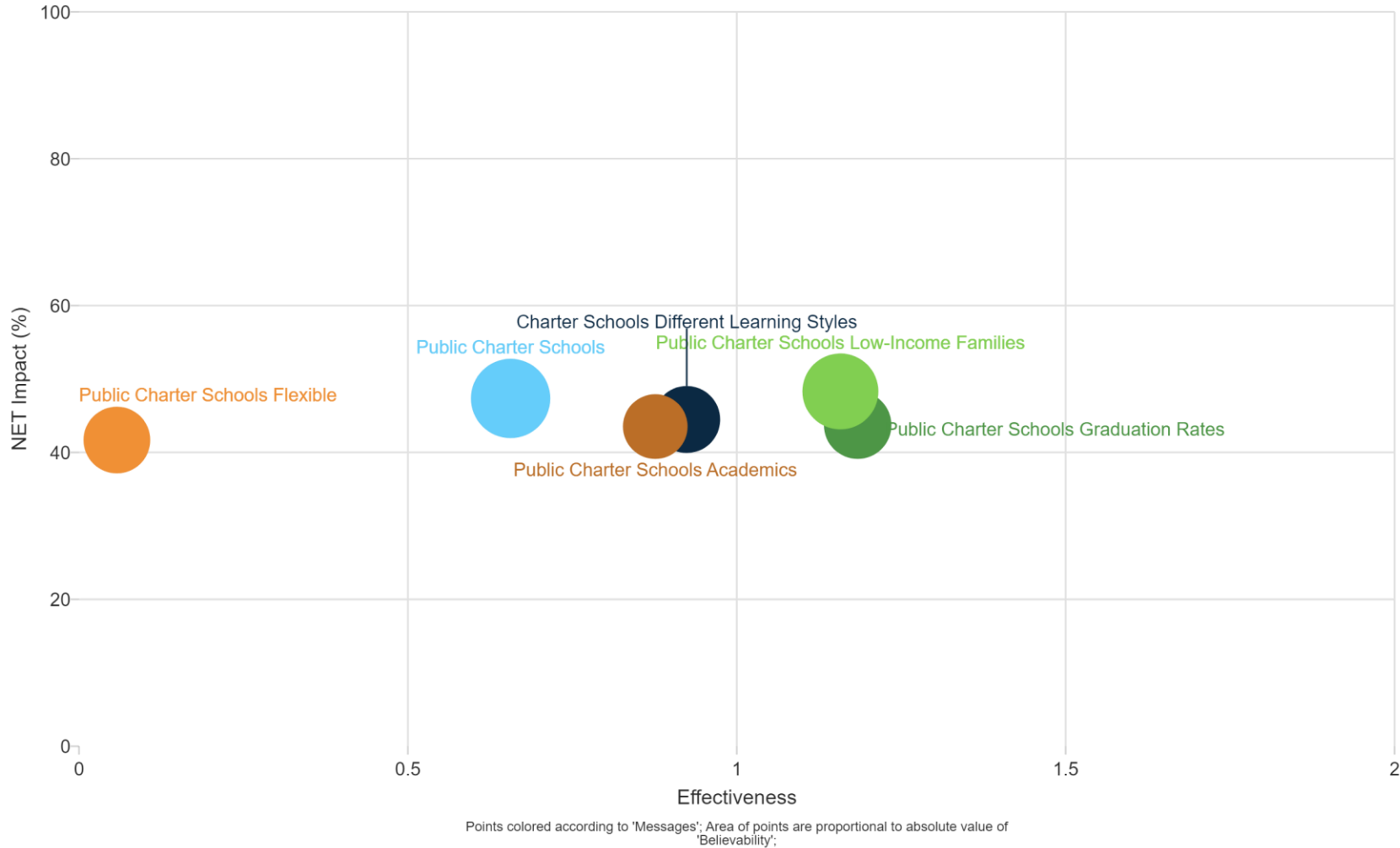
# Pro-Public Charter Schools Mapping: Independents



Points colored according to 'Messages'; Area of points are proportional to absolute value of 'Believability';

Effectiveness is the coefficient of the message in a logistic regression model with the likelihood of choosing to support options like public charter schools on the informed ballot. NET Impact is the difference of the percentage of likely voters who responded More likely and Less likely on the messages. Believability is the percentage of likely voters who responded Much more likely (Much less likely) on the positive (negative) messages. The higher the value of the metric, the more effective/more impactful/more believable the message is.

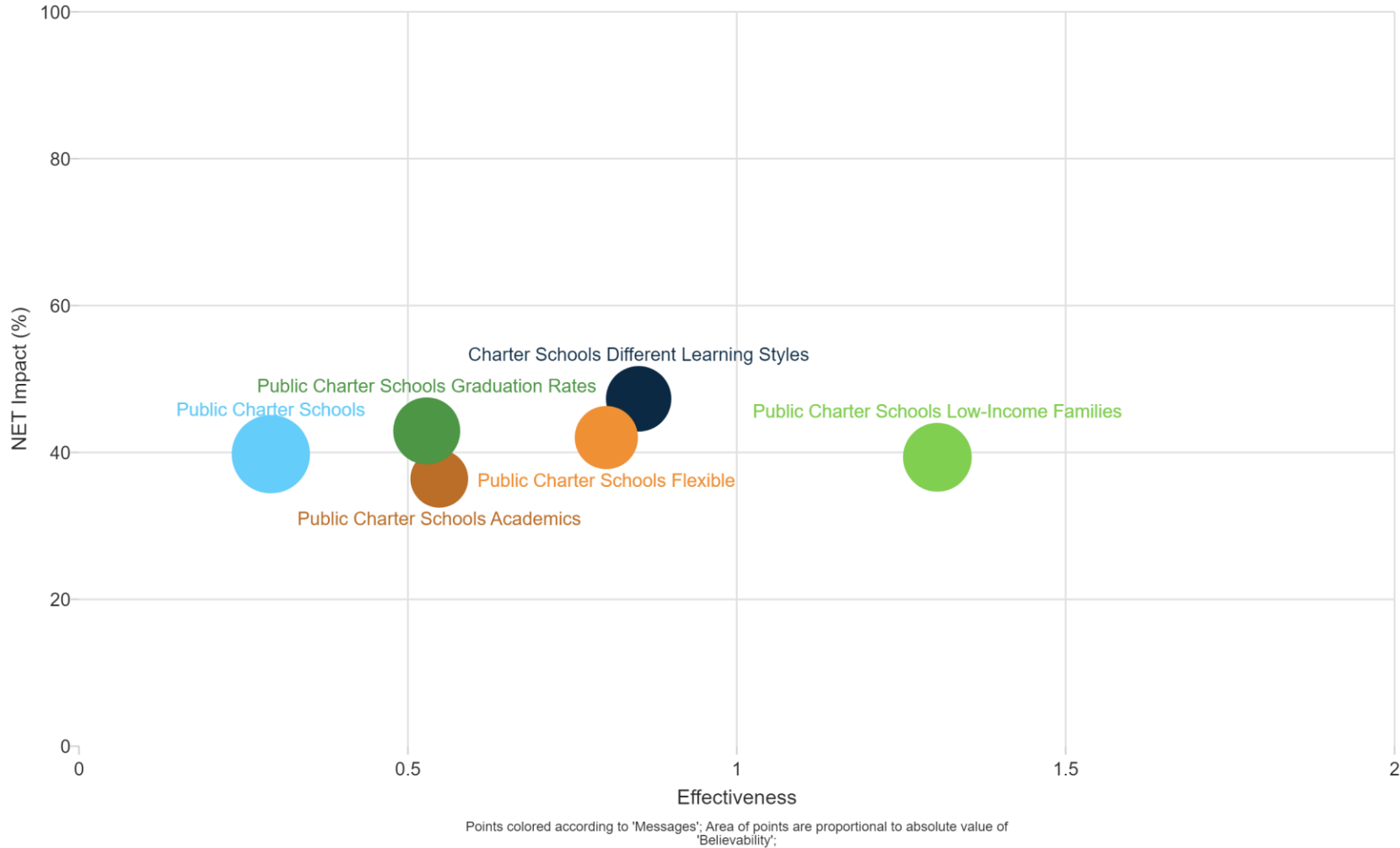
# Pro-Public Charter Schools Mapping: Democrats



Effectiveness is the coefficient of the message in a logistic regression model with the likelihood of choosing to support options like public charter schools on the informed ballot. NET Impact is the difference of the percentage of likely voters who responded More likely and Less likely on the messages. Believability is the percentage of likely voters who responded Much more likely (Much less likely) on the positive (negative) messages. The higher the value of the metric, the more effective/more impactful/more believable the message is.

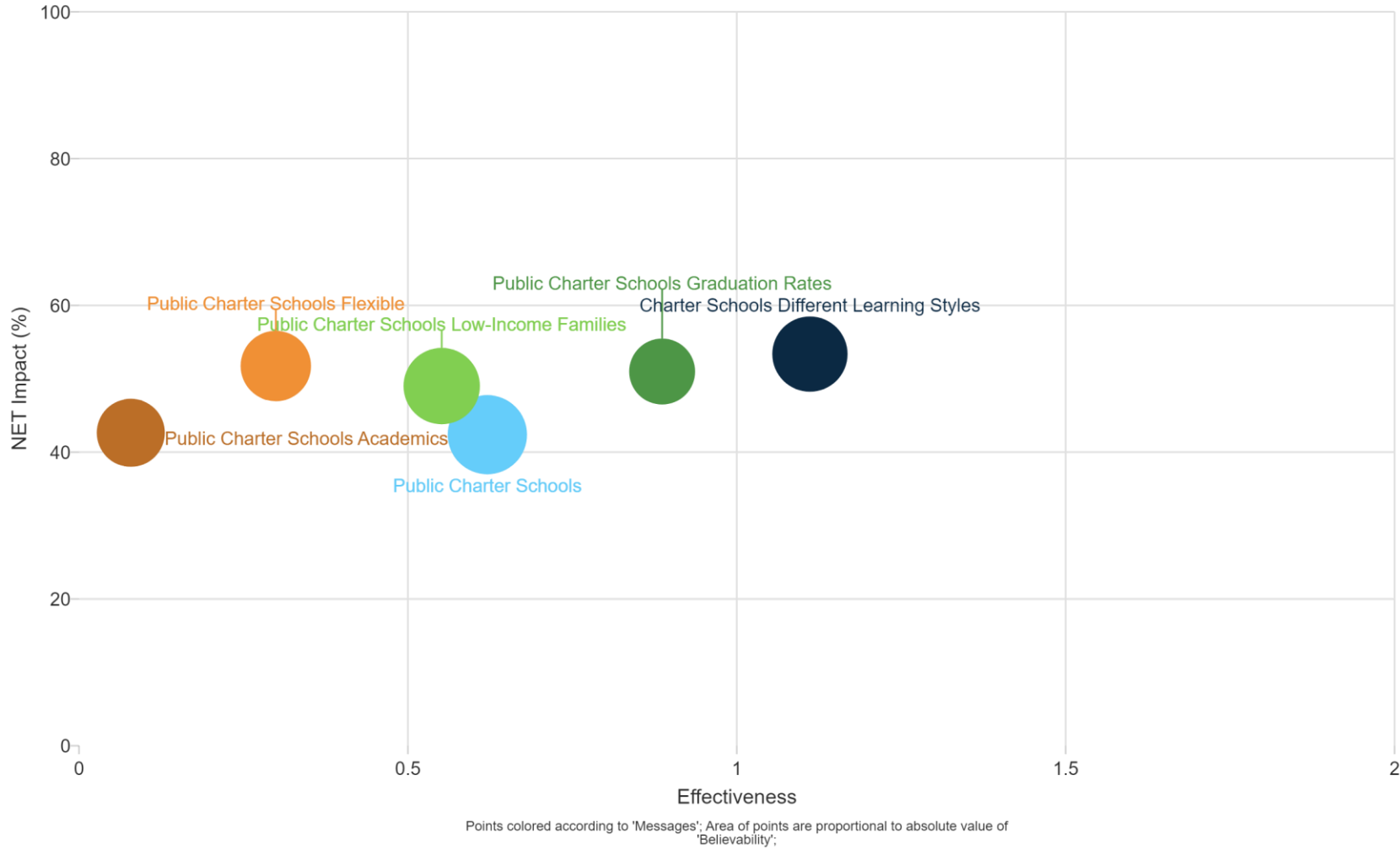


# Pro-Public Charter Schools Mapping: Male



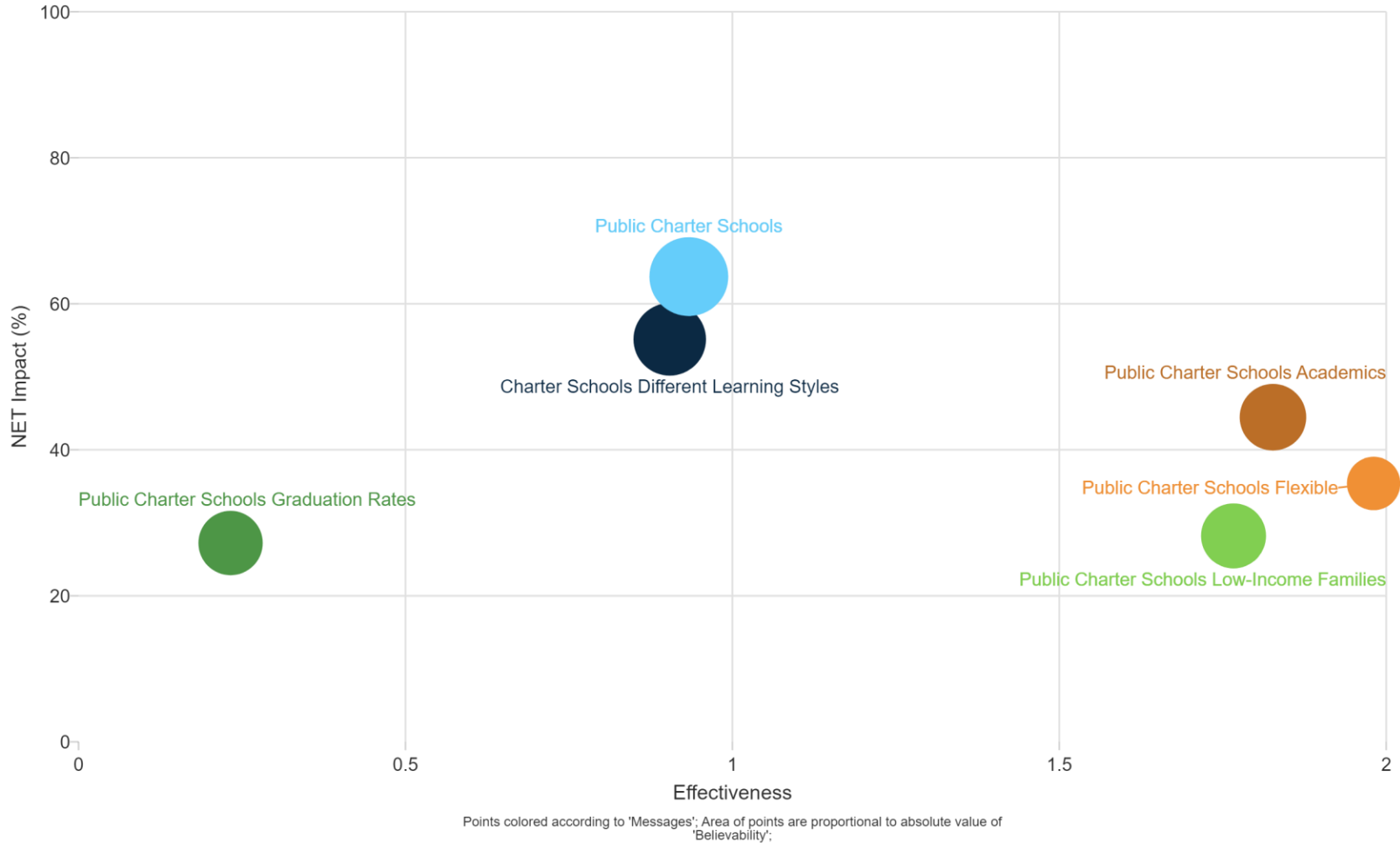
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# Pro-Public Charter Schools Mapping: Female



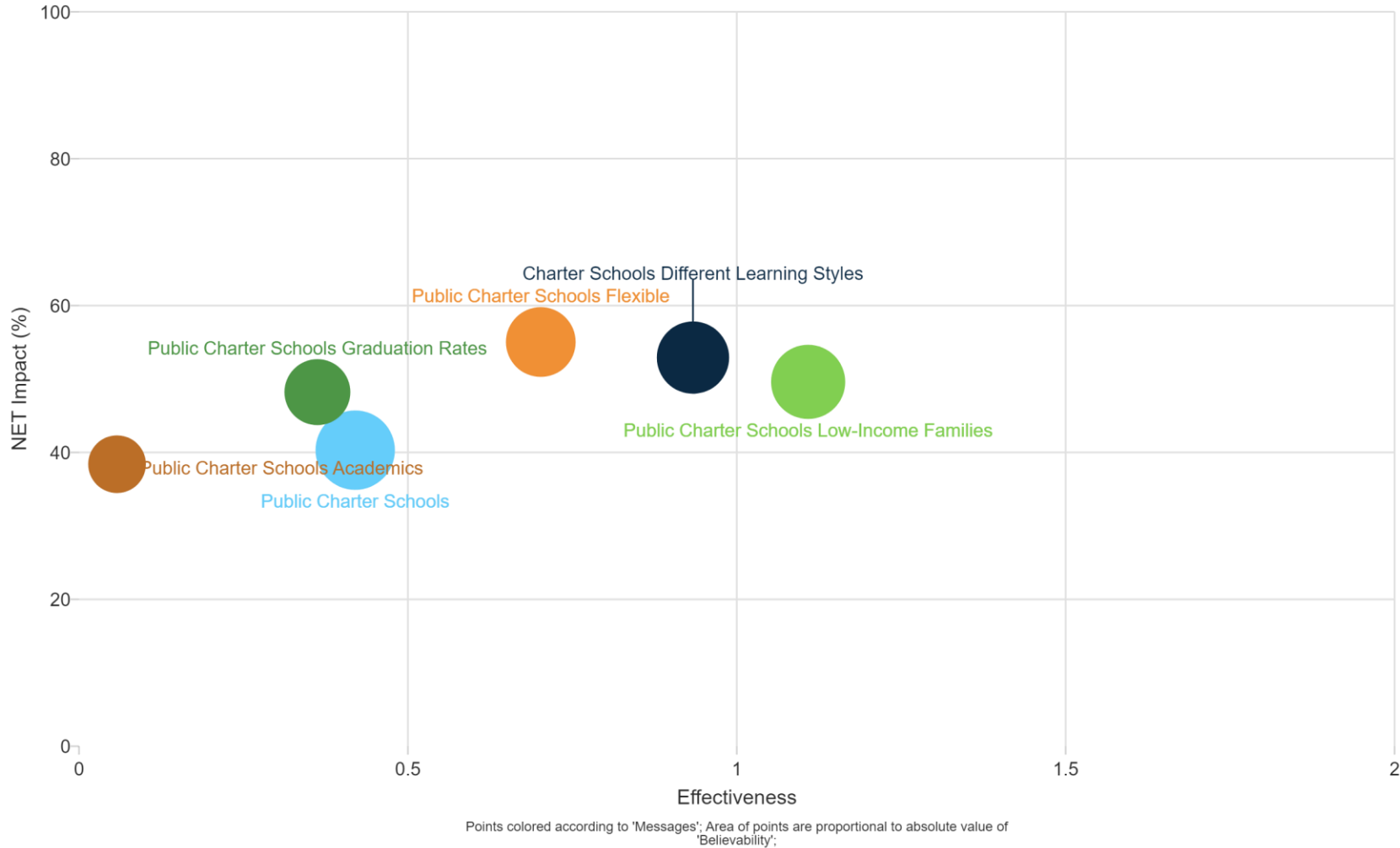
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# Pro-Public Charter Schools Mapping: 18 - 29



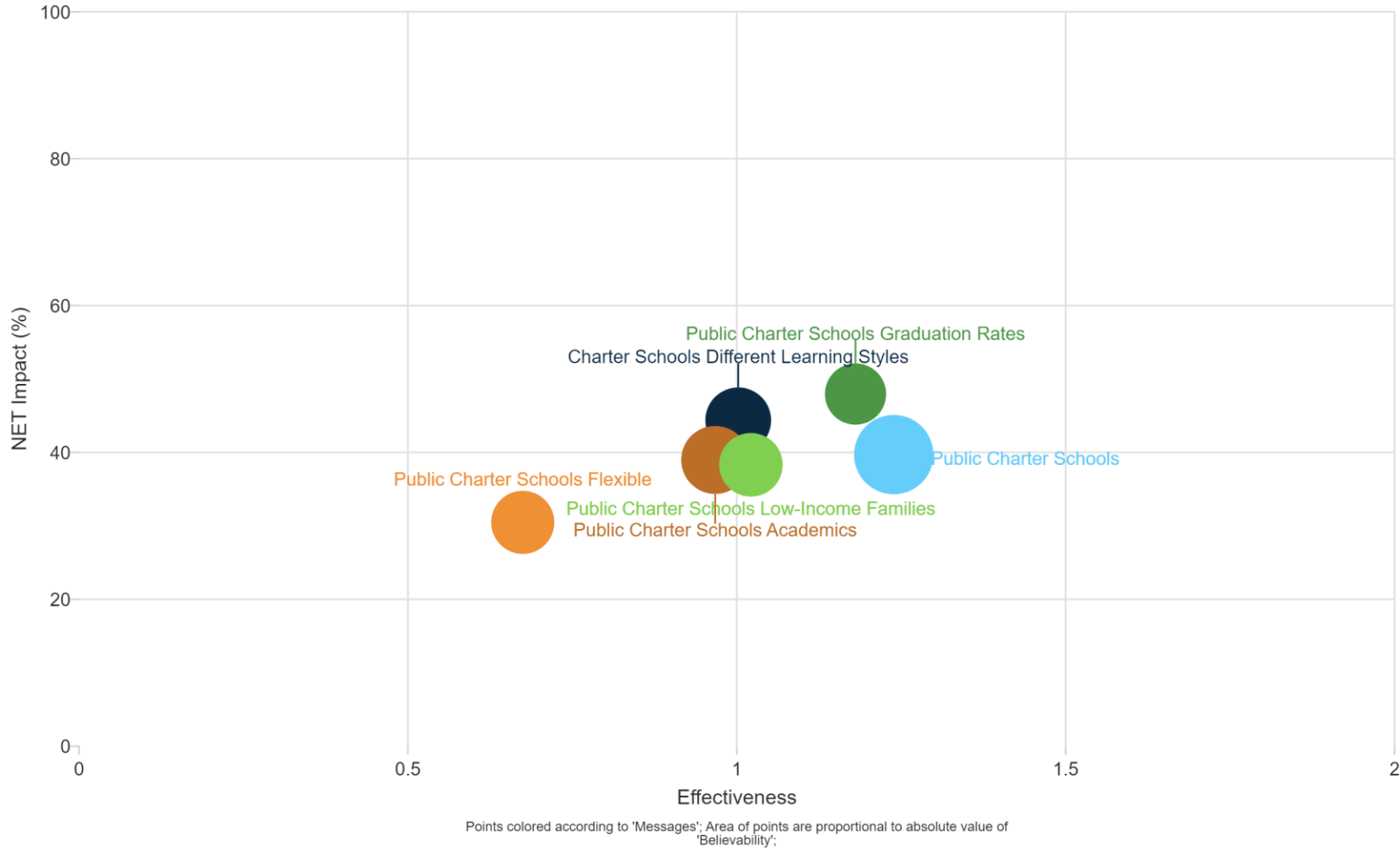
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# Pro-Public Charter Schools Mapping: 30 - 44



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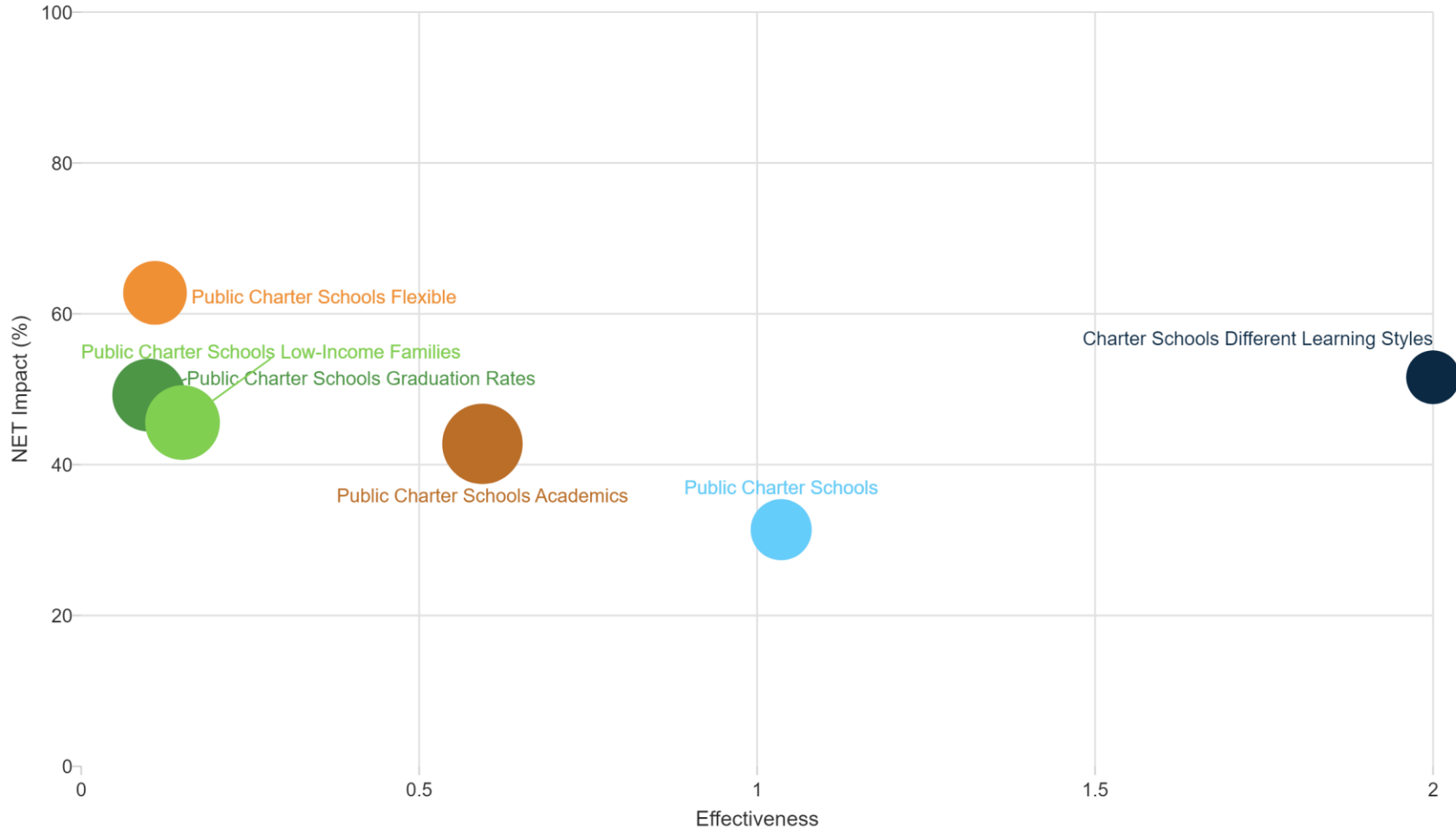
# Pro-Public Charter Schools Mapping: 45 - 54



Effectiveness is the coefficient of the message in a logistic regression model with the likelihood of choosing to support options like public charter schools on the informed ballot. NET Impact is the difference of the percentage of likely voters who responded More likely and Less likely on the messages. Believability is the percentage of likely voters who responded Much more likely (Much less likely) on the positive (negative) messages. The higher the value of the metric, the more effective/more impactful/more believable the message is.



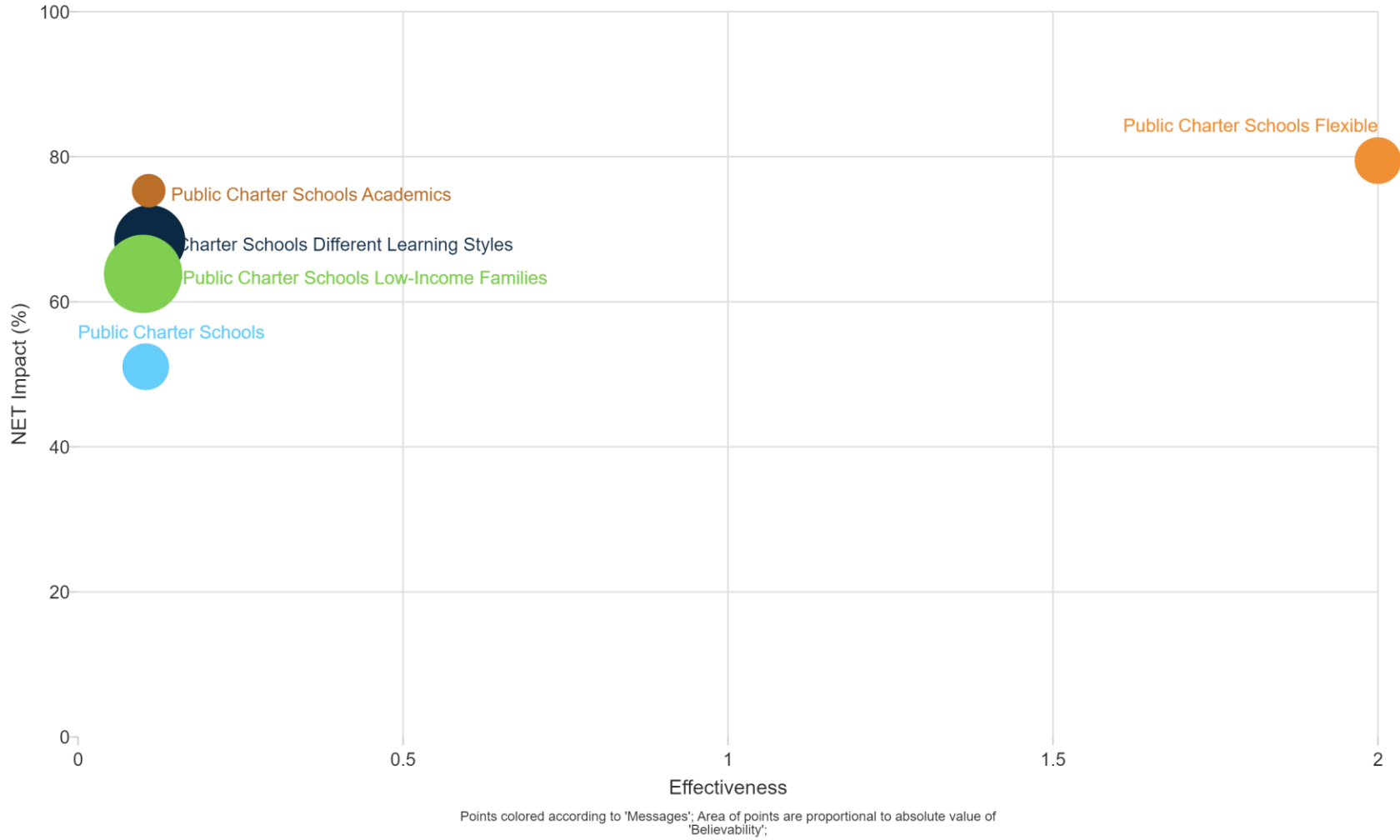
# Pro-Public Charter Schools Mapping: 55 - 64



Points colored according to 'Messages'; Area of points are proportional to absolute value of 'Believability';

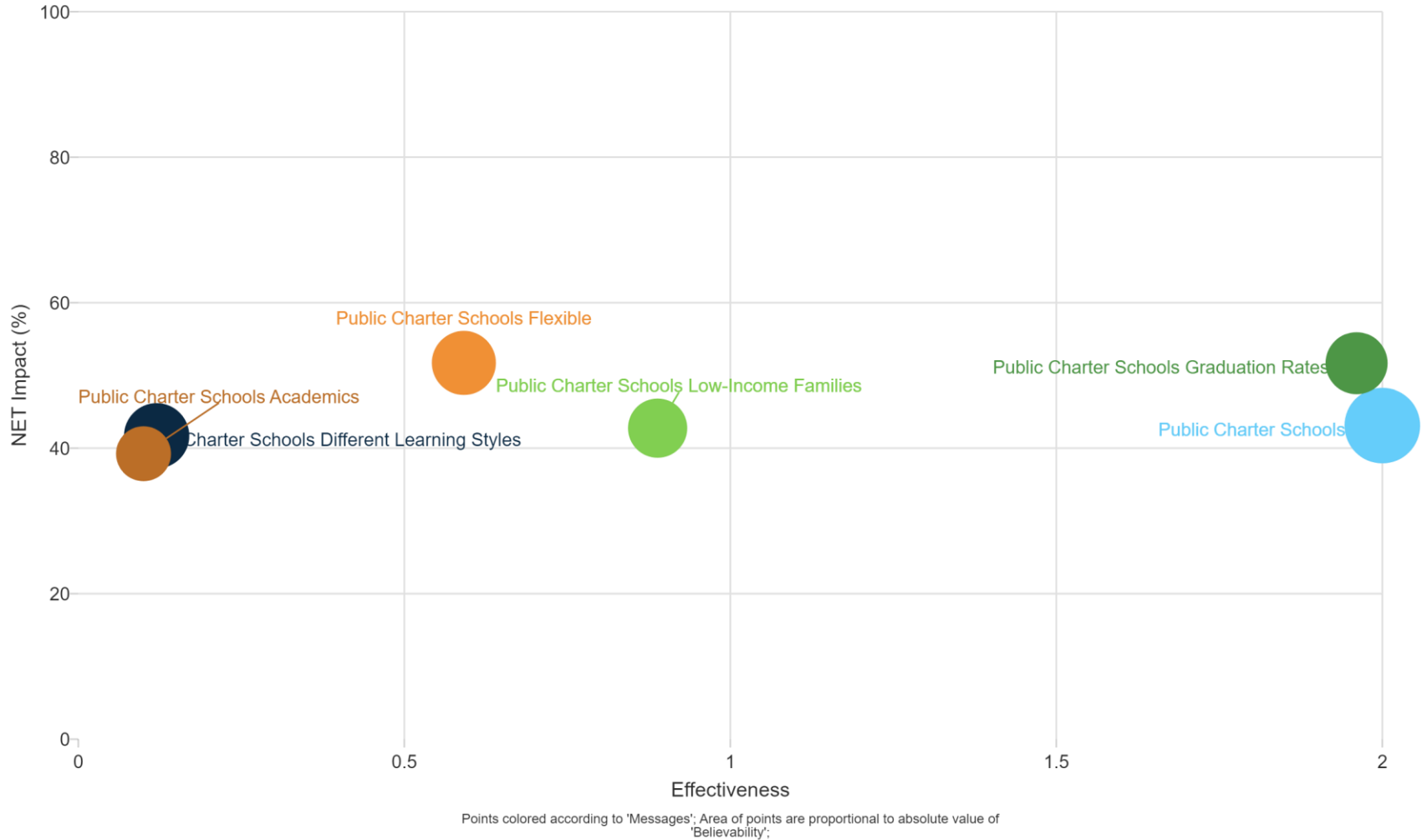
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# Pro-Public Charter Schools Mapping: 65+



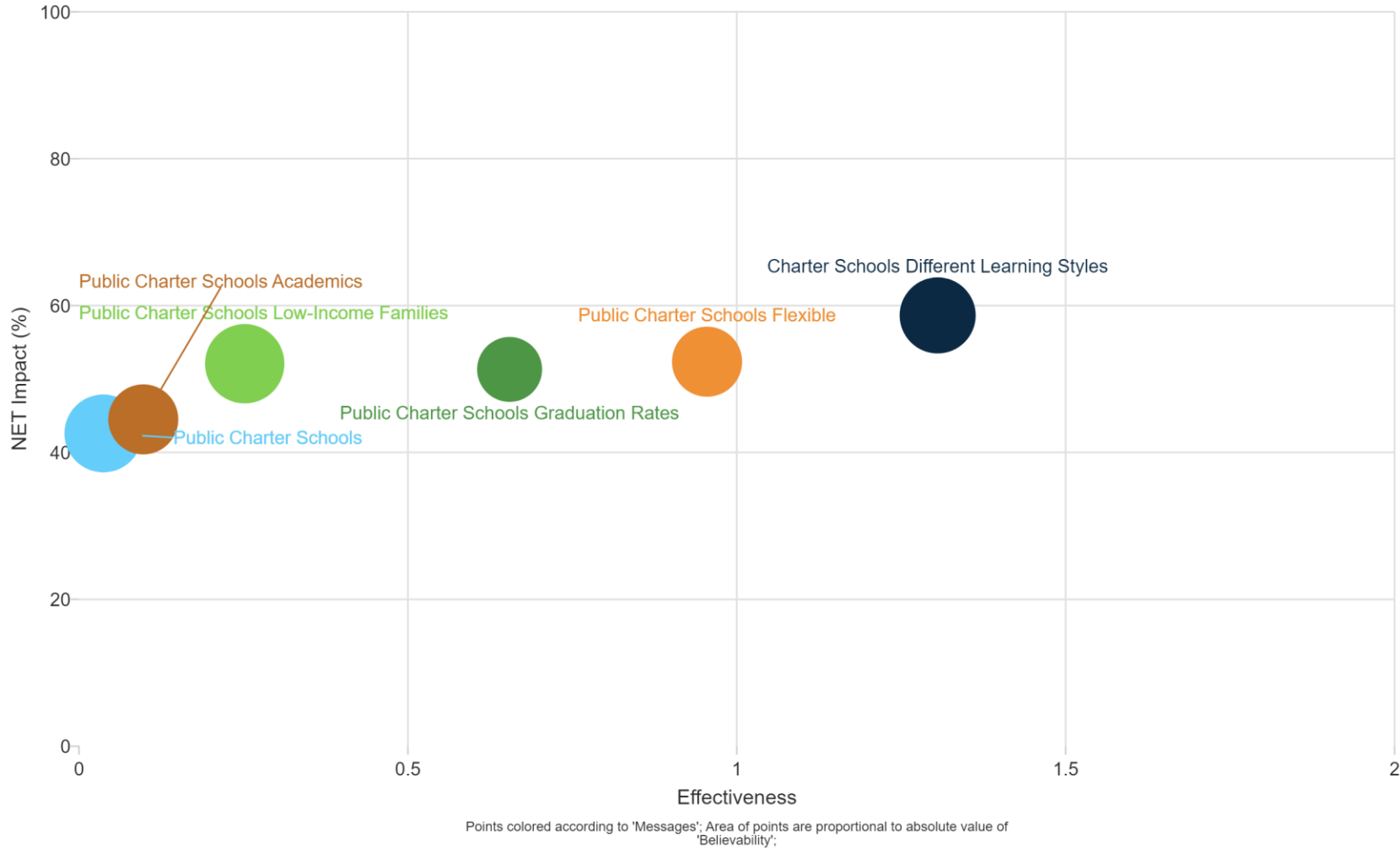
Effectiveness is the coefficient of the message in a logistic regression model with the likelihood of choosing to support options like public charter schools on the informed ballot. NET Impact is the difference of the percentage of likely voters who responded More likely and Less likely on the messages. Believability is the percentage of likely voters who responded Much more likely (Much less likely) on the positive (negative) messages. The higher the value of the metric, the more effective/more impactful/more believable the message is.

# Pro-Public Charter Schools Mapping: F College



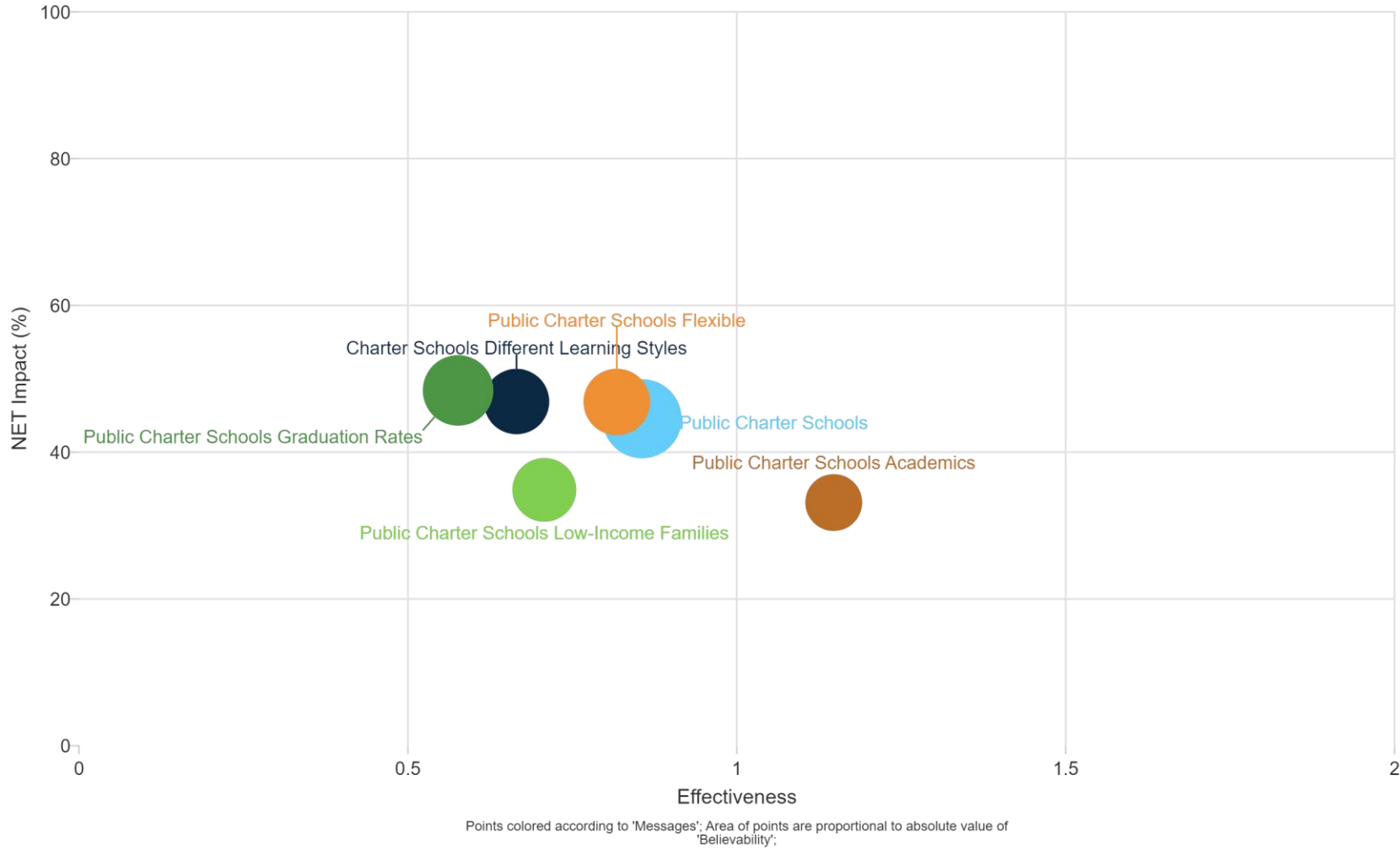
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# Pro-Public Charter Schools Mapping: F No College



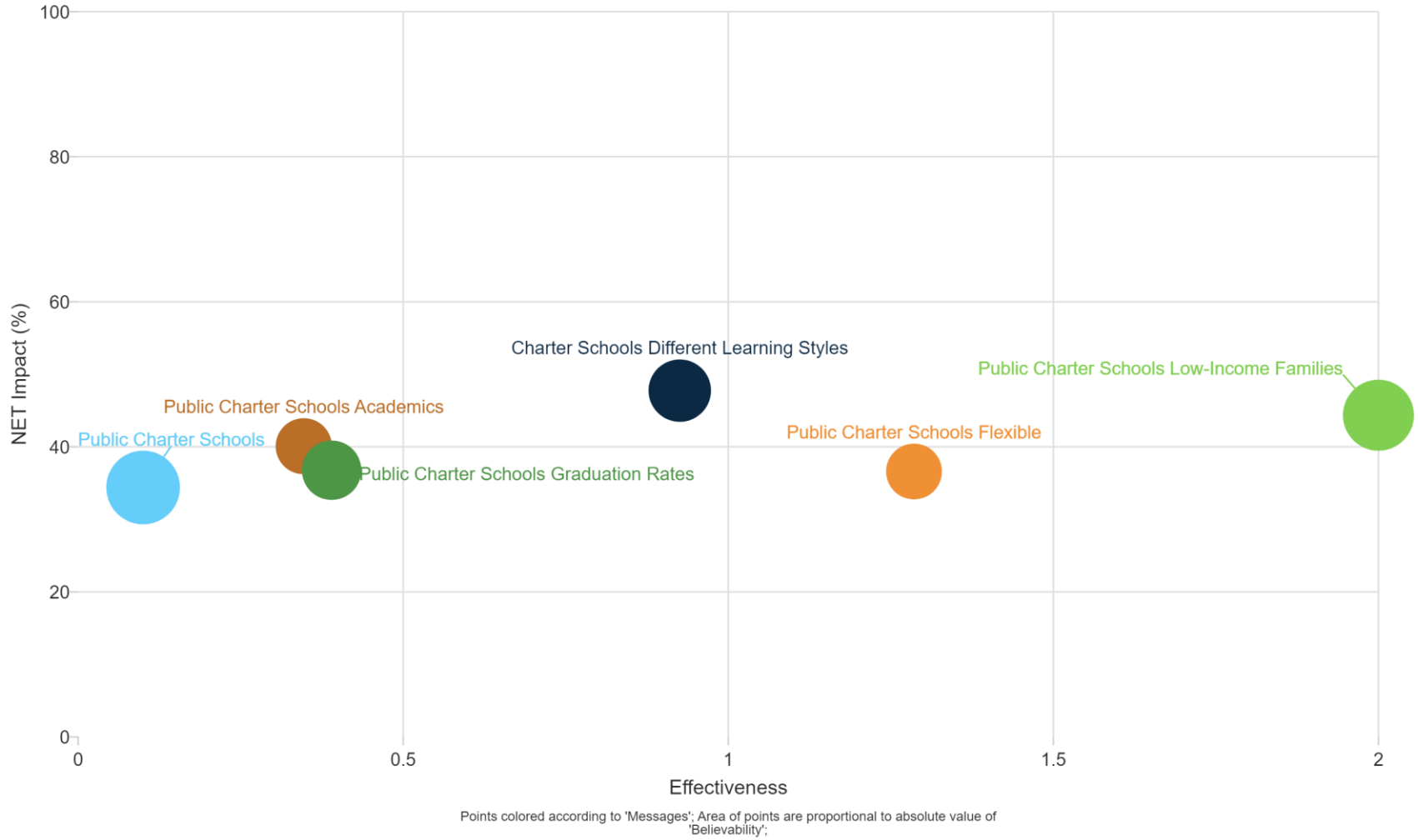
Effectiveness is the coefficient of the message in a logistic regression model with the likelihood of choosing to support options like public charter schools on the informed ballot. NET Impact is the difference of the percentage of likely voters who responded More likely and Less likely on the messages. Believability is the percentage of likely voters who responded Much more likely (Much less likely) on the positive (negative) messages. The higher the value of the metric, the more effective/more impactful/more believable the message is.

# Pro-Public Charter Schools Mapping: M College



Effectiveness is the coefficient of the message in a logistic regression model with the likelihood of choosing to support options like public charter schools on the informed ballot. NET Impact is the difference of the percentage of likely voters who responded More likely and Less likely on the messages. Believability is the percentage of likely voters who responded Much more likely (Much less likely) on the positive (negative) messages. The higher the value of the metric, the more effective/more impactful/more believable the message is.

# Pro-Public Charter Schools Mapping: M No College



Effectiveness is the coefficient of the message in a logistic regression model with the likelihood of choosing to support options like public charter schools on the informed ballot. NET Impact is the difference of the percentage of likely voters who responded More likely and Less likely on the messages. Believability is the percentage of likely voters who responded Much more likely (Much less likely) on the positive (negative) messages. The higher the value of the metric, the more effective/more impactful/more believable the message is.



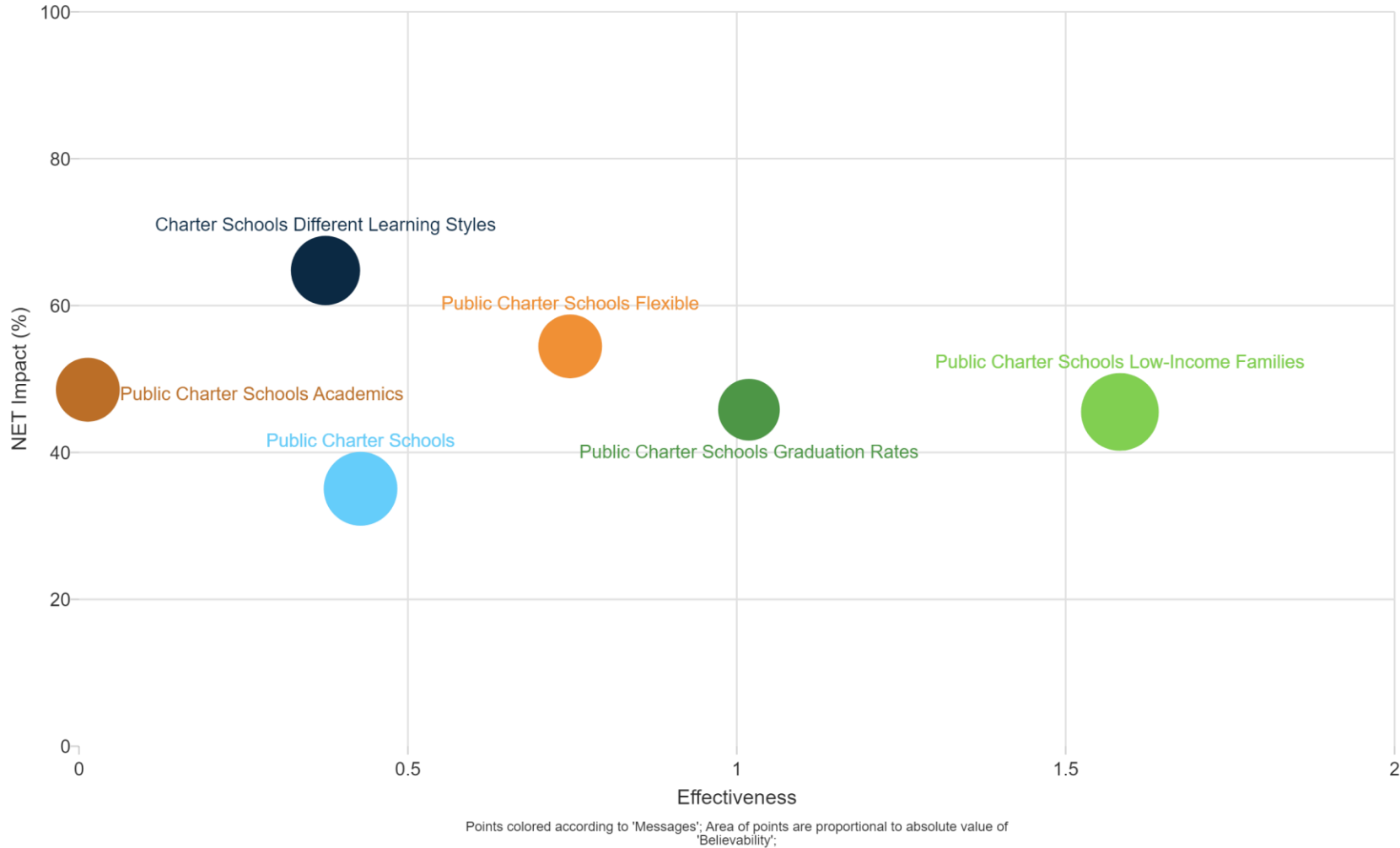
# Pro-Public Charter Schools Mapping: <\$50k



Points colored according to 'Messages'; Area of points are proportional to absolute value of 'Believability'.

Effectiveness is the coefficient of the message in a logistic regression model with the likelihood of choosing to support options like public charter schools on the informed ballot. NET Impact is the difference of the percentage of likely voters who responded More likely and Less likely on the messages. Believability is the percentage of likely voters who responded Much more likely (Much less likely) on the positive (negative) messages. The higher the value of the metric, the more effective/more impactful/more believable the message is.

# Pro-Public Charter Schools Mapping: \$50k - \$75k



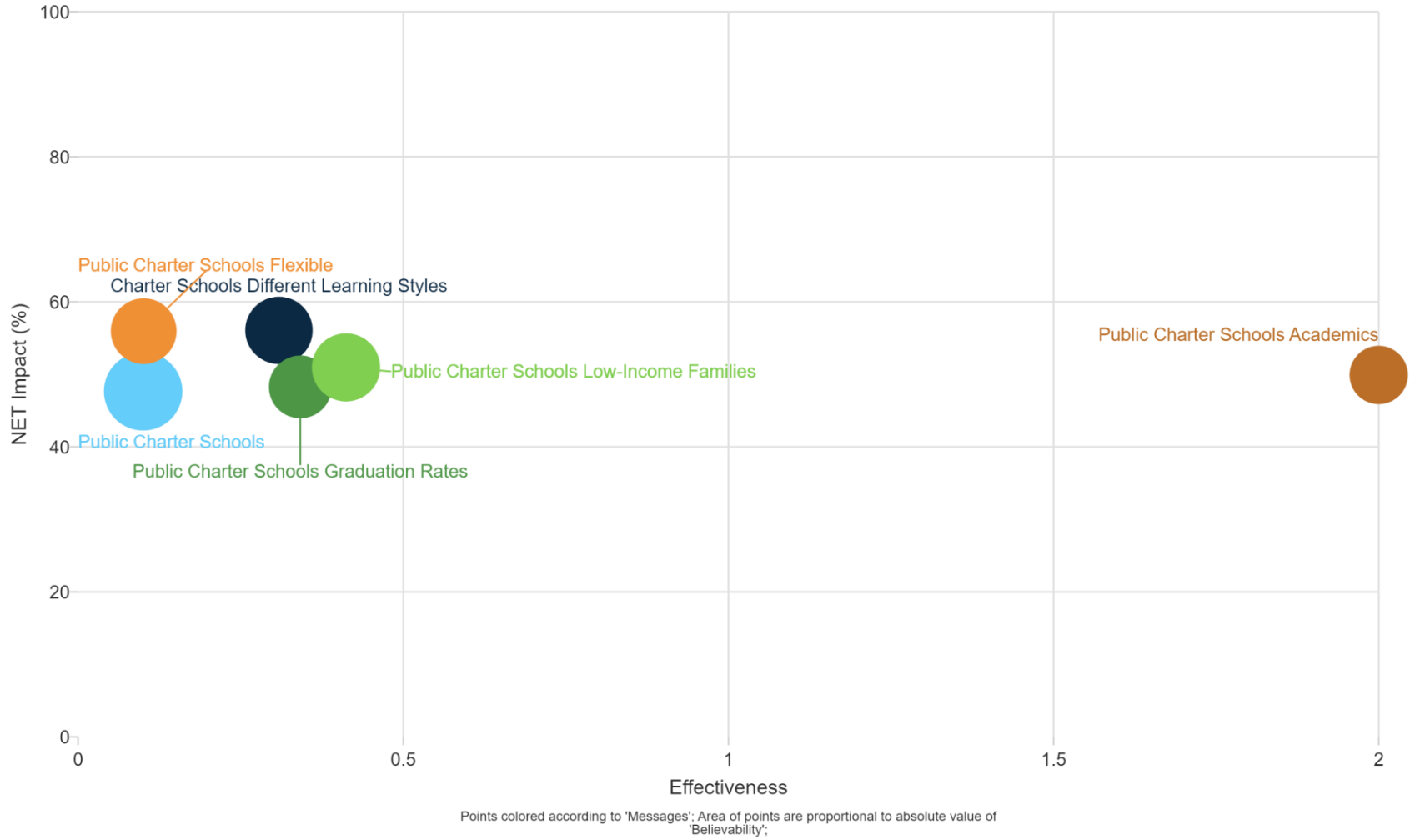
Effectiveness is the coefficient of the message in a logistic regression model with the likelihood of choosing to support options like public charter schools on the informed ballot. NET Impact is the difference of the percentage of likely voters who responded More likely and Less likely on the messages. Believability is the percentage of likely voters who responded Much more likely (Much less likely) on the positive (negative) messages. The higher the value of the metric, the more effective/more impactful/more believable the message is.

# Pro-Public Charter Schools Mapping: \$75k - \$100k



Effectiveness is the coefficient of the message in a logistic regression model with the likelihood of choosing to support options like public charter schools on the informed ballot. NET Impact is the difference of the percentage of likely voters who responded More likely and Less likely on the messages. Believability is the percentage of likely voters who responded Much more likely (Much less likely) on the positive (negative) messages. The higher the value of the metric, the more effective/more impactful/more believable the message is.

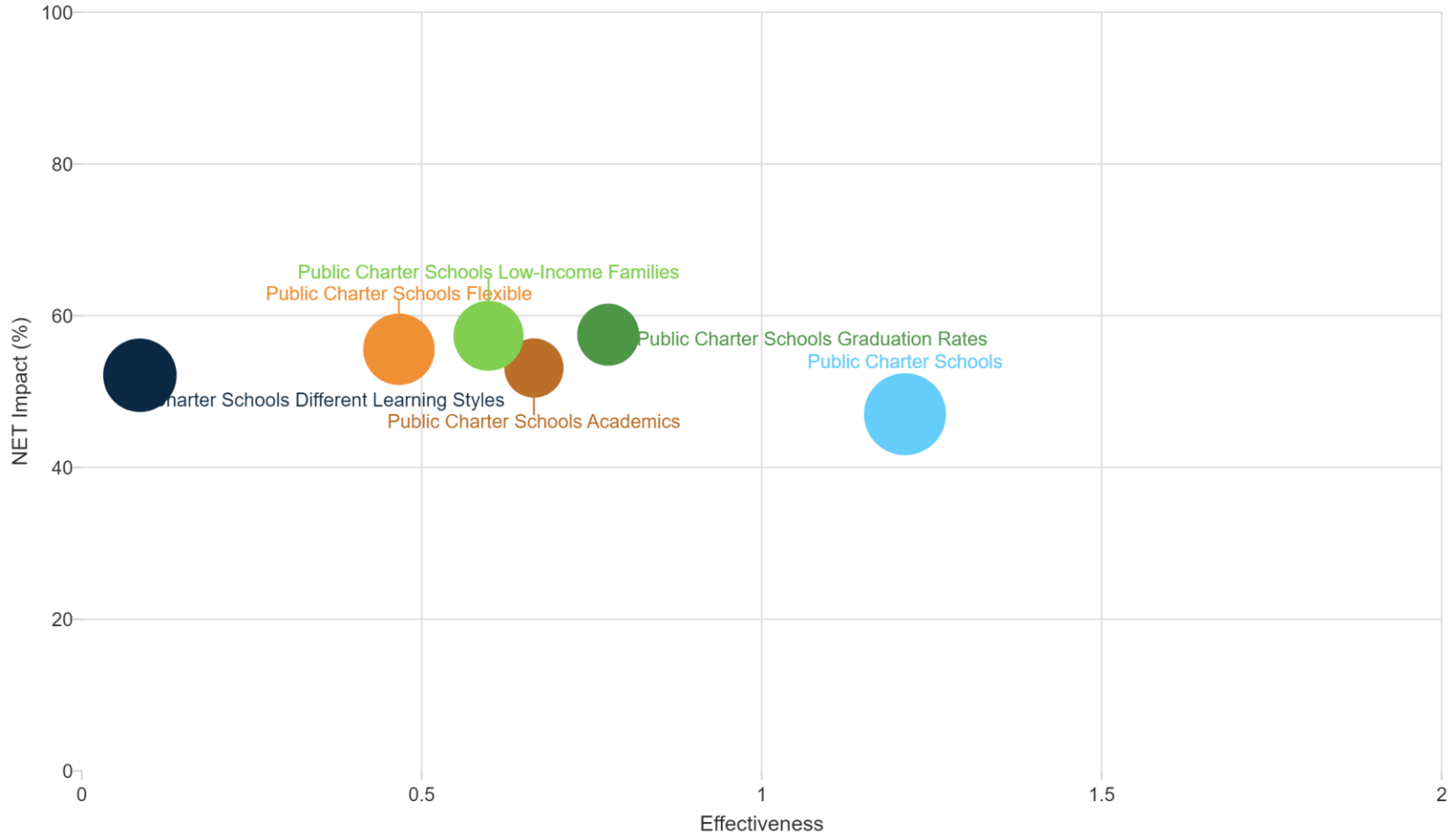
# Pro-Public Charter Schools Mapping: \$100k+



Effectiveness is the coefficient of the message in a logistic regression model with the likelihood of choosing to support options like public charter schools on the informed ballot. NET Impact is the difference of the percentage of likely voters who responded More likely and Less likely on the messages. Believability is the percentage of likely voters who responded Much more likely (Much less likely) on the positive (negative) messages. The higher the value of the metric, the more effective/more impactful/more believable the message is.



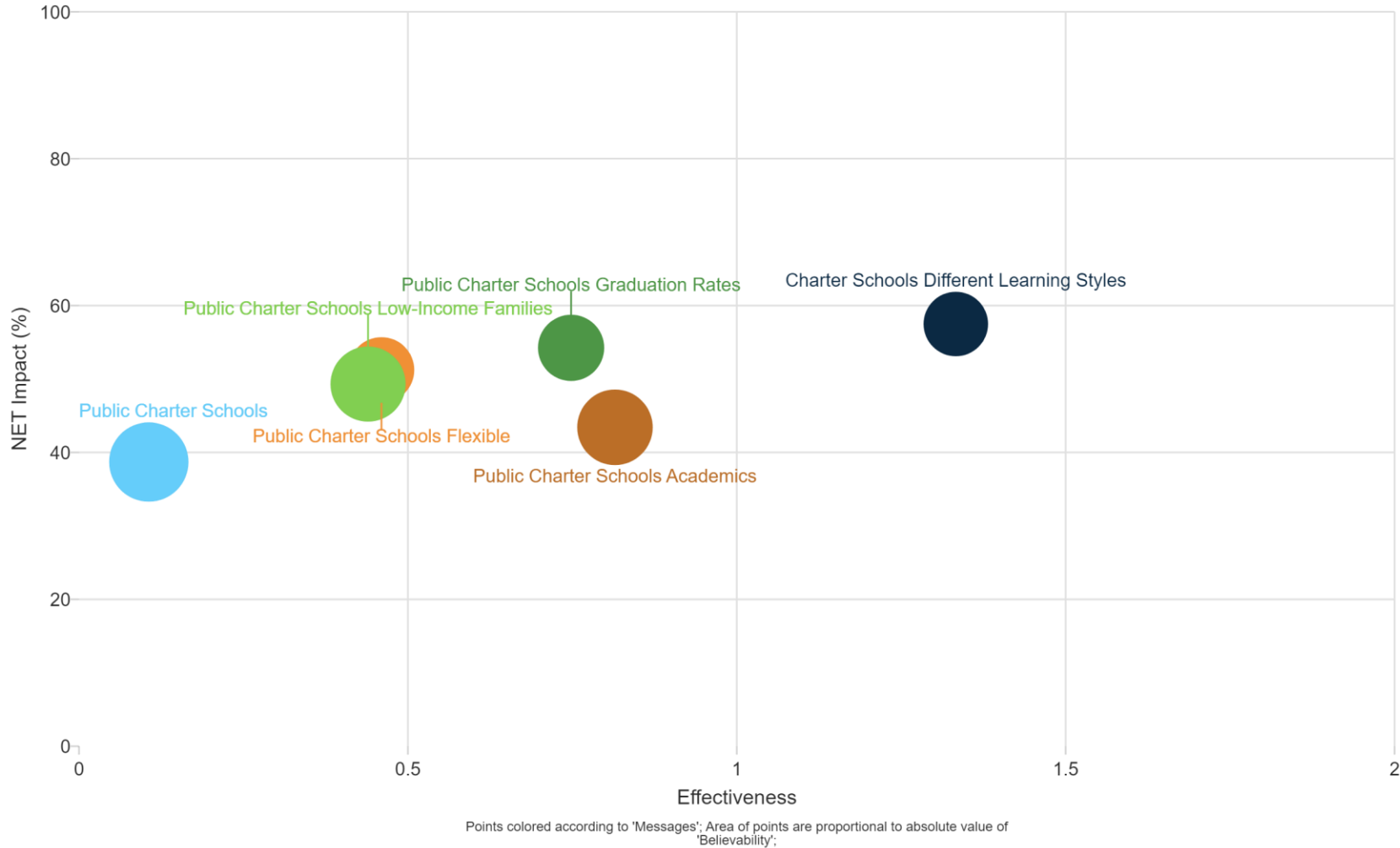
# Pro-Public Charter Schools Mapping: CD 1



Points colored according to 'Messages'; Area of points are proportional to absolute value of 'Believability'.

Effectiveness is the coefficient of the message in a logistic regression model with the likelihood of choosing to support options like public charter schools on the informed ballot. NET Impact is the difference of the percentage of likely voters who responded More likely and Less likely on the messages. Believability is the percentage of likely voters who responded Much more likely (Much less likely) on the positive (negative) messages. The higher the value of the metric, the more effective/more impactful/more believable the message is.

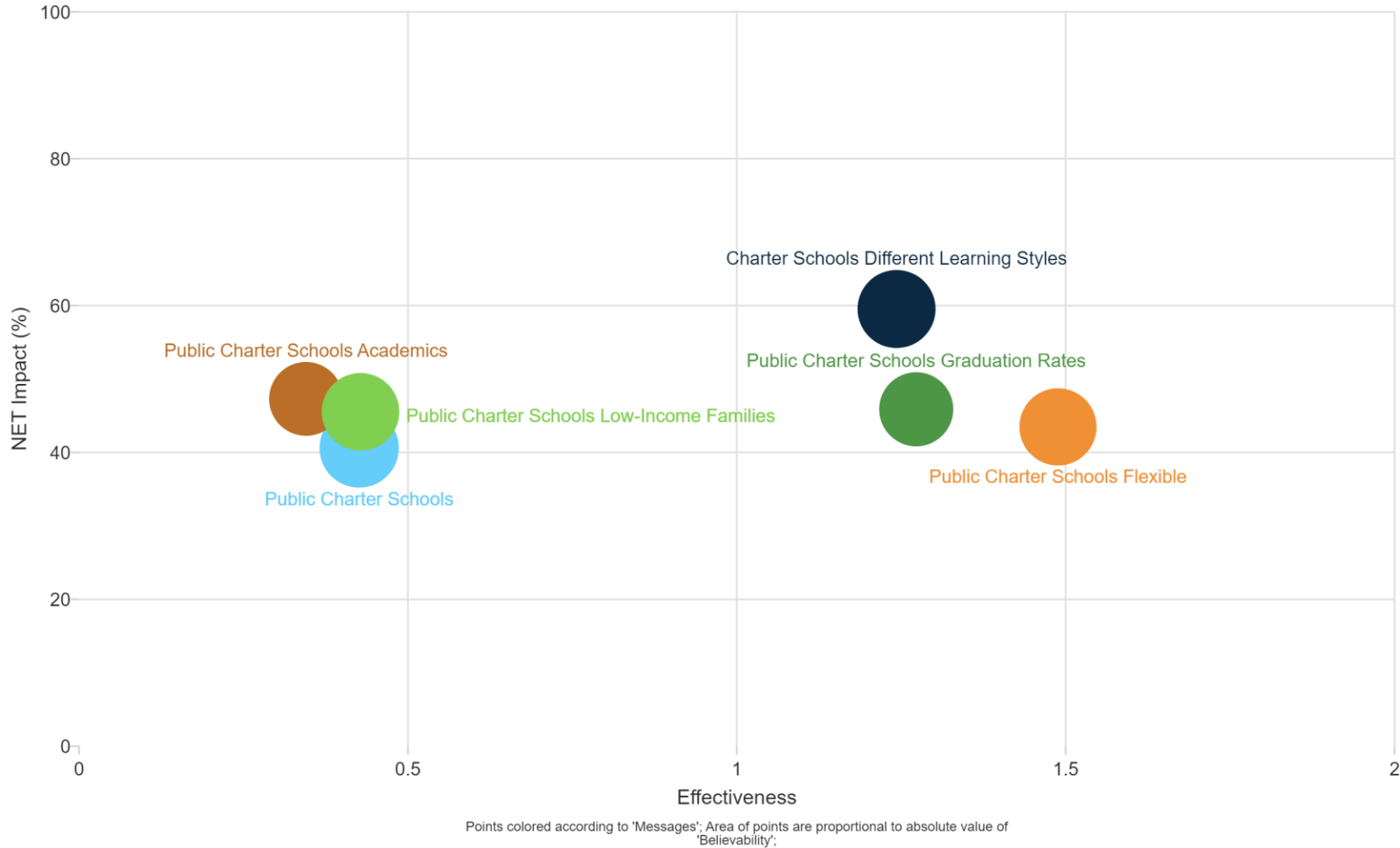
# Pro-Public Charter Schools Mapping: CD 2



Effectiveness is the coefficient of the message in a logistic regression model with the likelihood of choosing to support options like public charter schools on the informed ballot. NET Impact is the difference of the percentage of likely voters who responded More likely and Less likely on the messages. Believability is the percentage of likely voters who responded Much more likely (Much less likely) on the positive (negative) messages. The higher the value of the metric, the more effective/more impactful/more believable the message is.

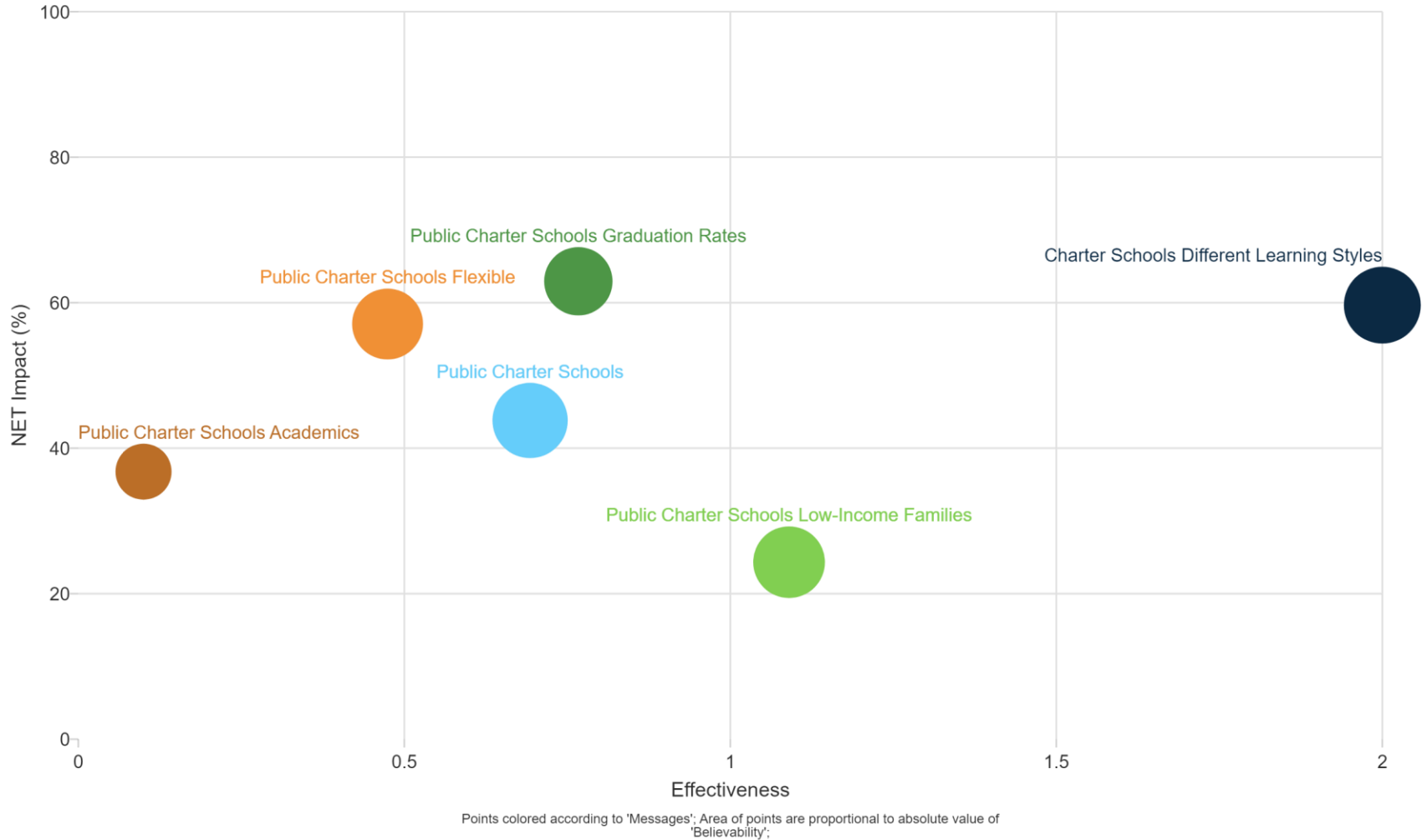


# Pro-Public Charter Schools Mapping: CD 3



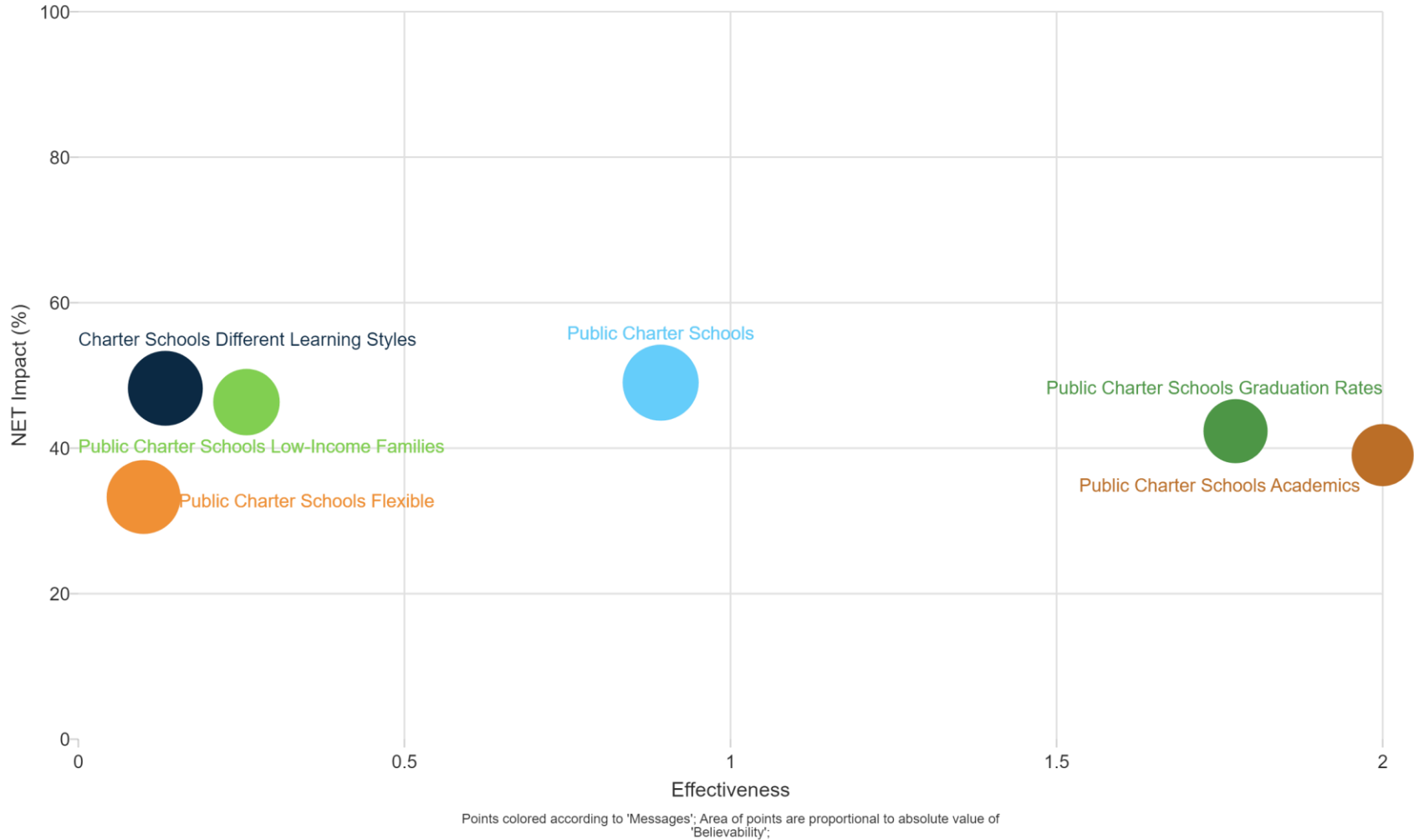
Effectiveness is the coefficient of the message in a logistic regression model with the likelihood of choosing to support options like public charter schools on the informed ballot. NET Impact is the difference of the percentage of likely voters who responded More likely and Less likely on the messages. Believability is the percentage of likely voters who responded Much more likely (Much less likely) on the positive (negative) messages. The higher the value of the metric, the more effective/more impactful/more believable the message is.

# Pro-Public Charter Schools Mapping: CD 4



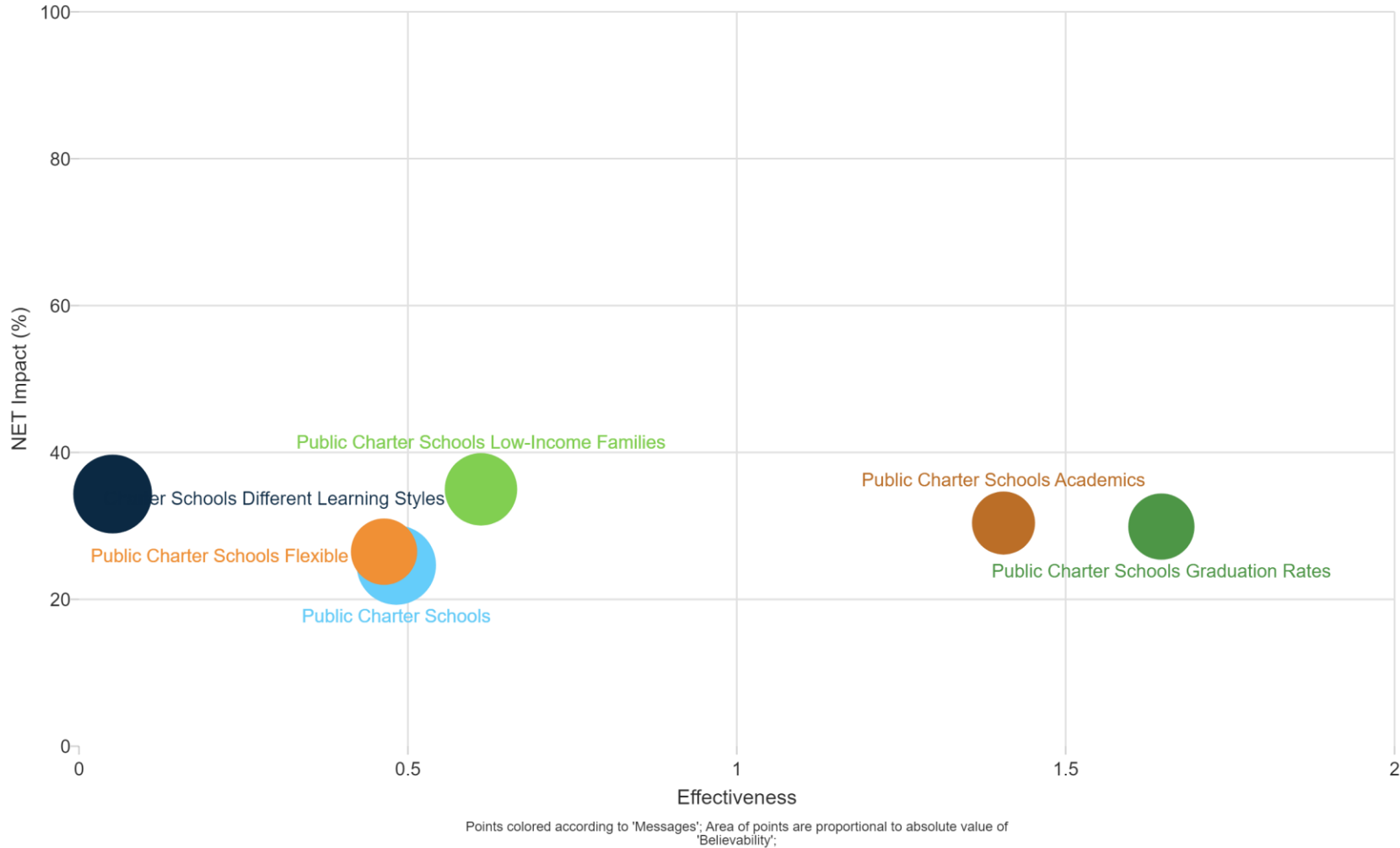
Effectiveness is the coefficient of the message in a logistic regression model with the likelihood of choosing to support options like public charter schools on the informed ballot. NET Impact is the difference of the percentage of likely voters who responded More likely and Less likely on the messages. Believability is the percentage of likely voters who responded Much more likely (Much less likely) on the positive (negative) messages. The higher the value of the metric, the more effective/more impactful/more believable the message is.

# Pro-Public Charter Schools Mapping: CD 5



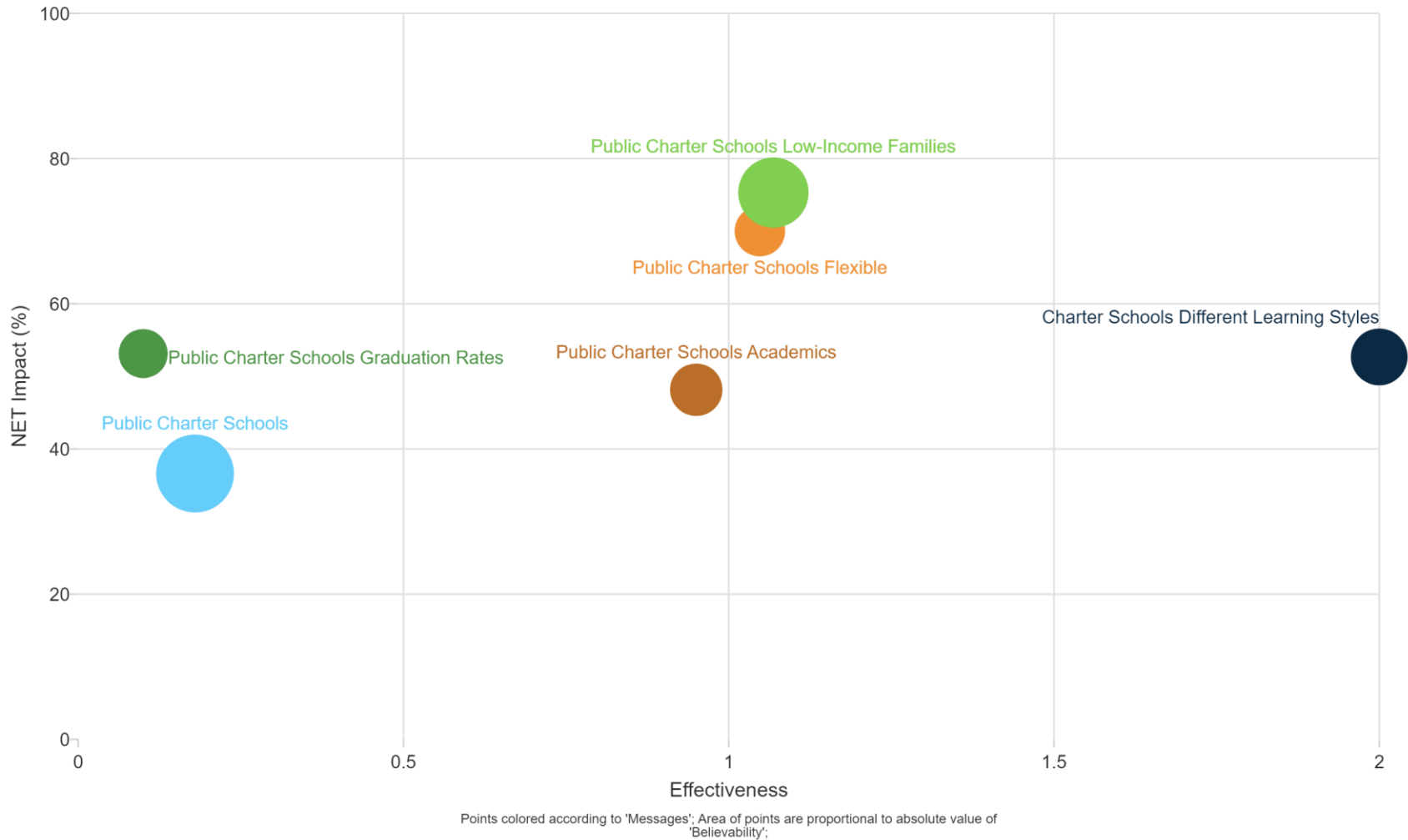
Effectiveness is the coefficient of the message in a logistic regression model with the likelihood of choosing to support options like public charter schools on the informed ballot. NET Impact is the difference of the percentage of likely voters who responded More likely and Less likely on the messages. Believability is the percentage of likely voters who responded Much more likely (Much less likely) on the positive (negative) messages. The higher the value of the metric, the more effective/more impactful/more believable the message is.

# Pro-Public Charter Schools Mapping: CD 6



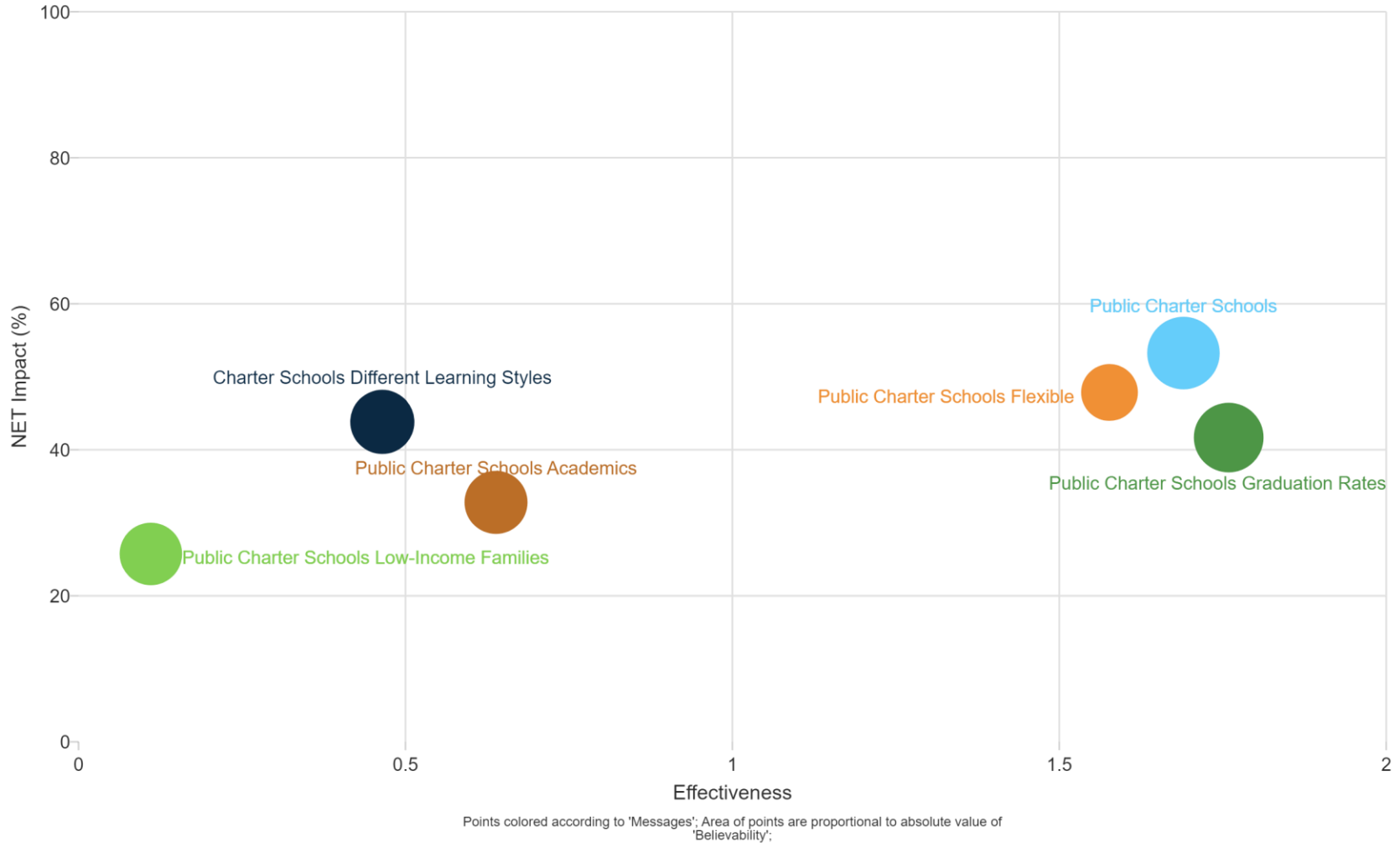
Effectiveness is the coefficient of the message in a logistic regression model with the likelihood of choosing to support options like public charter schools on the informed ballot. NET Impact is the difference of the percentage of likely voters who responded More likely and Less likely on the messages. Believability is the percentage of likely voters who responded Much more likely (Much less likely) on the positive (negative) messages. The higher the value of the metric, the more effective/more impactful/more believable the message is.

# Pro-Public Charter Schools Mapping: CD 7



Effectiveness is the coefficient of the message in a logistic regression model with the likelihood of choosing to support options like public charter schools on the informed ballot. NET Impact is the difference of the percentage of likely voters who responded More likely and Less likely on the messages. Believability is the percentage of likely voters who responded Much more likely (Much less likely) on the positive (negative) messages. The higher the value of the metric, the more effective/more impactful/more believable the message is.

# Pro-Public Charter Schools Mapping: CD 8



Effectiveness is the coefficient of the message in a logistic regression model with the likelihood of choosing to support options like public charter schools on the informed ballot. NET Impact is the difference of the percentage of likely voters who responded More likely and Less likely on the messages. Believability is the percentage of likely voters who responded Much more likely (Much less likely) on the positive (negative) messages. The higher the value of the metric, the more effective/more impactful/more believable the message is.

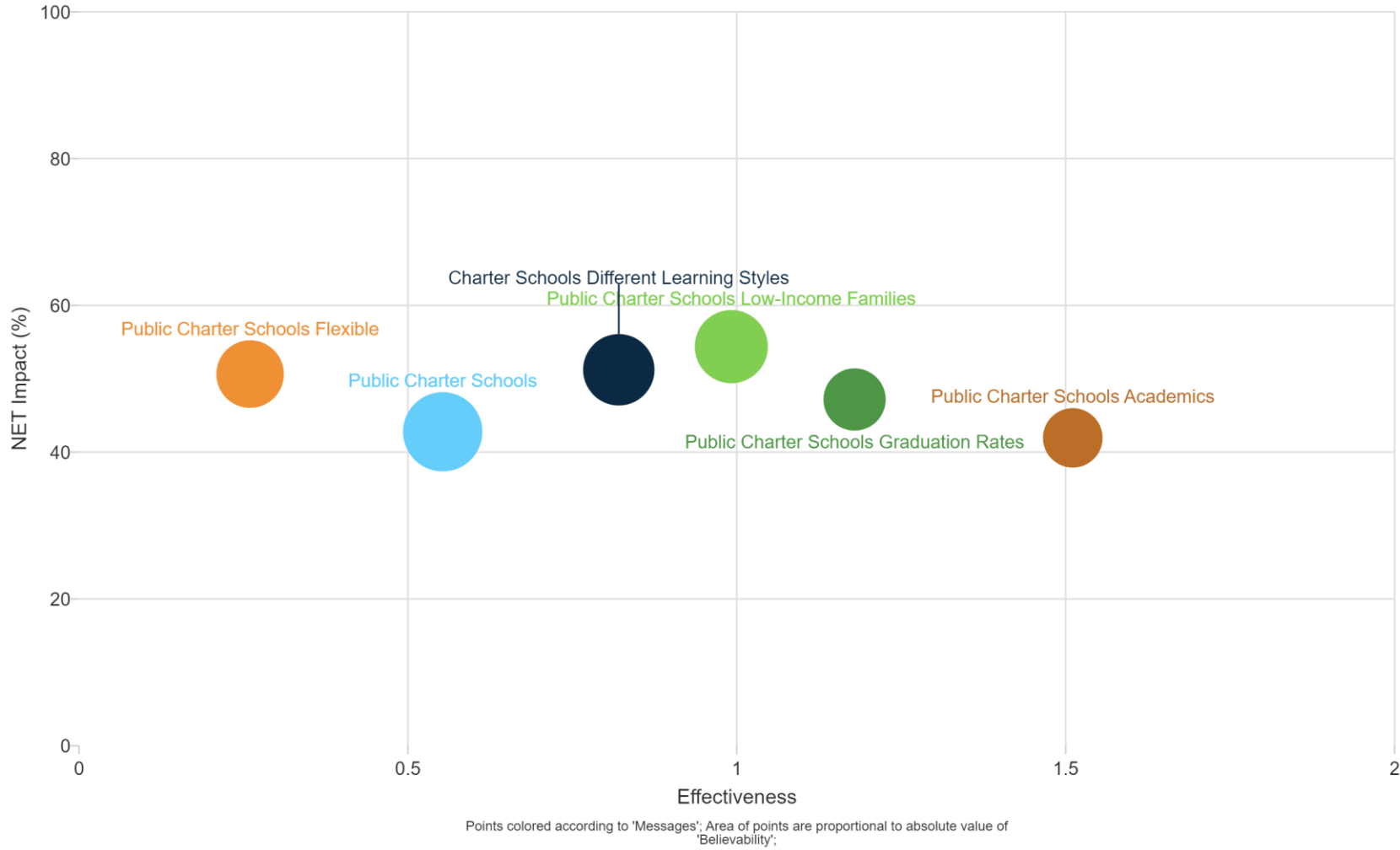


# Pro-Public Charter Schools Mapping: CD 9



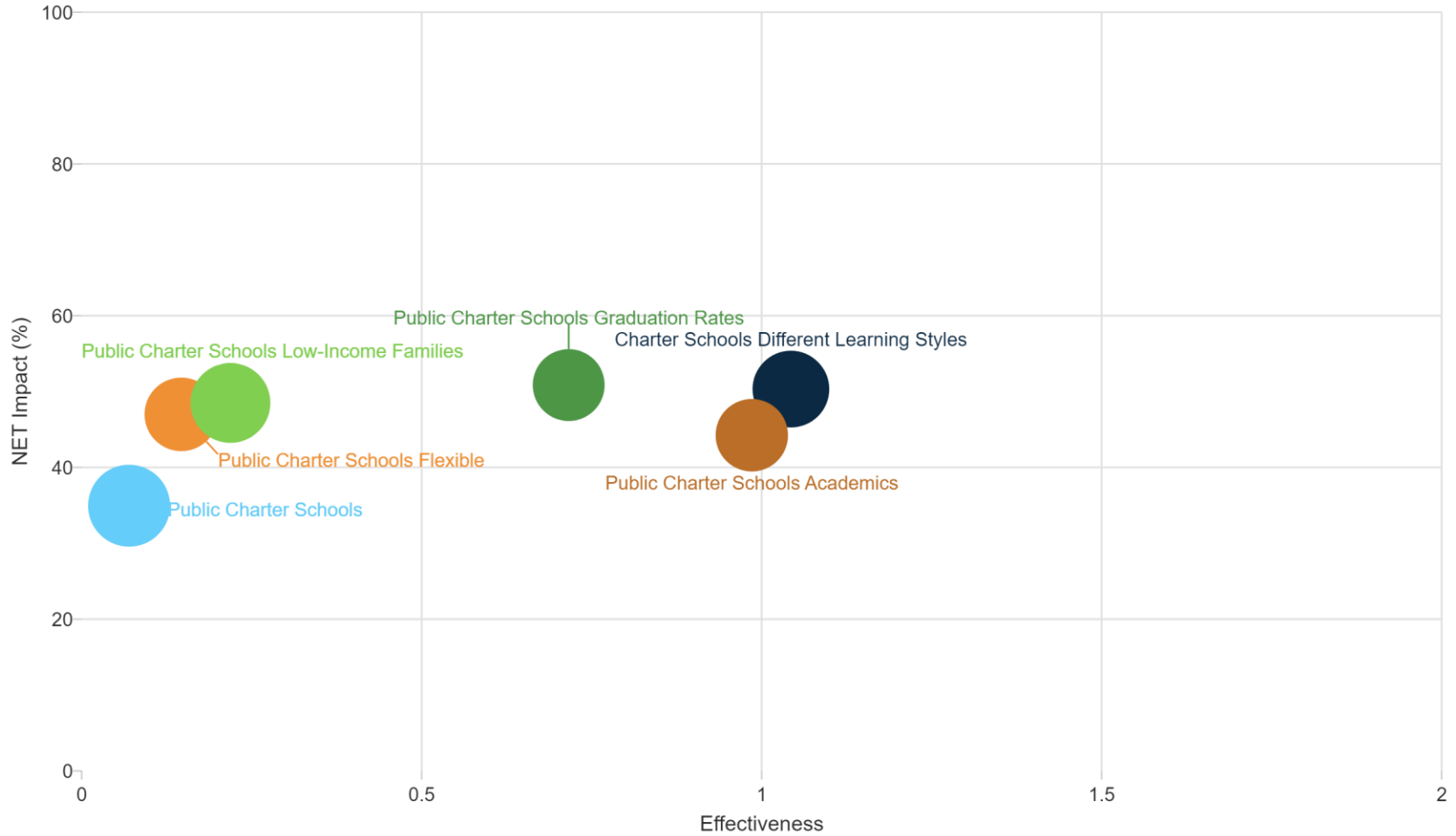
Effectiveness is the coefficient of the message in a logistic regression model with the likelihood of choosing to support options like public charter schools on the informed ballot. NET Impact is the difference of the percentage of likely voters who responded More likely and Less likely on the messages. Believability is the percentage of likely voters who responded Much more likely (Much less likely) on the positive (negative) messages. The higher the value of the metric, the more effective/more impactful/more believable the message is.

# Pro-Public Charter Schools Mapping: Nashville DMA



Effectiveness is the coefficient of the message in a logistic regression model with the likelihood of choosing to support options like public charter schools on the informed ballot. NET Impact is the difference of the percentage of likely voters who responded More likely and Less likely on the messages. Believability is the percentage of likely voters who responded Much more likely (Much less likely) on the positive (negative) messages. The higher the value of the metric, the more effective/more impactful/more believable the message is.

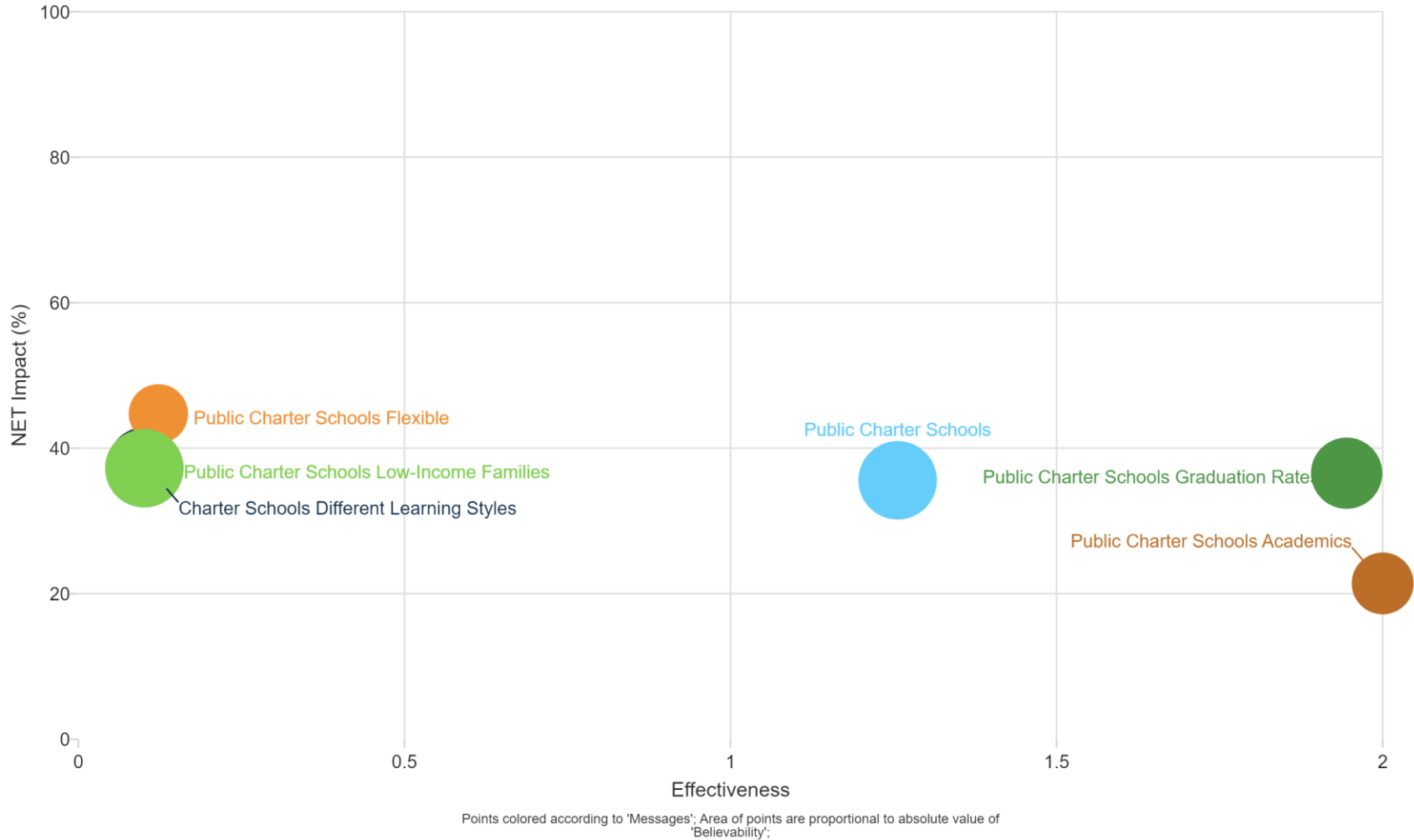
# Pro-Public Charter Schools Mapping: Knoxville DMA



Points colored according to 'Messages'; Area of points are proportional to absolute value of 'Believability';

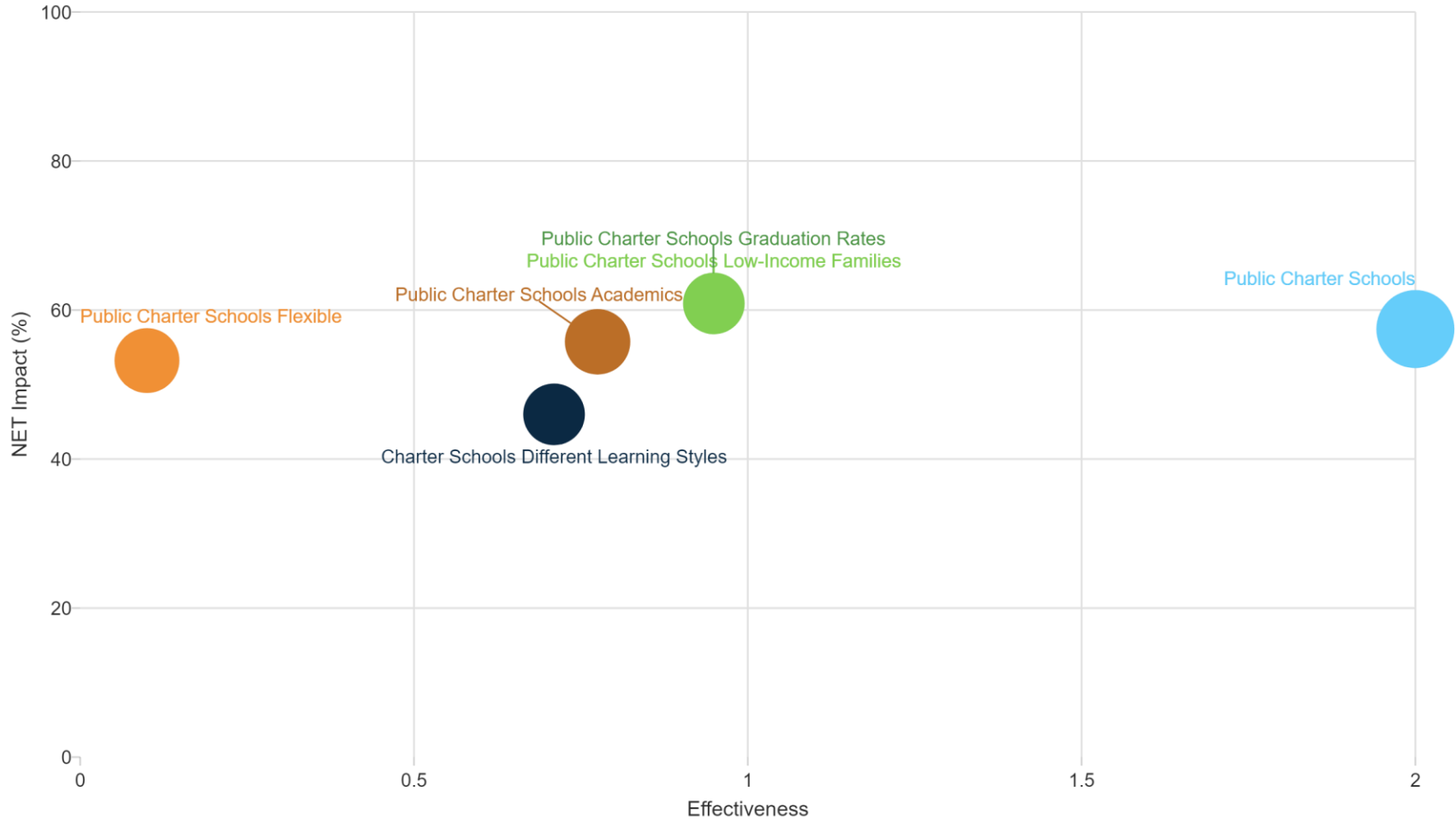
Effectiveness is the coefficient of the message in a logistic regression model with the likelihood of choosing to support options like public charter schools on the informed ballot. NET Impact is the difference of the percentage of likely voters who responded More likely and Less likely on the messages. Believability is the percentage of likely voters who responded Much more likely (Much less likely) on the positive (negative) messages. The higher the value of the metric, the more effective/more impactful/more believable the message is.

# Pro-Public Charter Schools Mapping: Memphis DMA



Effectiveness is the coefficient of the message in a logistic regression model with the likelihood of choosing to support options like public charter schools on the informed ballot. NET Impact is the difference of the percentage of likely voters who responded More likely and Less likely on the messages. Believability is the percentage of likely voters who responded Much more likely (Much less likely) on the positive (negative) messages. The higher the value of the metric, the more effective/more impactful/more believable the message is.

# Pro-Public Charter Schools Mapping: Tri-Cities TN/VA DMA

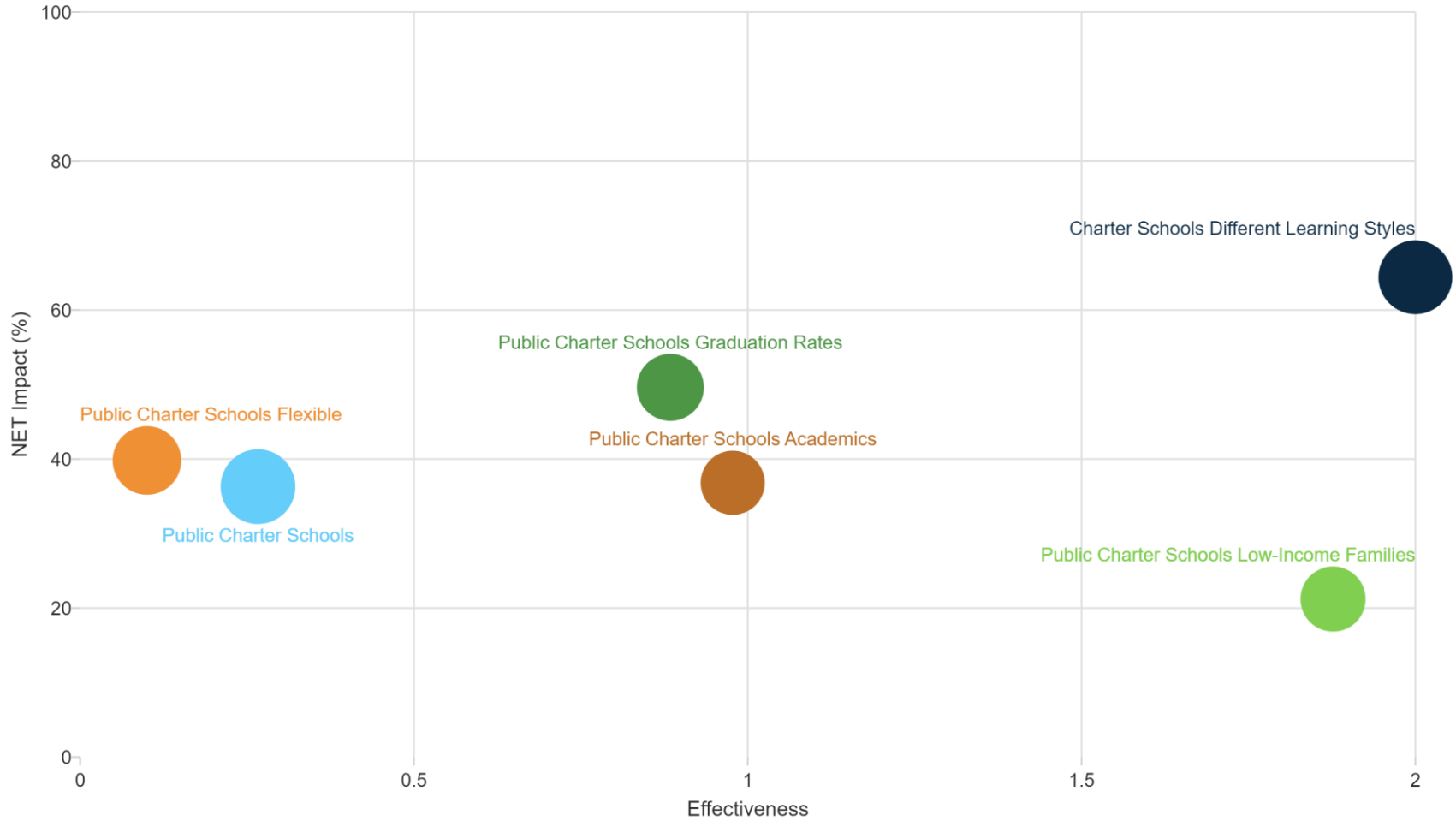


Points colored according to 'Messages'; Area of points are proportional to absolute value of 'Believability'.

Effectiveness is the coefficient of the message in a logistic regression model with the likelihood of choosing to support options like public charter schools on the informed ballot. NET Impact is the difference of the percentage of likely voters who responded More likely and Less likely on the messages. Believability is the percentage of likely voters who responded Much more likely (Much less likely) on the positive (negative) messages. The higher the value of the metric, the more effective/more impactful/more believable the message is.



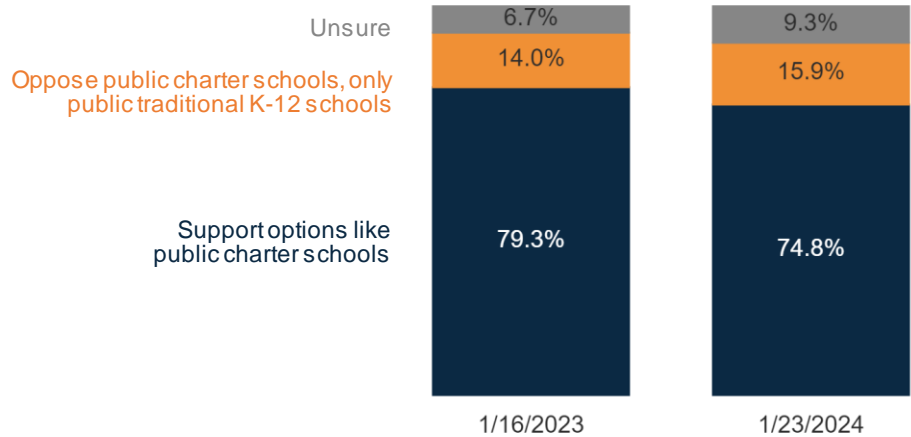
# Pro-Public Charter Schools Mapping: Chattanooga DMA



Points colored according to 'Messages'; Area of points are proportional to absolute value of 'Believability';

Effectiveness is the coefficient of the message in a logistic regression model with the likelihood of choosing to support options like public charter schools on the informed ballot. NET Impact is the difference of the percentage of likely voters who responded More likely and Less likely on the messages. Believability is the percentage of likely voters who responded Much more likely (Much less likely) on the positive (negative) messages. The higher the value of the metric, the more effective/more impactful/more believable the message is.

# Informed Public Charter School



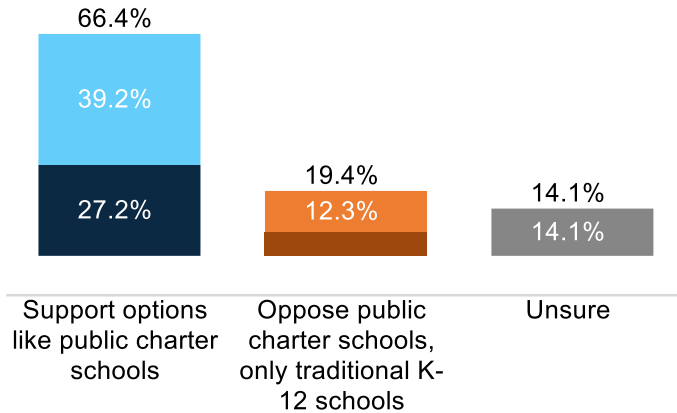
	Female	Male	18 - 29	30 - 44	45 - 54	55+	M Col	M No Col	F No Col	F Col	Rural	Suburban	Urban	Republican	Independent	Democrat	Conservative	Moderate	Liberal	White	Black	<\$50k	\$50k-\$100k	\$100k+	Initial	Undec	Trump '20	Biden '20
Support options like public charter schools	74%	75%	77%	75%	74%	73%	70%	81%	77%	69%	65%	81%	75%	74%	73%	78%	75%	73%	76%	75%	79%	70%	74%	82%	51%	73%	78%	
Oppose public charter schools, only traditional K-12 schools	16%	16%	17%	15%	17%	14%	19%	12%	14%	22%	17%	14%	17%	16%	13%	18%	17%	11%	21%	15%	16%	17%	18%	12%	5%	16%	17%	
Strongly support options like public charter schools	40%	32%	37%	38%	32%	42%	31%	34%	43%	33%	34%	38%	37%	34%	40%	37%	34%	43%	31%	36%	48%	42%	35%	34%	17%	37%	36%	
Somewhat support options like public charter schools	35%	43%	40%	37%	42%	31%	40%	47%	34%	36%	31%	43%	38%	40%	34%	41%	41%	30%	45%	39%	32%	28%	40%	48%	34%	36%	42%	
Somewhat oppose charter schools, only traditional K-12 schools	12%	9%	17%	12%	9%	8%	10%	9%	11%	17%	11%	9%	14%	11%	7%	14%	11%	7%	16%	9%	16%	14%	11%	9%	2%	11%	11%	
Strongly oppose charter schools, only traditional K-12 schools	4%	6%	0%	4%	8%	6%	9%	3%	3%	5%	6%	5%	3%	5%	6%	4%	6%	4%	5%	6%	0%	3%	7%	3%	2%	5%	5%	
Unsure	10%	9%	6%	9%	9%	13%	10%	7%	9%	9%	18%	5%	7%	10%	14%	4%	8%	16%	3%	10%	5%	13%	8%	6%	44%	11%	5%	

Do you think parents/families should have the ability to customize their child's public education by sending them to alternatives, such as public charter schools, rather than just traditional K-12 schools?



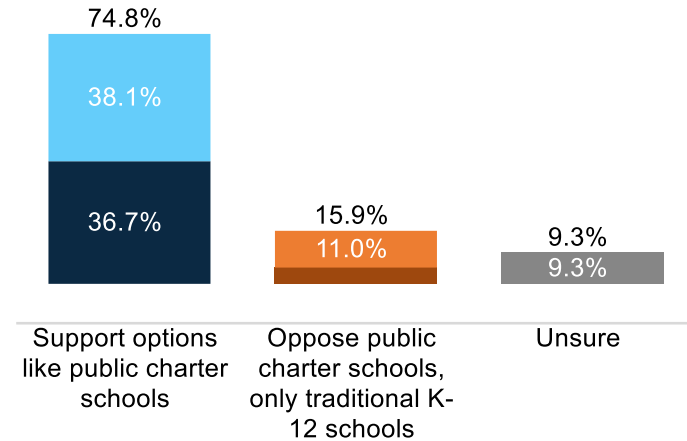
# Percent Change: Initial to Informed Public Charter School

## Initial



## Informed

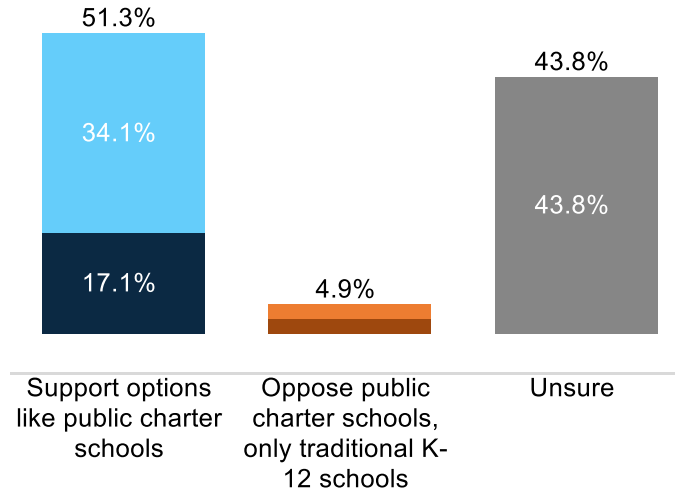
Support +9 from Initial



	Female	Male	18 - 29	30 - 44	45 - 54	55+	M Col	M No Col	F No Col	F Col	Rural	Suburban	Urban	Republican	Independent	Democrat	Conservative	Moderate	Liberal	White	Black	<\$50k	\$50k-\$100k	\$100k+	Trump '20	Biden '20
Support options like public charter schools	10%	6%	4%	5%	12%	20%	-3%	16%	12%	6%	9%	10%	3%	7%	6%	9%	7%	6%	9%	9%	6%	15%	3%	10%	6%	8%
Oppose public charter schools, only traditional K-12 schools	-4%	-2%	-4%	-3%	-3%	-10%	0%	-5%	-6%	0%	-6%	-3%	-1%	-4%	-2%	-4%	-3%	-5%	-2%	-4%	-1%	-8%	1%	-5%	-3%	-3%
Strongly support options like public charter schools	13%	4%	5%	9%	13%	2%	-3%	12%	13%	15%	11%	8%	10%	8%	16%	4%	6%	18%	4%	8%	17%	16%	8%	4%	8%	6%
Somewhat support options like public charter schools	-4%	2%	-2%	-4%	-1%	18%	0%	4%	-1%	-9%	-2%	2%	-7%	-1%	-10%	5%	1%	-11%	5%	1%	-11%	-1%	-5%	5%	-2%	1%
Somewhat oppose charter schools, only traditional K-12 schools	-2%	0%	0%	0%	-2%	-10%	0%	0%	-3%	-1%	-3%	5%	-2%	-2%	1%	-3%	0%	0%	-3%	8%	-1%	0%	-4%	0%	0%	
Strongly oppose charter schools, only traditional K-12 schools	-2%	-3%	-4%	-3%	-1%	0%	-1%	-5%	-3%	1%	-3%	0%	-5%	-1%	0%	-5%	0%	-5%	-2%	-1%	-9%	-7%	0%	0%	-2%	-3%
Unsure	-6%	-4%	0%	-2%	-9%	-10%	3%	-12%	-5%	-6%	-3%	-7%	-2%	-4%	-4%	-6%	-4%	-1%	-8%	-5%	-5%	-6%	-3%	-5%	-3%	-5%

Do you think parents/families should have the ability to customize their child's public education by sending them to alternatives such as public charter schools, rather than just traditional K-12 schools?

# Informed Public Charter School Among Initial Undecideds

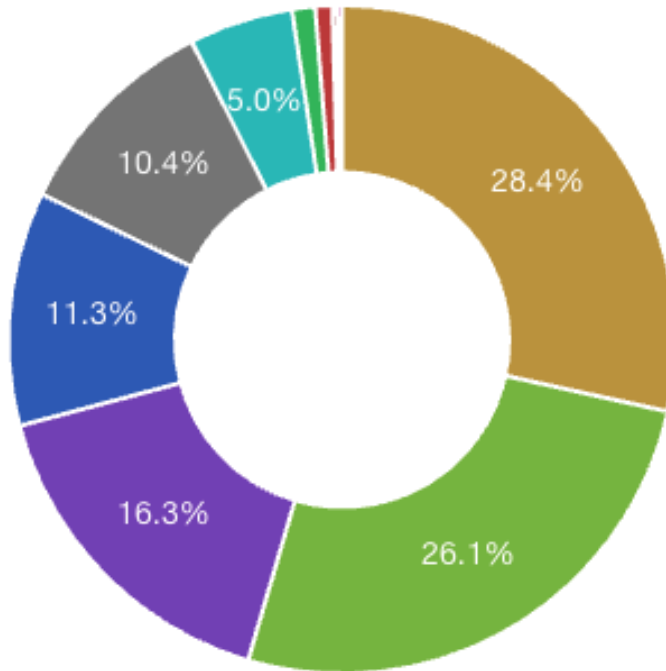


	Female	Male	18 - 29	30 - 44	45 - 54	55+	M Col	M No Col	F No Col	F Col	Rural	Suburban	Urban	Republican	Independent	Democrat	Conservative	Moderate	Liberal	White	Black	<\$50k	\$50k-\$100k	\$100k+	Initial Undec	Trump '20	Biden '20
Support options like public charter schools	57%	43%	0%	34%	80%	43%	20%	53%	65%	48%	37%	69%	43%	44%	49%	71%	51%	37%	83%	49%	79%	49%	45%	68%	51%	45%	71%
Oppose public charter schools, only traditional K-12 schools	4%	7%	0%	11%	0%	0%	0%	9%	6%	0%	3%	9%	0%	11%	0%	0%	9%	4%	0%	6%	0%	3%	12%	0%	5%	9%	0%
Strongly support options like public charter schools	21%	11%	0%	8%	29%	18%	0%	16%	28%	9%	8%	29%	12%	13%	15%	16%	23%	3%	12%	18%	18%	21%	6%	25%	17%	18%	15%
Somewhat support options like public charter schools	36%	32%	0%	26%	51%	24%	20%	37%	37%	39%	29%	41%	31%	31%	34%	54%	28%	34%	71%	31%	61%	28%	39%	43%	34%	26%	56%
Somewhat oppose charter schools, only traditional K-12 schools	4%	0%	0%	5%	0%	0%	0%	0%	6%	0%	3%	3%	0%	5%	0%	0%	3%	4%	0%	3%	0%	3%	4%	0%	2%	4%	0%
Strongly oppose charter schools, only traditional K-12 schools	0%	7%	0%	6%	0%	0%	0%	9%	0%	0%	0%	6%	0%	5%	0%	0%	6%	0%	0%	3%	0%	0%	8%	0%	2%	4%	0%
Unsure	39%	51%	100%	55%	20%	57%	80%	38%	29%	52%	60%	22%	57%	45%	51%	29%	40%	59%	17%	45%	21%	48%	43%	32%	44%	46%	29%

Do you think parents/families should have the ability to customize their child's public education by sending them to alternatives, such as public charter schools, rather than just traditional K-12 schools?

# Parents are encouraged and confident about public charter schools.

Primary Emotions Breakdown  
Distribution



- Joy
- Trust
- Anger
- Fear
- Void
- Sadness
- Surprise
- Love
- Body Sense
- Disgust

“I think that it offers a better learning opportunity for students that parents do not have to worry whether their children are receiving the kind of education that their children so rightly deserve.” – **Woman, Traditional Public-School Parent, 45—54, Democrat**

“I feel like it gives kids an opportunity for a better education.” – **Man, Traditional Public School parent, 45-54, Republican**

“I feel it is important to be able to personalize a child's education based on their strengths & weaknesses. I strongly support a parent's choice for where their child would get the best education.” – **Woman, Traditional Public School Parent, 30-44, Republican**

## Continued:

“I would need to do more research, but based on what I have seen here it seems like a reasonable thing to offer. I do believe that a child's education should be customizable based on how they learn.” – **Woman, Traditional Public-School Parent, 30-44, Republican**

“I do not know much about Public Charter schools but I have known students who went from Public to Charter and are excelling.” – **Woman, Traditional Public-School Parent, 30-44, Democrat**

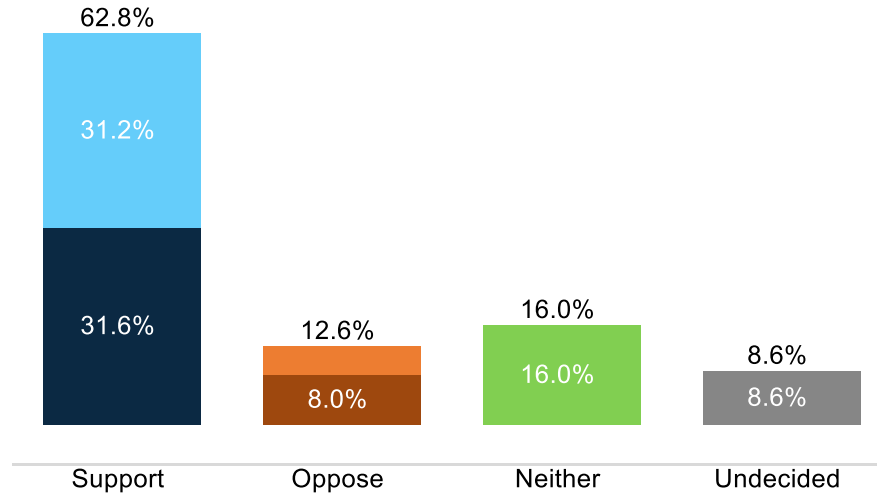
“Public charter schools provide more innovative technology and teaching resources, as well as a more flexible teaching approach.” – **Man, Traditional Public-School parent, 30-44, Republican**

“I think it is a great opportunity for certain families in areas where public schools are either too crowded or not up to standards.” – **Man, Traditional Public School parent, 30-44, Republican**

“Provides students with diverse teaching methods and flexible course option.” - **Woman, Traditional Public-School Parent , 30-44, Republican**

“Any options parents may have on school choice can only benefit the child and better their quality of education.” – **Man, Private School Parent, 45-54, Independent**

# ESA Issue Test

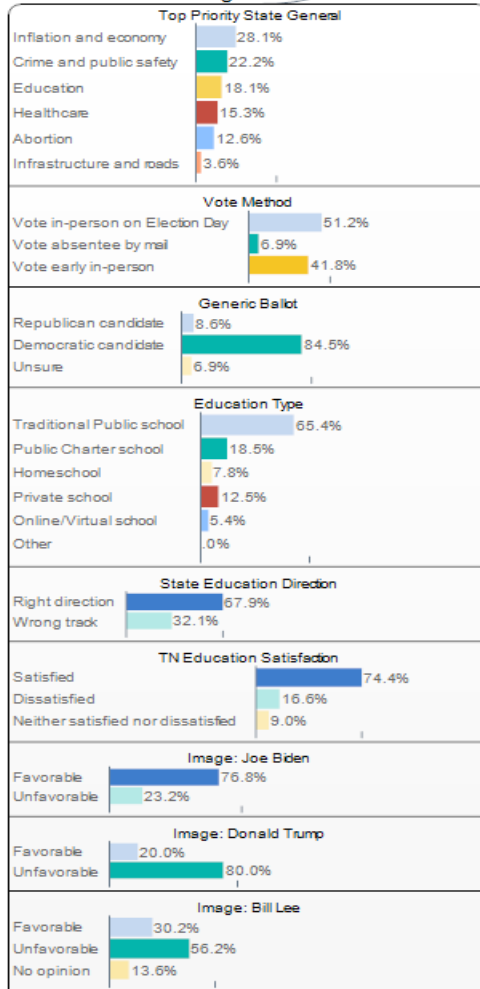


	Female	Male	18 - 29	30 - 44	45 - 54	55+	M Col	M No Col	F No Col	F Col	Rural	Suburban	Urban	Republican	Independent	Democrat	Conservative	Moderate	Liberal	White	Black	<\$50k	\$50k-\$100k	\$100k+	Initial Undec	Trump '20	Biden '20
Support Total	61%	65%	65%	67%	55%	61%	71%	59%	64%	55%	56%	63%	72%	65%	57%	65%	60%	62%	67%	61%	73%	59%	63%	68%	39%	66%	65%
Oppose Total	12%	13%	11%	9%	20%	11%	15%	11%	9%	20%	14%	12%	12%	10%	17%	16%	13%	9%	18%	13%	13%	11%	12%	15%	12%	9%	15%
Strongly support	29%	35%	32%	34%	22%	45%	37%	32%	35%	16%	35%	28%	35%	33%	34%	27%	32%	35%	29%	31%	40%	39%	29%	26%	12%	36%	31%
Somewhat support	32%	31%	34%	32%	33%	16%	33%	27%	29%	39%	21%	35%	37%	31%	24%	38%	29%	27%	38%	30%	33%	20%	33%	42%	27%	31%	33%
Neither support nor oppose	17%	14%	19%	16%	13%	20%	10%	20%	18%	15%	16%	18%	11%	18%	15%	13%	20%	16%	10%	18%	6%	19%	16%	12%	20%	17%	14%
Somewhat oppose	3%	7%	8%	3%	8%	3%	6%	8%	3%	4%	5%	5%	3%	5%	4%	5%	6%	1%	7%	5%	4%	3%	5%	7%	5%	5%	3%
Strongly oppose	9%	7%	3%	7%	12%	7%	10%	3%	7%	16%	9%	7%	8%	5%	13%	11%	7%	8%	11%	8%	9%	8%	7%	9%	7%	4%	12%
Undecided	10%	7%	4%	8%	12%	8%	4%	11%	9%	9%	14%	7%	5%	8%	11%	6%	7%	13%	5%	8%	8%	11%	10%	5%	28%	8%	6%

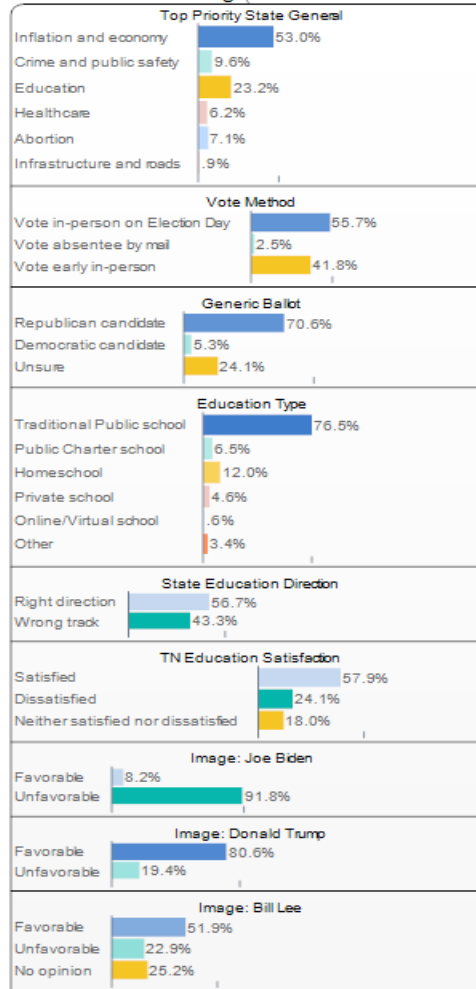
Under Tennessee's existing Education Savings Account or E.S.A. program, families of eligible students can use their per-pupil public school funding for private school tuition. These Education Savings Accounts are currently only available to families in Memphis, Nashville, and Chattanooga. Governor Bill Lee has proposed to the legislature that this program be expanded statewide. Do you support or oppose expanding this Education Savings Account program statewide?

# Segmentation Analysis

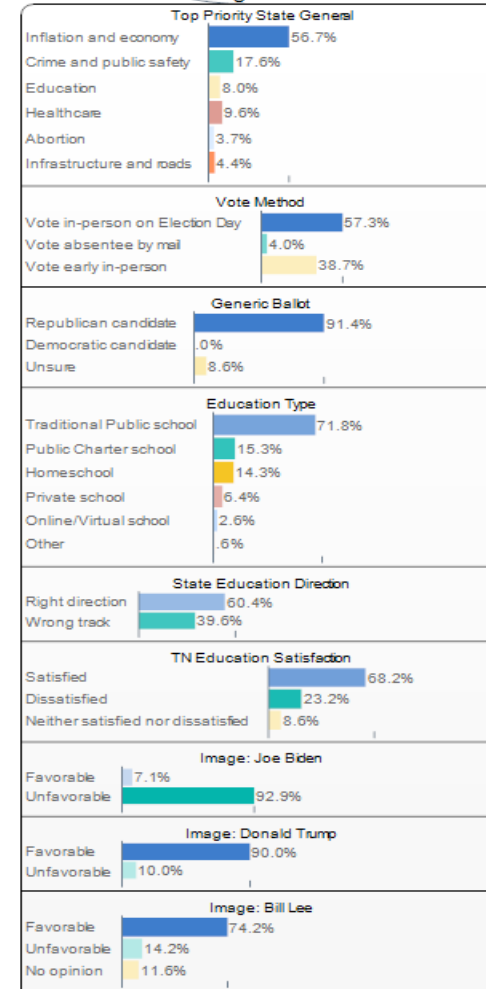
## Supporters-Democrats (35%)



## Unsure (21%)



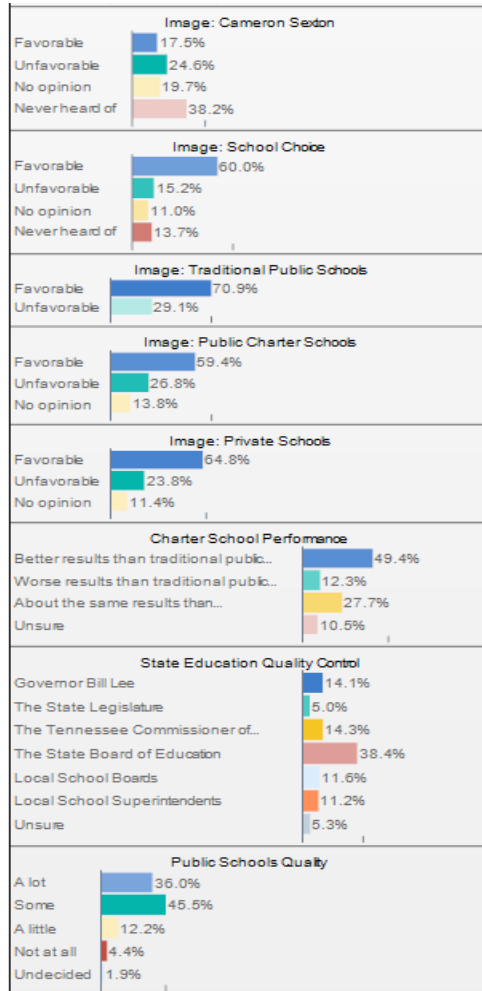
## Supporters-Republicans (44%)



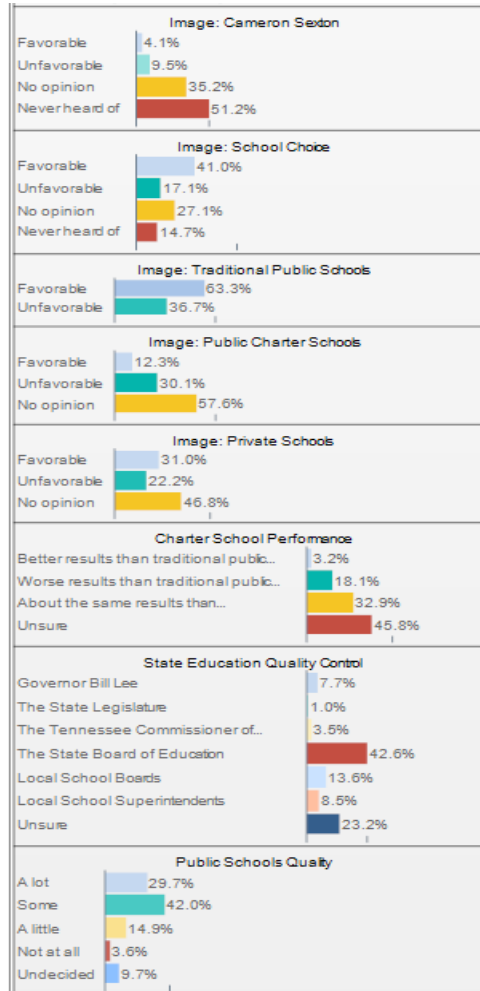
Latent class analysis was used to determine if there are groups of respondents that emerge in the survey. The segments/groups created are examined in terms of difference in demographics and question responses and named based on the dominating characteristics within the group.

# Segmentation Analysis

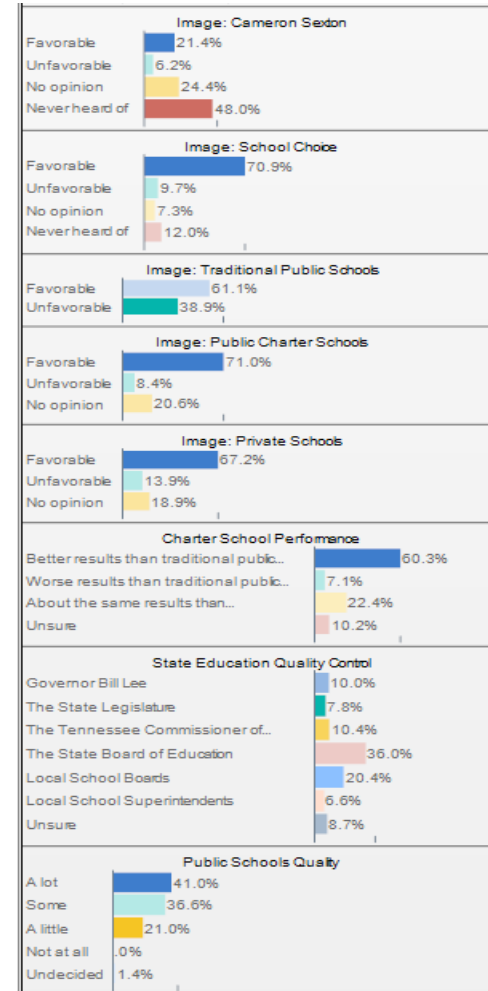
## Supporters-Democrats (35%)



## Unsure (21%)



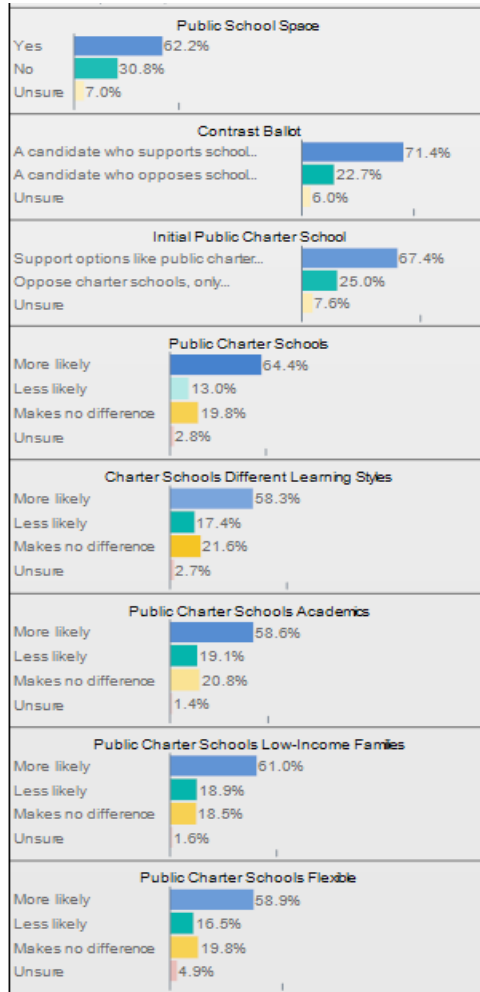
## Supporters-Republicans (44%)



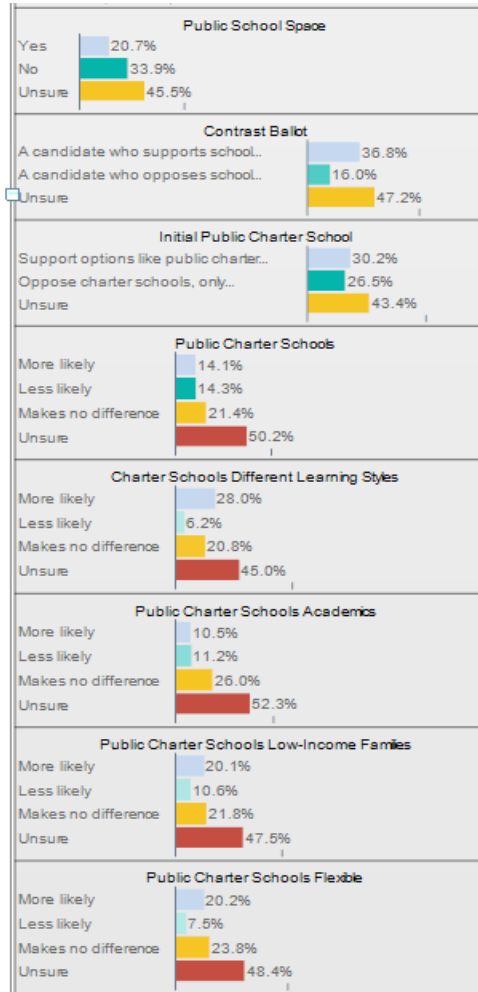
Latent class analysis was used to determine if there are groups of respondents that emerge in the survey. The segments/groups created are examined in terms of difference in demographics and question responses and named based on the dominating characteristics within the group.

# Segmentation Analysis

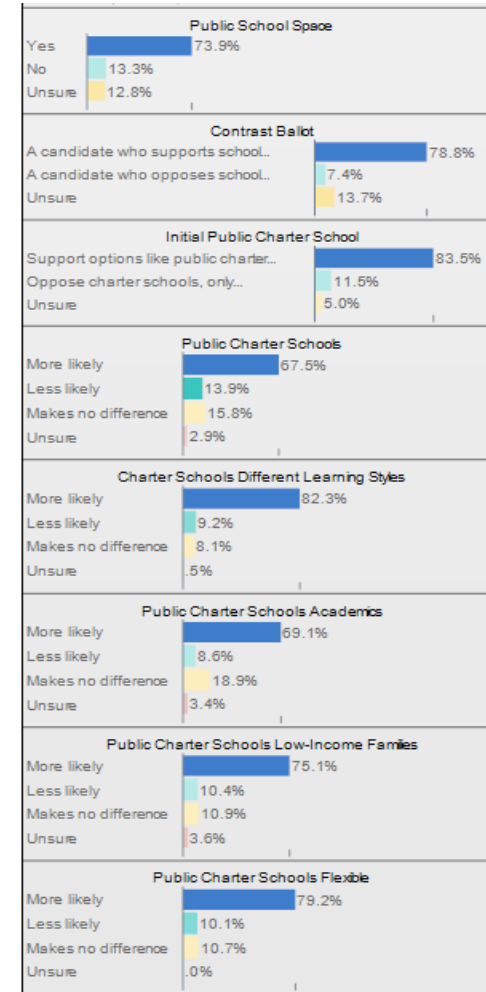
## Supporters-Democrats (35%)



## Unsure (21%)



## Supporters-Republicans (44%)

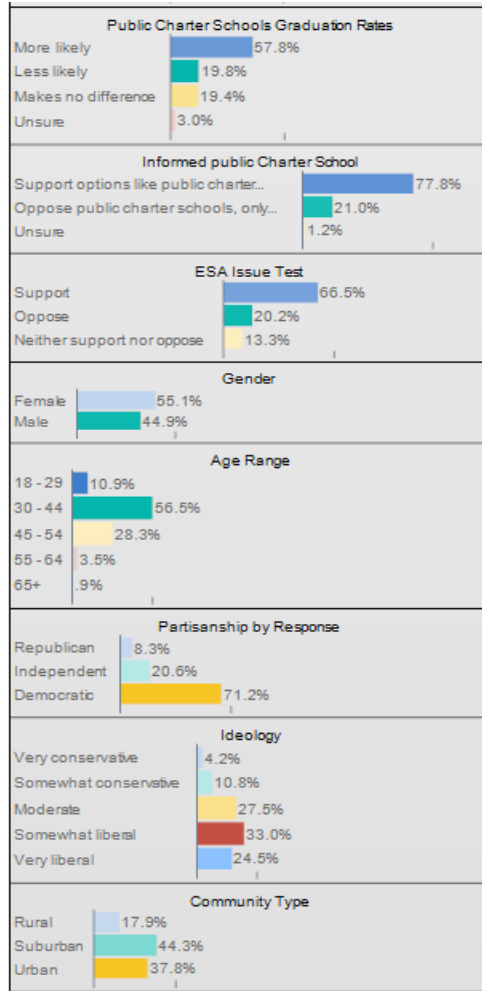


Latent class analysis was used to determine if there are groups of respondents that emerge in the survey. The segments/groups created are examined in terms of difference in demographics and question responses and named based on the dominating characteristics within the group.

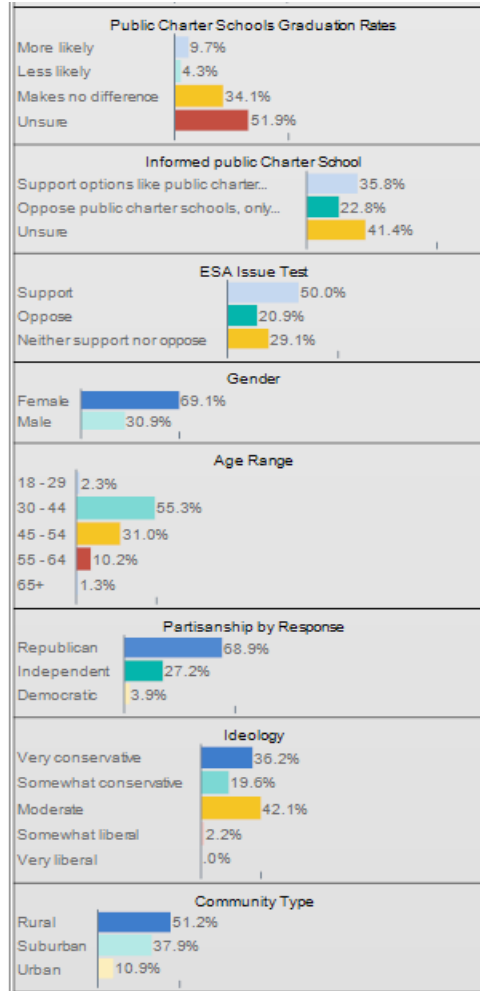


# Segmentation Analysis

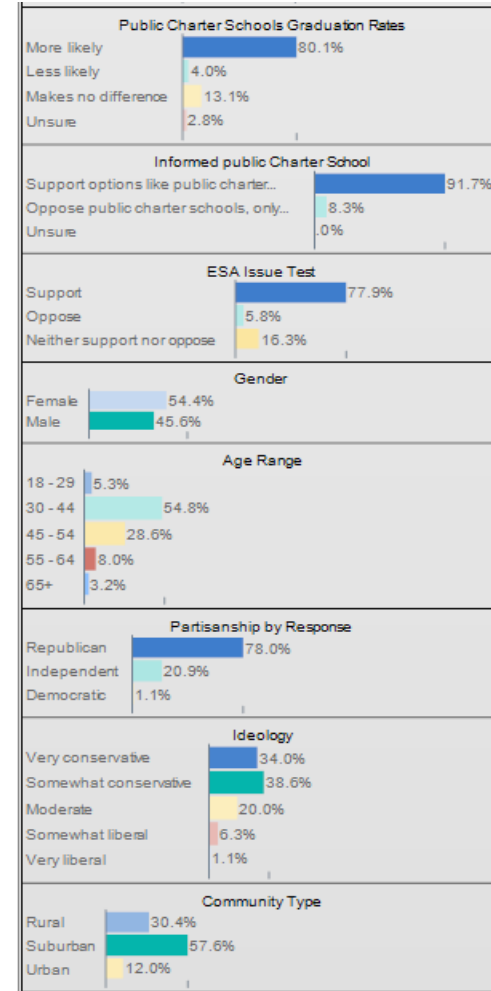
## Supporters-Democrats (35%)



## Unsure (21%)



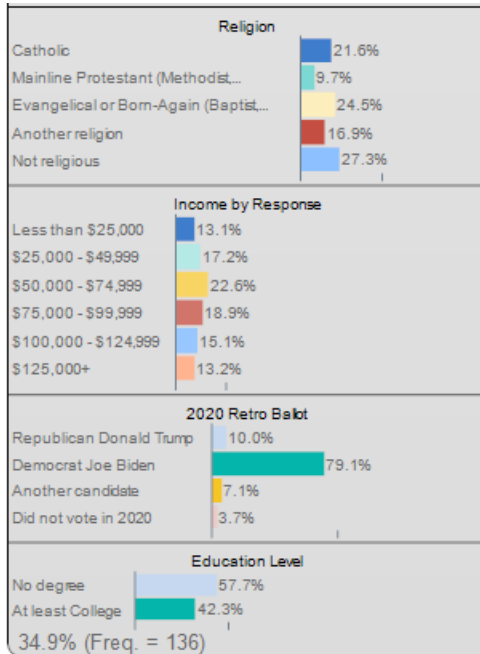
## Supporters-Republicans (44%)



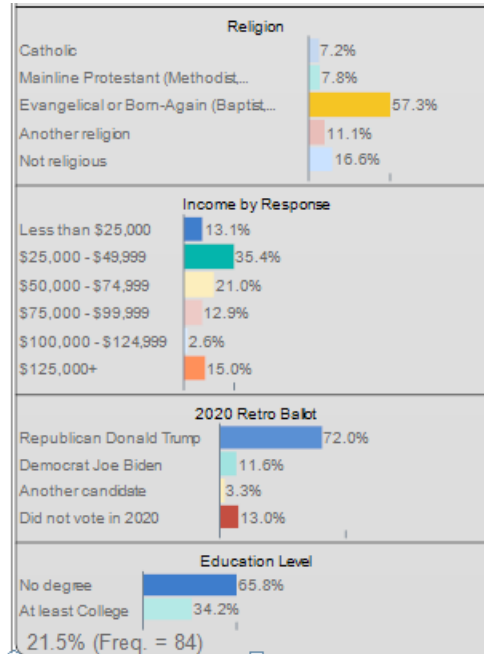
Latent class analysis was used to determine if there are groups of respondents that emerge in the survey. The segments/groups created are examined in terms of difference in demographics and question responses and named based on the dominating characteristics within the group.

# Segmentation Analysis

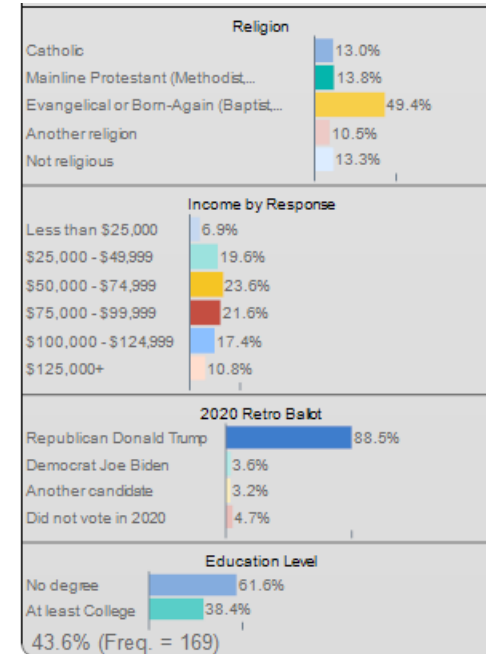
## Supporters-Democrats (35%)



## Unsure (21%)



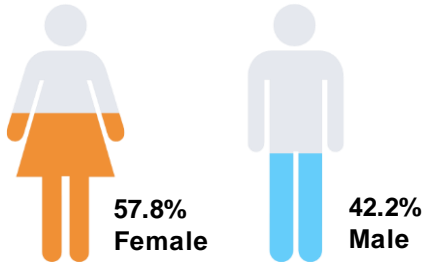
## Supporters-Republicans (44%)



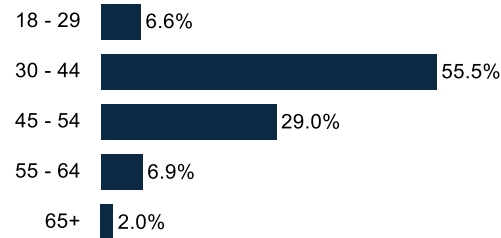
Latent class analysis was used to determine if there are groups of respondents that emerge in the survey. The segments/groups created are examined in terms of difference in demographics and question responses and named based on the dominating characteristics within the group.

# Demographics

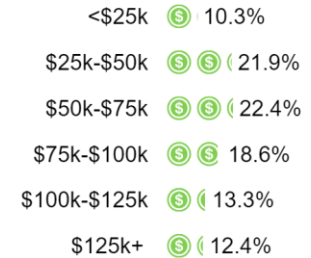
## Sex



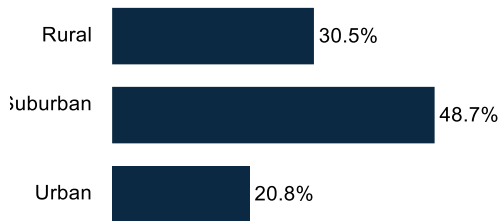
## Age Range



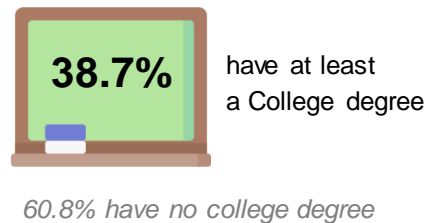
## Household Income



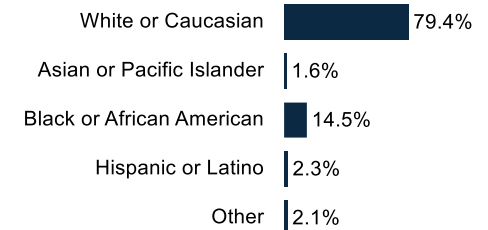
## Community Type



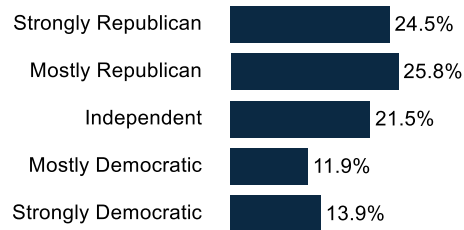
## Education



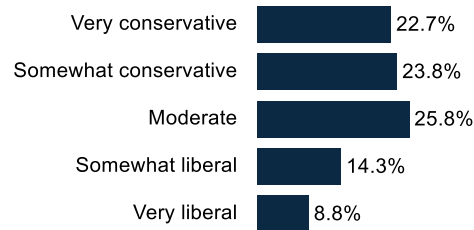
## Race/Ethnicity



## Partisanship



## Ideology



## Religion

