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**TO:** CHRISTY RIGGINS, THE GEORGIA CENTER FOR OPPORTUNITY  
**FROM:** ASHLEE RICH STEPHENSON, WPA INTELLIGENCE  
**SUBJECT:** SCHOOL CHOICE IS A TOP PRIORITY FOR GEORGIA VOTERS  
**DATE:** OCTOBER 9, 2018

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The following memorandum, prepared on behalf of the Georgia Center for Opportunity, highlights key findings from a survey conducted by WPA Intelligence. Interviews were collected from September 19-23, 2018 among n=603 likely voters in Georgia. The margin of error is  $\pm 4.0\%$ .

### **A Majority of Georgians Support School Choice for Families and Students**

A significant majority of Georgia voters (68%) support school choice for families and students in the state. Indeed, this is driven by nearly half (44%) who say they “strongly” support school choice for Georgians. Further, forty percent of Georgians that favor the legislature expanding school choice expressed the strongest measure of support for new reforms.

Across party lines, Republicans are the most supportive (75%), but this is closely followed by majorities of Independents (65%) and Democrats (62%).

Voters are supportive of school choice regardless of race, with majorities among both white voters (66%) and African-Americans (70%).

Further, there is majority support for school choice across all regional breaks statewide, led by the Augusta media market (76%), and followed by the balance of smaller regions (69%), Atlanta (68%) and Savannah (65%).

### **School Choice Expansion is a Legislative Priority for Georgians**

Nearly seven-in-ten (67%) likely Georgia voters say it’s important the state legislature enact policies that expand school choice in the next legislative session. Further, majority support for the state legislature to prioritize school choice is driven by a significant forty percent (40%) of Georgians who say that they “strongly support” school choice.

Republicans, Democrats and Independents support school choice expansion as a priority in the next legislative session by near equal, majority levels: (Republicans: 69%, Independents: 66%, Democrats: 63%).

More than three quarters of African American voters (76%) say it’s important our state legislature enact policies that expand school choice in the next session. White voters are also supportive at majority levels (60%). Notably, a majority of African-American voters (54%) are the driving demographic among the topline figure of forty percent (40%) who think this is very important.


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Majority levels of voters think school choice expansion is a legislative priority by media market, with little difference by way of voters who reside in the Atlanta DMA (66%), Augusta DMA (69%), Savannah DMA (64%) and the remaining balance of markets statewide (69%).

### **Tax Credit Scholarship Programs Leading School Choice Measure**

A majority of Georgia voters rank tax credit scholarship programs as a school choice measure they approve of. Further, tax credit scholarship leads by way of the highest median score for “support” among a host of school choice offerings, including charter schools, vouchers, ESAs and online schools.

The highest levels of support for the tax credit scholarship program is driven by Democrats, Independents. African-American voters and those in the Augusta DMA.

The following table illustrates “median” support for each school choice offerings tested. Participants were asked on a scale from one to ten their support or opposition to School Choice measures: one means strongly oppose the measure and ten means strongly approve the measure.

<b>School Choice Measure</b>	<b>Median Score</b>
Tax Credit Scholarship Programs	8
Education Savings Programs	7
Charter Schools	7
Online Schools	6
School Vouchers	5



## Research Design

WPAi Intelligence conducted a study of likely voters in the state of Georgia.

WPAi selected a random sample of likely voters from the Georgia voter file using Proportionate Probability Sampling (PPS). The sample for this survey was stratified based on geography, age, and gender. This methodology allows us to avoid post-survey “weighting” which can reduce the reliability of survey results.

WPAi conducted n=603 live telephone interviews (42% cell phone) from September 19-23. The margin of error is  $\pm 4.0\%$  in 95 out of 100 cases.

## About WPAi

Since 1998, WPAi has been a leading provider of political polling for campaigns from President to Governor and U.S. Senate to Mayor and City Council in all 50 states and several foreign countries. In the 2015-2016 election cycle, 87% of WPAi clients won. WPAi clients' win ratio has exceeded the standard by double digits for four straight political cycles.

WPAi has been nationally recognized for providing cutting edge research to help our clients win. The American Association of Political Consultants (AAPC) awarded a “Pollie” to WPAi for our Predictive Analytics and Adaptive Sampling techniques, and Campaigns and Elections magazine awarded WPAi with a “Reed Award” for developing an “optimized field program” in 2018. These awards highlight WPAi’s advanced survey research and data science methodology, allowing us to buck national polling trends and deliver industry-leading results for our clients.

In addition to our political and policy research, WPAi has conducted market research for more than 120 United States Fortune 500 corporations, donor research for more than 250 of the largest and most successful not-for-profit organizations around the country, and alumni research for dozens of colleges and universities.