

# Message testing Educational freedom



1. Do you support or oppose allowing Arkansas parents to use a portion of their tax dollars to enroll their children in the school of their choice?

	GOP	DEMOCRATS	INDEPENDENTS	PARENTS	ALL VOTERS
Support	73%	30%	49%	59%	<b>53%</b>
Oppose	9%	47%	27%	22%	<b>26%</b>
Unsure	18%	23%	24%	19%	<b>21%</b>

2. Would you be more or less likely to support allowing Arkansas parents to use a portion of their tax dollars to enroll their children in the school of their choice if you knew that it will improve accountability in Arkansas's education system?

	GOP	DEMOCRATS	INDEPENDENTS	PARENTS	ALL VOTERS
More Likely	79%	41%	53%	68%	<b>60%</b>
Less Likely	7%	41%	20%	22%	<b>21%</b>
Unsure	14%	18%	27%	10%	<b>19%</b>

3. Would you be more or less likely to support allowing Arkansas parents to use a portion of their tax dollars to enroll their children in the school of their choice if you knew that in other states, school choice has improved education outcomes?

	GOP	DEMOCRATS	INDEPENDENTS	PARENTS	ALL VOTERS
More Likely	76%	45%	54%	72%	<b>59%</b>
Less Likely	9%	36%	23%	17%	<b>21%</b>
Unsure	15%	19%	23%	11%	<b>19%</b>



4. Would you be more or less likely to support allowing Arkansas parents to use a portion of their tax dollars to enroll their children in the school of their choice if you knew that good-performing public schools would likely not lose funding?

	<i>GOP</i>	<i>DEMOCRATS</i>	<i>INDEPENDENTS</i>	<i>PARENTS</i>	<i>ALL VOTERS</i>
More Likely	70%	46%	59%	66%	<b>59%</b>
Less Likely	12%	37%	17%	19%	<b>21%</b>
Unsure	17%	17%	24%	15%	<b>20%</b>

5. Would you be more or less likely to support allowing Arkansas parents to use a portion of their tax dollars to enroll their children in the school of their choice if you knew that today, Arkansas is ranked near the bottom in the nation for reading, math, and college readiness?

	<i>GOP</i>	<i>DEMOCRATS</i>	<i>INDEPENDENTS</i>	<i>PARENTS</i>	<i>ALL VOTERS</i>
More Likely	76%	41%	51%	66%	<b>57%</b>
Less Likely	7%	43%	22%	20%	<b>22%</b>
Unsure	18%	16%	27%	14%	<b>20%</b>

6. Would you be more or less likely to support allowing Arkansas parents to use a portion of their tax dollars to enroll their children in the school of their choice if you knew that it would level the playing field between public and private schools in Arkansas?

	<i>GOP</i>	<i>DEMOCRATS</i>	<i>INDEPENDENTS</i>	<i>PARENTS</i>	<i>ALL VOTERS</i>
More Likely	65%	42%	45%	57%	<b>52%</b>
Less Likely	14%	41%	26%	28%	<b>26%</b>
Unsure	20%	17%	29%	15%	<b>22%</b>

7. Would you be more or less likely to support allowing Arkansas parents to use a portion of their tax dollars to enroll their children in the school of their choice if you knew that it will help the poorest Arkansans the most?

	<i>GOP</i>	<i>DEMOCRATS</i>	<i>INDEPENDENTS</i>	<i>PARENTS</i>	<i>ALL VOTERS</i>
More Likely	62%	45%	45%	60%	<b>51%</b>
Less Likely	11%	35%	22%	19%	<b>21%</b>
Unsure	27%	20%	34%	21%	<b>27%</b>

8. Would you be more or less likely to support allowing Arkansas parents to use a portion of their tax dollars to enroll their children in the school of their choice if you knew that currently, tens of thousands of Arkansas kids are trapped in one of the state’s nearly 100 schools with an “F” letter grade?

	<i>GOP</i>	<i>DEMOCRATS</i>	<i>INDEPENDENTS</i>	<i>PARENTS</i>	<i>ALL VOTERS</i>
More Likely	67%	34%	47%	56%	<b>51%</b>
Less Likely	11%	43%	22%	25%	<b>24%</b>
Unsure	22%	22%	31%	19%	<b>25%</b>

9. Would you be more or less likely to support allowing Arkansas parents to use a portion of their tax dollars to enroll their children in the school of their choice if you knew that parents, not a child’s zip code, would determine their child’s educational opportunities?

	<i>GOP</i>	<i>DEMOCRATS</i>	<i>INDEPENDENTS</i>	<i>PARENTS</i>	<i>ALL VOTERS</i>
More Likely	65%	34%	47%	63%	<b>50%</b>
Less Likely	13%	44%	24%	21%	<b>26%</b>
Unsure	22%	22%	29%	15%	<b>24%</b>

10. Would you be more or less likely to support allowing Arkansas parents to use a portion of their tax dollars to enroll their children in the school of their choice if you knew that less than one-tenth of one percentage point of Arkansas’s education spending currently goes to school choice?

	<i>GOP</i>	<i>DEMOCRATS</i>	<i>INDEPENDENTS</i>	<i>PARENTS</i>	<i>ALL VOTERS</i>
More Likely	65%	37%	42%	61%	<b>49%</b>
Less Likely	9%	37%	26%	18%	<b>23%</b>
Unsure	26%	26%	31%	20%	<b>28%</b>

11. After having heard more details about school choice, do you now support or oppose allowing Arkansas parents to use a portion of their tax dollars to enroll their children in the school of their choice?

	<i>GOP</i>	<i>DEMOCRATS</i>	<i>INDEPENDENTS</i>	<i>PARENTS</i>	<i>ALL VOTERS</i>
Support	76%	40%	48%	61%	<b>56%</b>
Oppose	11%	44%	24%	21%	<b>25%</b>
Unsure	13%	16%	28%	18%	<b>19%</b>

## DEMOGRAPHICS

### PARTY AFFILIATION



### AGE



### GENDER



*Methodology statement: Results for these polls were collected by Opportunity Arkansas Foundation using an independent polling firm. The questions utilized a combination IVR survey, live calls, and online panel from a statewide sample of 517 voters, conducted April 26-28, 2023, with a margin of sampling error of ± 4.31 percentage points. The margin of sampling errors may be higher for subgroups. Results presented may not always appear to total 100 percent due to rounding. Data were post-stratified using weighted demographic information from the U.S. Census Bureau’s Current Population Survey Voting and Registration Supplement and the state election authorities. Demographic information for actual voters in past elections was used to construct sample target weights. Opportunity Arkansas Foundation paid for all costs associated with these surveys.*