



Findings from a nationwide survey of 1,000 likely 2020 voters
With oversamples of 100 African Americans, 100 Latinx, 100
parents of school-age children, and 100 battleground voters

Alysia Snell, Partner



Bob Carpenter, President



Methodology

- Lake Research Partners and Chesapeake Beach Consulting designed and administered this survey that was conducted by phone using professional telephone interviewers between January 2–12, 2020. The survey reached a total of 1,000 likely 2020 voters nationwide with oversamples of 100 African Americans, 100 Latinx, 100 parents of school-age children, and 100 battleground state voters.
 - Parents of school-age children are defined as those with children between the ages of 5-17 or have children in grades Kindergarten through 12th grade.
 - Battleground voters are defined as residents in AZ, FL, MI, PA, WI, NC, ME, NH, and NV.
- The sample was drawn from listed clusters from Targetsmart. The base sample was weighted slightly by gender, region, age, race by gender, party identification, and educational attainment. The African American oversample was weighted slightly by region and educational attainment. The Latinx oversample was weighted by region, age, and party identification. The parents of school-age children oversample was weighted slightly by party identification and educational attainment. The battleground state oversample was weighted slightly by gender and age. All oversamples were then weighted down into the base to reflect their actual proportion of likely voters nationwide.
- The overall margin of error for the entire sample is +/- 3.1.



Overall Summary of Findings

- Voters across the board are committed to and favorable toward local public schools and teachers in their community. A majority (58%) of voters like school boards as well.
- School safety, equal funding, and quality teachers are core message elements. Voters are committed to investing in public schools, teachers, ensuring safety, and supporting the teaching of real-world skills.
- Voters support increased funding for public schools even if it increases their taxes. They want money to go to public schools and would vote against an elected official who wants to “take away” funding from public schools to put toward private schools.
- Voters are vigilant about where their tax dollars go and want it to go to schools that serve the public and meet standards (under school board oversight).
- Voters are skeptical and critical about elected officials doing a good job on education.



Summary of Key Findings – *Favorability of People and Organizations*

- Teachers, local public schools, and local school boards enjoy net-positive favorable ratings among voters nationwide.
 - Teachers in your community: 80% are favorable, including 45% who are very favorable
 - Local public schools: 72% are favorable, including 34% who are very favorable
 - Local school boards: 58% are favorable, including 21% who are very favorable
- Across demographics, voters are net-favorable of their local school boards. Voters in the Northeast (24% very favorable), South (25% very favorable), and in rural areas of the country (28% very favorable) tend to have higher favorable ratings of their local school boards than others.
- On the other hand, elected officials like the President and Congress have net-negative ratings.
 - Congress: 55% are unfavorable, including 27% who are very unfavorable
 - President Donald Trump: 53% are unfavorable, including 45% who are very unfavorable



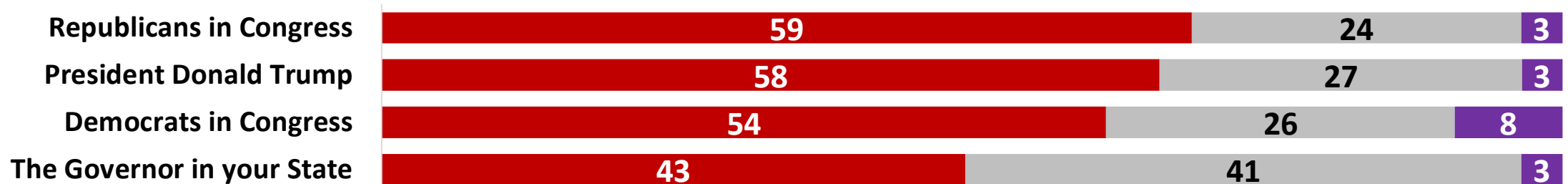
Summary of Key Findings – *Views of Public Schools Today*

- As we have seen in other work, voters are more likely to rate the job public schools in their own community are doing positively than they are public schools at the national level.
 - Fifty-seven (57) percent of voters rate the job the public schools **in their community** are doing right now as excellent/good, 39% rate the job they are doing as just fair/poor.
 - Conversely, 27% of voters rate the job public schools **nationally** are doing right now as excellent/good and 64% rate the national public schools' job as just fair/poor.
 - African American voters are more likely to give their local public schools low ratings – 48% rate them as excellent/good and 46% rate them as just fair/poor.
- Importantly, more than 80% of school-age children (in likely 2020 voter households) attend public schools.



Summary of Key Findings – *Job of Elected Officials on Public Education*

- Voters across the board are oriented toward public education and are looking to their elected officials – of both parties and at all levels – to prioritize public education and do a better job addressing it.
- Voters do not think elected officials are paying enough attention to the state of public schools. Majorities think the President and both parties in Congress are not paying enough attention, while they split in their assessment of the Governor of their state.



- Additionally, voters give elected officials across the board only fair to poor job performance ratings on public education.

■ Not Enough

■ Right Amount

■ Too Much



Summary of Key Findings – *Priorities for Public Education*

- *Ensuring public schools are safe and not teaching real-world skills* are seen as **very big** problems and **extremely** important to address. The *lack of quality teachers, inadequate funding and resources, and not enough training and support for teachers* fall into a second tier of priorities.
- A solid majority of voters think it is important that students have easier access to technology, both in school and out – 68% say this is important, including 39% who say it is extremely important.
 - Across demographic subgroups, voters think easier access to technology both in school and out is important by wide margins. Those margins increase by double digits among most, especially battleground voters, Latinx voters, Independents, non-college educated, those in the Midwest, and rural areas when the technology is framed as being *necessary for real-world learning*.
 - Similarly, more subgroups of parents say *students having easier access to technology necessary for real-world learning* is important, especially parents of children 5-12 years old, fathers, and parents of children in grades K-5.

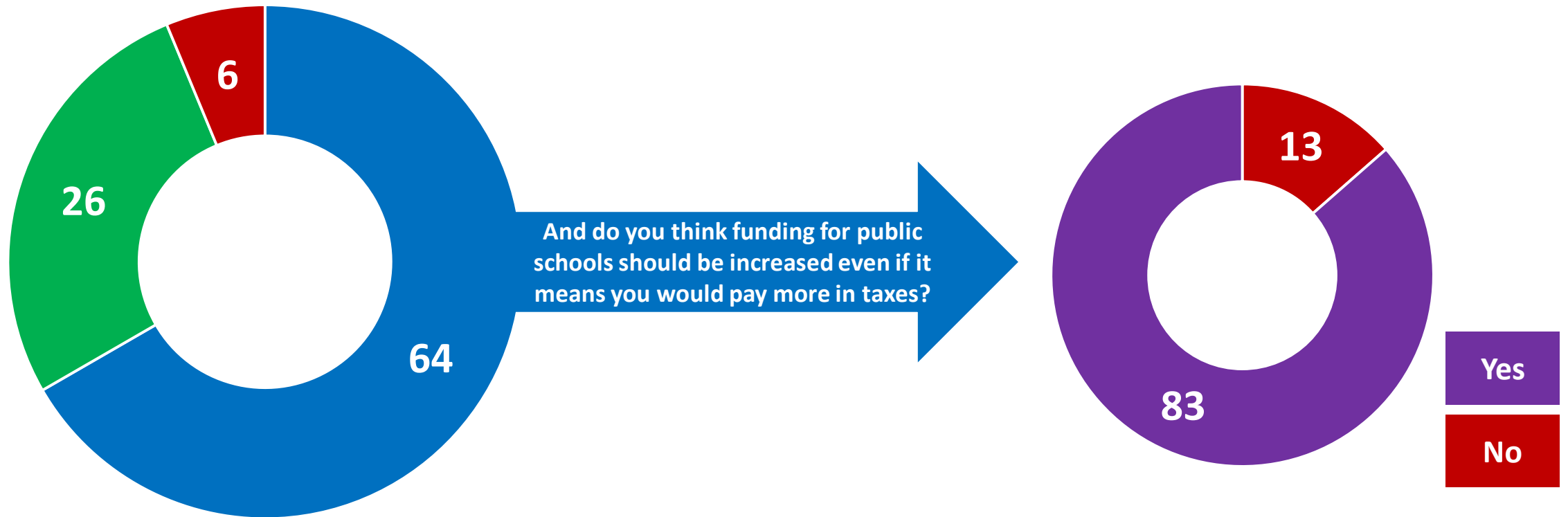


Summary of Key Findings – *Support for Increased Funding*

- Nearly two-thirds of voters (64%) think funding for public schools should be **increased** while a quarter (26%) think funding should be kept the same and only 6% think funding should be decreased.
 - Solid majorities across subgroups think funding should be increased. Parents of school-age children (72%), younger voters (72%), and Democrats (79%) are especially likely to want an increase.
 - While a plurality of Republicans want funding to be increased (46%), they are more likely than other subgroups to be content with current levels (39%).

Of those who believe funding should be increased, eight out of ten would support an increase in funding even if it meant they would pay more in taxes. At least three-quarters of voters across gender, educational attainment, race/ethnicity, parental status, party identification, and metro area type think funding for public schools should be increased even if it means they would pay more in taxes.

Generally speaking, do you think funding for public schools should be increased, kept at the same level, or decreased?



Increased

Kept the Same

Decreased

Yes

No



Summary of Key Findings – *Tying Funding to Candidate Support*

- Just as many voters say they would be more likely to vote for *an elected official who supports increased funding for public schools* as they are to say it would make no difference in their vote (41%).
- If the elected official supports *increased funding for public schools and it increased their taxes*, voters are more mixed though still net-positive. Thirty-one (31) percent say they would be more likely to vote for this official, 22% say they would be less likely, and 41% say it would make no difference.
 - Parents of school-age children, women, younger voters, African Americans, Latinx, and college-educated voters are most likely to vote for an elected official even if it increased their taxes.
 - Men, older voters, and Republicans become net-less likely to vote for the candidate who supports increased funding if it increases their taxes.
- Voters are much less likely to vote for *an elected official who supports taking away funds from public schools to give to private schools* – 64% would be less likely to support this elected official, including 47% who would be much less likely to do so.



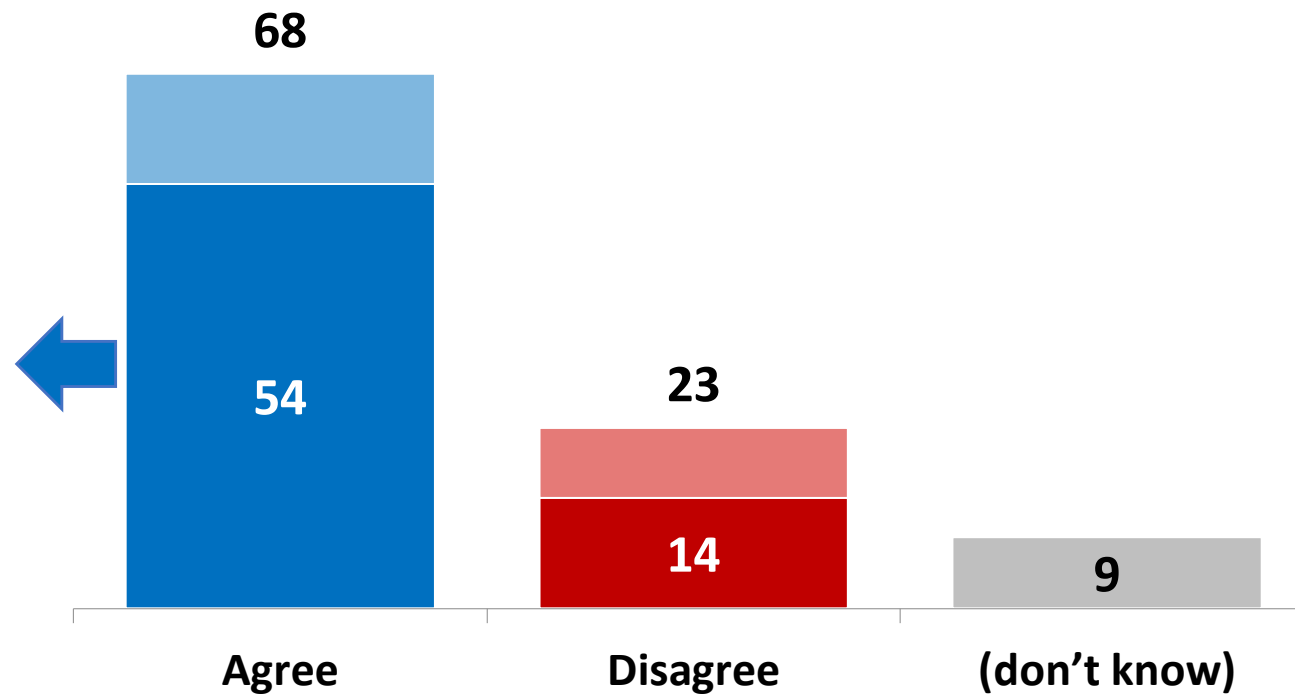
Summary of Key Findings – *Charter Schools*

- Voters are mixed when it comes to charter schools, but adamant that local oversight of them is necessary. They do not want to take away public school dollars in order to fund charters, and strongly agree that charter schools should follow the same rules and regulations as public schools.
 - A plurality holds favorable views of charter schools, but intensity is weak and nearly 2-in-5 hold unfavorable views of them – 44% favorable vs. 38% unfavorable.

A solid majority of voters strongly agree, charter schools should be required to follow the same rules and regulations as public schools. Those most likely to strongly agree include Democrats and African Americans – especially older African Americans.

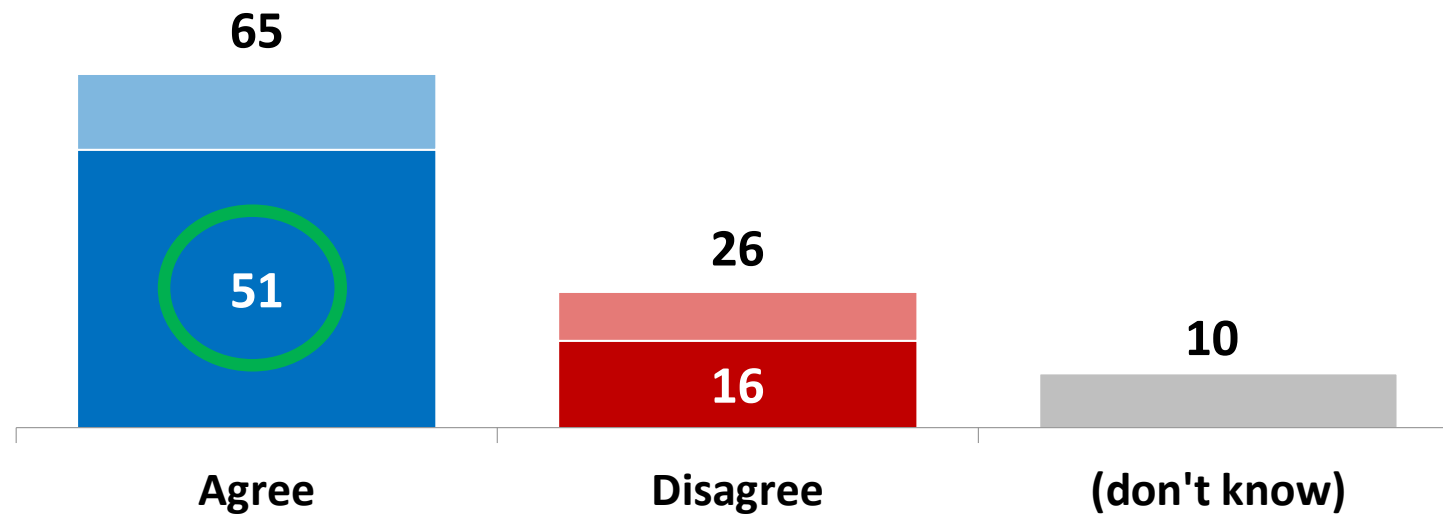
Do you agree or disagree that charter schools should be required to follow the same rules and regulations as public schools?

	% Strongly Agree
Democrat	66%
Independent	49%
Republican	43%
Republican men	39%
Republican women	48%
Black	64%
Latinx	56%
White	53%
Black under 50	52%
Black over 50	73%
College	50%
Non-college	57%



Nearly two-thirds agree, local school boards should have oversight of charter schools just like they do for other public schools since they are taxpayer funded – 65% agree, including 51% who strongly agree.

Do you agree or disagree that local school boards should have oversight of charter schools just like they do for other public schools since they are taxpayer funded?*



Not so strongly agree
Strongly agree

Not so strongly disagree
Strongly disagree

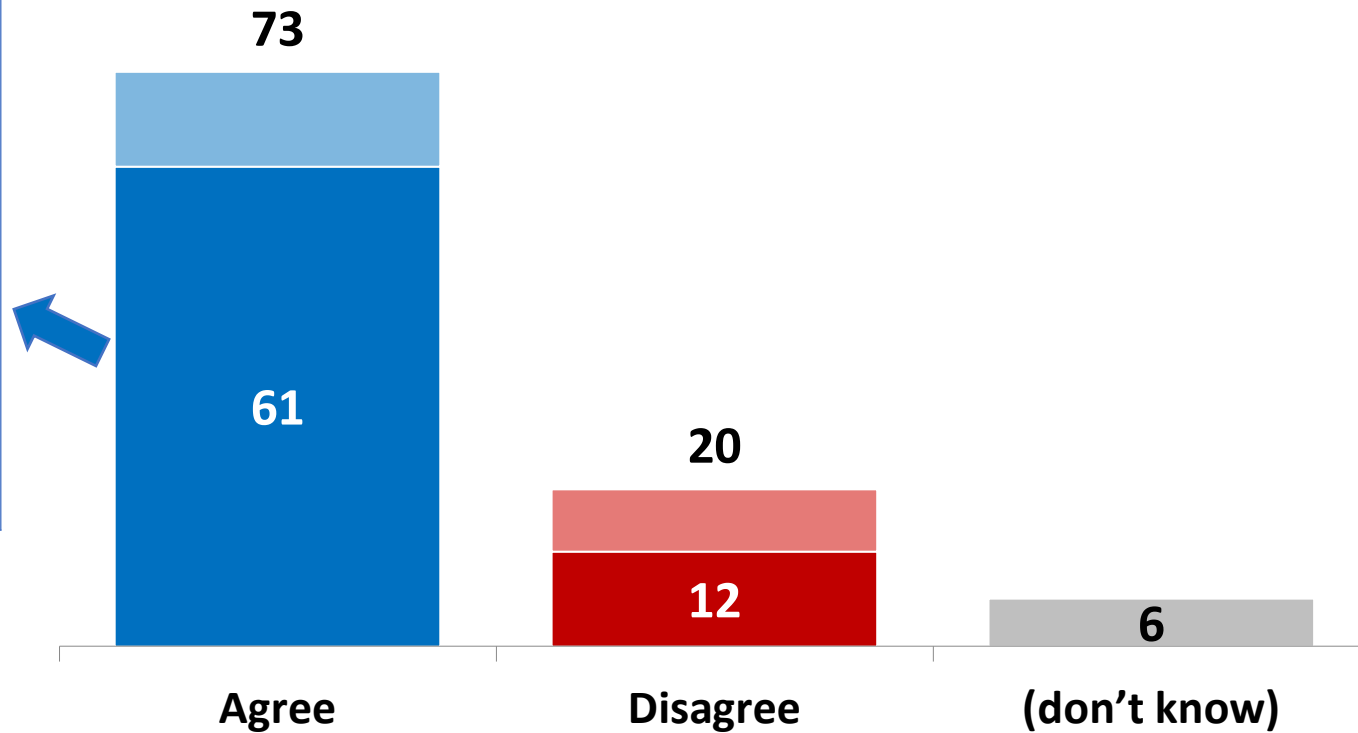
*split sampled

Nearly three-quarters of voters agree with the statement *we should NOT take away public funds from our public schools to fund private, religious, and home school education*. Majorities across party identification, age, and race/ethnicity strongly agree.

Do you agree or disagree with the following statement: we should NOT take away public funds from our public schools to fund private, religious, or home school education?

% Strongly Agree

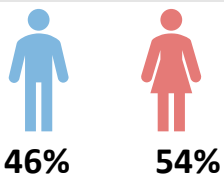
Democrat	71%
Independent	58%
Republican	52%
Under 50	64%
Over 50	59%
Black	69%
Latinx	65%
White	59%
Battleground Voter	58%
Non-Battleground	63%



■ Not so strongly agree
■ Strongly agree
■ Not so strongly disagree
■ Strongly disagree

Demographics of Likely 2020 Voters

GENDER



AGE

Under 30	14%
30-39	16%
40-49	17%
50-64	26%
65+	27%

CHILDREN UNDER 18

Yes	31%
No	69%

AGE OF YOUNGEST CHILD

0-4 years	26%
5-12 years	43%
13-17 years	30%
(don't know)	2%

RACE/ETHNICITY

White	73%
Black	11%
Latinx	9%
Asian/Pacific Isl.	2%
Native American	1%
Middle Eastern	1%
(other)	2%
(don't know/ref)	5%

MARITAL STATUS

Married	60%
Unmarried w/ partner	5%
Single	18%
Separated/Divorced	6%
Widowed	7%

GRADE LEVEL OF CHILDREN

Pre-K	11%
K - 5 th grade	40%
6 th - 8 th grade	26%
9 th - 12 th grade	32%
(not in school yet)	11%

EDUCATION

1-11 th grade	2%	} 55%	
HS/GED	16%		
Vocational or Technical	4%		
Some College	20%	} 43%	
Associate Degree	12%		
4-year/Bachelor's	26%		
Grad or Advanced Degree	17%		

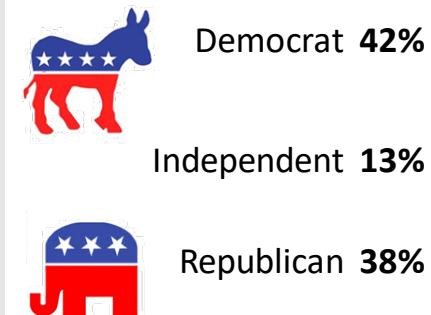
TYPE OF SCHOOL

Public school	81%
Public charter	6%
Public magnet	2%
Private school	8%
Parochial/religious	3%
Home school	5%

AREA LIVE IN

Urban	39%
Suburban	24%
Rural	35%

PARTY IDENTIFICATION



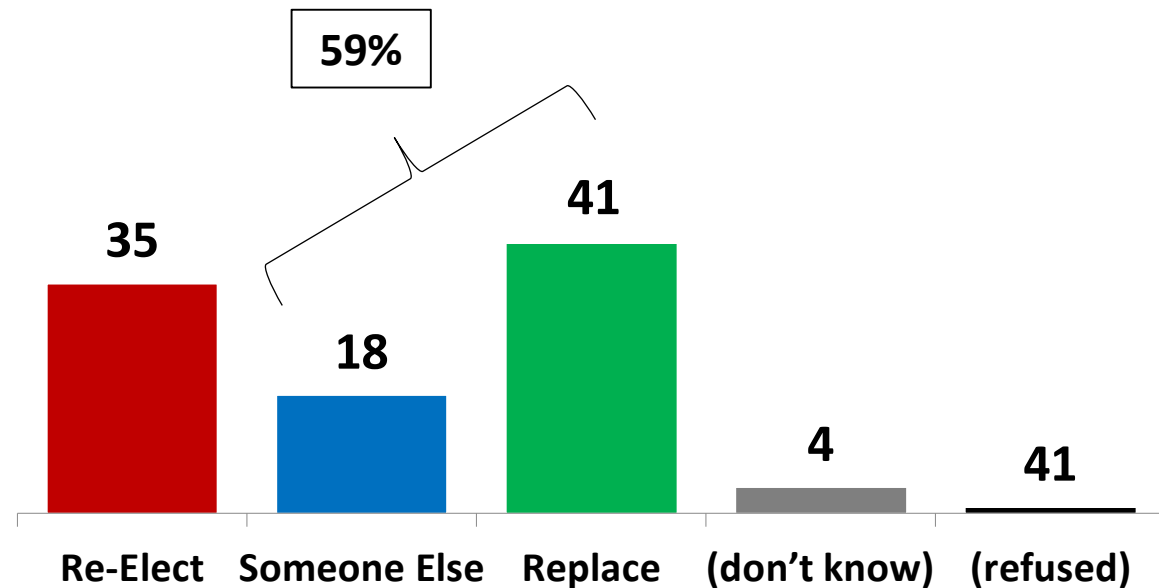
REGION

New England	5%
Middle Atlantic	13%
East North Central	16%
West North Central	7%
South Atlantic	21%
East South Central	6%
West South Central	11%
Mountain	7%
Pacific	14%

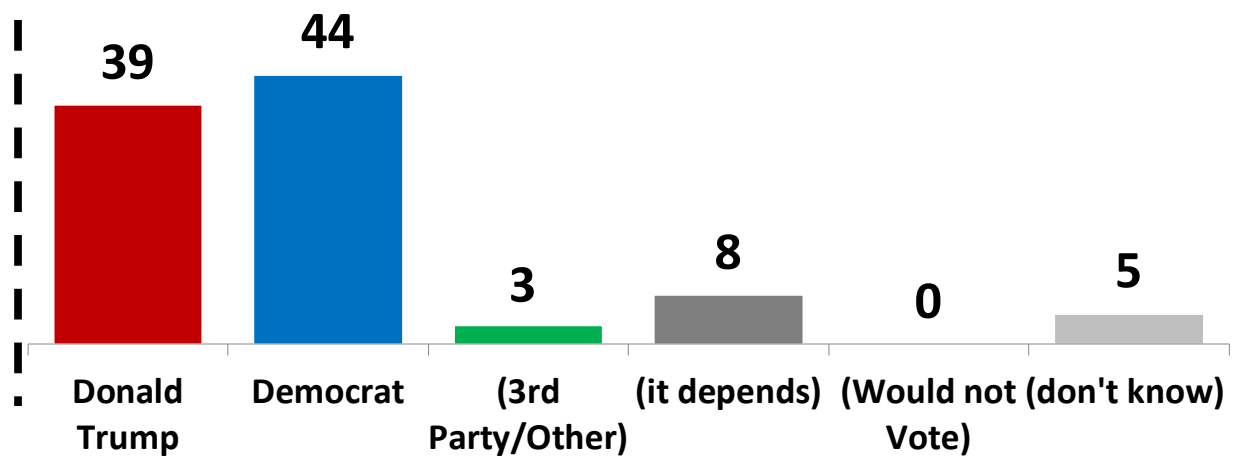


A majority of voters say they will consider voting for someone else or vote to replace President Trump in November. Notably, however, the Presidential ballot is close, with 44% saying they would vote for the Democrat with only a 5-point margin.

Thinking about the election for President in November 2020, do you think you will vote to re-elect President Trump, will you consider voting for someone else, or do you think you will vote to replace him?*



If the election for president were held today would you vote for Donald Trump or would you vote for the Democratic candidate?*



*Split sampled

On the ballot, President Trump received plurality support from men, older voters, white voters, and rural voters and majority support from Republicans. The Democratic candidate receives majority support from African Americans, Latinx, college-educated voters, and Democrats; they receive plurality support from urban and suburban voters, voters in the Northeast and West, younger voters, and battleground state voters as well. Independents and voters in the Midwest and South are split between voting for President Trump or the Democratic candidate.

	All	BG Voter	Gender		Age		Race			Region				PID			Education		Area		
			M	W	<50	50+	W	B	L	NE	MW	S	W	D	I	R	NC	C	Urban	Subur.	Rural

If the election for president were held today would you vote for Donald Trump or would you vote for the Democratic candidate?*

Donald Trump	39	39	45	34	32	45	46	9	24	36	41	43	32	3	30	83	43	35	34	37	47
Dem. Candidate	44	46	38	48	48	39	38	74	55	48	40	42	47	86	33	4	38	51	47	45	39

*split sampled



LRP

LAKE
RESEARCH
PARTNERS

Strategy • Precision • Impact



Washington, DC | Berkeley, CA | New York, NY

LakeResearch.com

202.776.9066

Alysia Snell

asnell@lakeresearch.com

Chesapeake Beach Consulting

Bob Carpenter

bobcarpenter1957@gmail.com



For more information, please contact:

Charlotte Blane
cblane@nsbac.org

Tamara Boorstein
tboorstein@nsbac.org

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