

# Results of SurveyUSA Mkt Research Study #24579



Sponsor:

Civitas Institute (Raleigh, NC)

Geography: North Carolina  
 Data Collected: 01/15/2019 - 01/18/2019  
 Release Date: 01/21/2019  
 Percentages

SurveyUSA interviewed 900 adults aged 25-54 from the entire state of North Carolina 01/15/19 through 01/18/19. Of the adults, 804 identified themselves as registered voters and were asked the questions which follow.

**1** How many children in your household are currently in grades K through 12?

804 Registered Voters	All	Gender		Age			Race				Party Affiliation			Ideology		
Credibility Interval: +/-3.4 pct points		Male	Female	25-34	35-44	45-54	White	Black	Hispani	Asian/O	Republi	Democr	Indepen	Conser	Modera	Liberal
None	50%	53%	48%	57%	37%	56%	50%	53%	25%	50%	47%	53%	50%	45%	49%	58%
One	26%	25%	27%	24%	26%	27%	26%	24%	39%	24%	24%	28%	26%	27%	27%	25%
Two Or More	23%	22%	24%	17%	36%	16%	23%	21%	36%	24%	28%	18%	23%	27%	24%	17%
Not Sure	1%	1%	1%	2%	1%	1%	1%	1%	0%	2%	1%	1%	1%	2%	1%	0%
Total	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Composition of Registered Voters	100%	49%	51%	31%	33%	36%	70%	21%	3%	6%	34%	33%	33%	29%	40%	20%

**1** How many children in your household are currently in grades K through 12?

804 Registered Voters	All	Education			Income			Urbanicity			Region			
Credibility Interval: +/-3.4 pct points		High Sc	Some C	4-year	< \$40K	\$40K -	> \$80K	Urban	Suburb	Rural	Charlott	Greens	Raleigh	Souther
None	50%	56%	49%	48%	61%	47%	38%	52%	47%	53%	53%	49%	48%	49%
One	26%	25%	27%	25%	23%	27%	28%	26%	29%	23%	24%	26%	28%	26%
Two Or More	23%	19%	22%	26%	14%	26%	32%	21%	24%	23%	22%	24%	23%	25%
Not Sure	1%	0%	2%	1%	1%	0%	2%	1%	1%	1%	1%	1%	1%	1%
Total	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Composition of Registered Voters	100%	23%	40%	38%	37%	39%	23%	20%	43%	37%	35%	18%	31%	15%

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## 2 What type of school does this child attend?

393 Parents Of School-Aged Childre Credibility Interval: +/-4.2 pct points	All	Gender		Age			Race				Party Affiliation			Ideology		
		Male	Female	25-34	35-44	45-54	White	Black	Hispani	Asian/O	Republi	Democr	Indepen	Conser	Moder	Liberal
Traditional Public	76%	77%	75%	75%	80%	72%	77%	78%	68%	69%	76%	79%	73%	72%	77%	76%
Charter	7%	9%	5%	6%	7%	9%	6%	12%	4%	11%	7%	8%	7%	7%	9%	7%
Private	10%	10%	9%	11%	8%	10%	10%	3%	14%	20%	8%	8%	13%	11%	8%	15%
Home	7%	3%	10%	8%	4%	9%	7%	5%	14%	0%	9%	5%	6%	10%	6%	2%
Not Sure	0%	1%	0%	0%	1%	0%	0%	1%	0%	0%	0%	1%	1%	0%	0%	0%
Total	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Composition of Parents Of School-A	100%	47%	53%	26%	42%	32%	69%	20%	5%	6%	36%	31%	33%	32%	41%	17%

## 2 What type of school does this child attend?

393 Parents Of School-Aged Childre Credibility Interval: +/-4.2 pct points	All	Education			Income			Urbanicity			Region			
		High Sc	Some C	4-year	< \$40K	\$40K -	> \$80K	Urban	Suburb	Rural	Charlott	Greens	Raleigh	Souther
Traditional Public	76%	80%	80%	69%	79%	76%	73%	73%	71%	84%	76%	87%	71%	73%
Charter	7%	3%	8%	9%	7%	7%	9%	8%	10%	3%	10%	4%	7%	6%
Private	10%	8%	4%	16%	6%	9%	14%	14%	11%	5%	6%	3%	19%	6%
Home	7%	7%	8%	5%	7%	8%	4%	3%	8%	7%	9%	5%	3%	12%
Not Sure	0%	2%	0%	0%	1%	1%	0%	1%	0%	1%	0%	1%	0%	2%
Total	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Composition of Parents Of School-A	100%	20%	40%	40%	29%	43%	28%	19%	46%	35%	33%	19%	33%	15%

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### 3 What is the main reason this child attends a traditional public school?

298 With Child Attending Traditional Credibility Interval: +/-5.6 pct points	All	Gender		Age			Race				Party Affiliation			Ideology		
		Male	Female	25-34	35-44	45-54	White	Black	Hispani	Asian/O	Republi	Democr	Indepen	Conser	Modera	Liberal
Closest Option To Home	38%	41%	36%	48%	36%	34%	41%	36%	43%	16%	38%	38%	40%	37%	39%	36%
Assigned To That School	27%	21%	33%	27%	29%	24%	28%	21%	23%	39%	28%	28%	25%	29%	23%	35%
Chose For Academics	11%	15%	9%	9%	12%	12%	10%	13%	22%	18%	10%	10%	14%	13%	11%	10%
Chose For Values	3%	3%	2%	3%	3%	2%	1%	6%	6%	6%	2%	5%	2%	2%	4%	2%
Safe Environment	4%	2%	5%	5%	3%	4%	3%	8%	0%	0%	4%	5%	2%	2%	5%	5%
Lack Resources	9%	8%	9%	7%	7%	12%	9%	11%	0%	5%	10%	9%	6%	10%	8%	9%
Other	6%	9%	4%	1%	6%	10%	6%	6%	6%	11%	6%	3%	9%	5%	9%	4%
Not Sure	2%	1%	2%	0%	3%	1%	2%	0%	0%	6%	2%	2%	1%	1%	2%	0%
Total	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Composition of With Child Attending	100%	47%	53%	26%	44%	30%	70%	20%	5%	5%	36%	32%	31%	30%	41%	17%

### 3 What is the main reason this child attends a traditional public school?

298 With Child Attending Traditional Credibility Interval: +/-5.6 pct points	All	Education			Income			Urbanicity			Region			
		High Sc	Some C	4-year	< \$40K	\$40K -	> \$80K	Urban	Suburb	Rural	Charlott	Greens	Raleigh	Souther
Closest Option To Home	38%	51%	41%	28%	45%	40%	30%	50%	38%	34%	39%	40%	35%	42%
Assigned To That School	27%	25%	26%	30%	26%	29%	26%	23%	27%	30%	30%	16%	32%	27%
Chose For Academics	11%	8%	8%	17%	8%	10%	17%	9%	14%	10%	13%	13%	9%	12%
Chose For Values	3%	3%	2%	4%	2%	2%	5%	3%	3%	3%	1%	3%	4%	4%
Safe Environment	4%	4%	3%	4%	4%	4%	2%	6%	1%	5%	3%	6%	3%	4%
Lack Resources	9%	8%	10%	8%	9%	8%	9%	4%	8%	11%	6%	16%	9%	4%
Other	6%	0%	7%	9%	7%	4%	9%	3%	7%	6%	6%	7%	5%	7%
Not Sure	2%	1%	3%	0%	0%	3%	1%	2%	1%	2%	2%	0%	3%	0%
Total	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Composition of With Child Attending	100%	21%	42%	36%	30%	43%	27%	19%	43%	39%	33%	22%	30%	15%

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## 4 What is the main reason this child attends the school they do?

93 With Child Attending Charter, Priv Credibility Interval: +/-10.1 pct points	All	Gender		Age			Race				Party Affiliation			Ideology		
		Male	Female	25-34	35-44	45-54	White	Black	Hispani	Asian/O	Republi	Democr	Indepen	Conser	Moder	Liberal
Closest Option To Home	4%	2%	6%	12%	3%	0%	0%	11%	10%	23%	0%	6%	8%	2%	4%	10%
Chose For Academics	31%	43%	21%	40%	30%	25%	26%	48%	12%	47%	22%	41%	33%	25%	39%	28%
Chose For Values	34%	19%	46%	27%	47%	28%	38%	23%	25%	30%	50%	18%	30%	51%	24%	25%
Safe Environment	23%	25%	21%	19%	20%	28%	26%	6%	52%	0%	26%	18%	23%	12%	28%	30%
Lack Resources	0%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Other	8%	11%	6%	3%	0%	19%	9%	12%	0%	0%	3%	17%	7%	9%	5%	7%
Not Sure	0%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Total	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Composition of With Child Attending	100%	44%	56%	28%	34%	38%	68%	17%	7%	8%	37%	27%	36%	38%	40%	17%

## 4 What is the main reason this child attends the school they do?

93 With Child Attending Charter, Priv Credibility Interval: +/-10.1 pct points	All	Education			Income			Urbanicity			Region			
		High Sc	Some C	4-year	< \$40K	\$40K -	> \$80K	Urban	Suburb	Rural	Charlott	Greens	Raleigh	Souther
Closest Option To Home	4%	5%	0%	7%	3%	8%	0%	17%	2%	0%	0%	8%	7%	5%
Chose For Academics	31%	28%	32%	31%	33%	34%	26%	40%	30%	25%	35%	24%	26%	40%
Chose For Values	34%	6%	31%	44%	15%	38%	44%	21%	38%	35%	19%	61%	42%	30%
Safe Environment	23%	45%	26%	14%	26%	18%	27%	22%	22%	24%	29%	8%	23%	17%
Lack Resources	0%	-	-	-	-	-	-	-	-	-	-	-	-	-
Other	8%	16%	11%	4%	23%	3%	4%	0%	8%	16%	17%	0%	3%	8%
Not Sure	0%	-	-	-	-	-	-	-	-	-	-	-	-	-
Total	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Composition of With Child Attending	100%	15%	33%	52%	25%	43%	32%	21%	56%	23%	33%	10%	40%	17%

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**5** If you were able to select the best school for your child and resources were not a problem, what type of school would you select for your child?

393 Parents Of School-Aged Childre Credibility Interval: +/-4.9 pct points	All	Gender		Age			Race				Party Affiliation			Ideology		
		Male	Female	25-34	35-44	45-54	White	Black	Hispani	Asian/O	Republi	Democr	Indepen	Conser	Modera	Liberal
Traditional Public	28%	27%	29%	22%	33%	26%	32%	20%	17%	16%	31%	27%	26%	24%	28%	22%
Charter	13%	15%	10%	15%	10%	14%	12%	11%	15%	22%	9%	15%	14%	11%	12%	22%
Private	45%	49%	43%	51%	39%	49%	42%	52%	58%	51%	46%	45%	46%	50%	46%	44%
Home	9%	5%	13%	9%	11%	7%	9%	11%	10%	0%	11%	7%	9%	11%	8%	7%
Other	2%	2%	2%	2%	2%	2%	2%	1%	0%	0%	1%	1%	4%	1%	2%	0%
Not Sure	3%	2%	4%	2%	4%	3%	2%	4%	0%	11%	3%	5%	2%	3%	3%	4%
Total	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Composition of Parents Of School-A	100%	47%	53%	26%	42%	32%	69%	20%	5%	6%	36%	31%	33%	32%	41%	17%

**5** If you were able to select the best school for your child and resources were not a problem, what type of school would you select for your child?

393 Parents Of School-Aged Childre Credibility Interval: +/-4.9 pct points	All	Education			Income			Urbanicity			Region			
		High Sc	Some C	4-year	< \$40K	\$40K -	> \$80K	Urban	Suburb	Rural	Charlott	Greens	Raleigh	Souther
Traditional Public	28%	34%	26%	28%	30%	27%	28%	22%	25%	35%	29%	27%	26%	31%
Charter	13%	4%	8%	21%	9%	14%	15%	16%	14%	10%	16%	13%	10%	9%
Private	45%	46%	49%	42%	44%	45%	48%	49%	48%	40%	41%	40%	52%	47%
Home	9%	13%	10%	6%	12%	10%	4%	12%	8%	10%	9%	12%	7%	10%
Other	2%	1%	1%	2%	0%	2%	2%	1%	2%	1%	1%	3%	2%	2%
Not Sure	3%	2%	6%	1%	6%	2%	2%	0%	3%	5%	3%	4%	3%	2%
Total	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Composition of Parents Of School-A	100%	20%	40%	40%	29%	43%	28%	19%	46%	35%	33%	19%	33%	15%

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**6** How much do you agree or disagree with the following statement: Parents should have the ability to choose where their child attends school.

804 Registered Voters Credibility Interval: +/-3.1 pct points	All	Gender		Age			Race				Party Affiliation			Ideology		
		Male	Female	25-34	35-44	45-54	White	Black	Hispani	Asian/O	Republi	Democr	Indepen	Conser	Moder	Liberal
Strongly Agree	70%	70%	71%	70%	75%	66%	68%	76%	87%	73%	74%	65%	72%	77%	67%	66%
Somewhat Agree	22%	22%	22%	23%	17%	27%	25%	19%	13%	12%	20%	28%	20%	18%	26%	25%
Somewhat Disagree	4%	5%	3%	2%	6%	4%	4%	2%	0%	14%	4%	4%	5%	2%	4%	5%
Strongly Disagree	2%	1%	2%	2%	1%	2%	2%	2%	0%	0%	1%	2%	2%	2%	0%	2%
Not Sure	1%	1%	2%	2%	1%	2%	2%	1%	0%	0%	0%	2%	2%	1%	2%	1%
Total	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Composition of Registered Voters	100%	49%	51%	31%	33%	36%	70%	21%	3%	6%	34%	33%	33%	29%	40%	20%

**6** How much do you agree or disagree with the following statement: Parents should have the ability to choose where their child attends school.

804 Registered Voters Credibility Interval: +/-3.1 pct points	All	Education			Income			Urbanicity			Region			
		High Sc	Some C	4-year	< \$40K	\$40K -	> \$80K	Urban	Suburb	Rural	Charlott	Greens	Raleigh	Souther
Strongly Agree	70%	75%	74%	64%	70%	75%	64%	76%	65%	73%	68%	71%	71%	73%
Somewhat Agree	22%	19%	20%	27%	24%	18%	27%	19%	26%	20%	26%	19%	22%	21%
Somewhat Disagree	4%	3%	3%	6%	3%	4%	7%	4%	6%	3%	3%	5%	5%	3%
Strongly Disagree	2%	2%	2%	1%	2%	1%	1%	1%	1%	2%	1%	3%	1%	2%
Not Sure	1%	2%	2%	1%	1%	1%	2%	0%	2%	1%	2%	2%	1%	2%
Total	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Composition of Registered Voters	100%	23%	40%	38%	37%	39%	23%	20%	43%	37%	35%	18%	31%	15%

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Which of the following statements do you most agree with? Parental choice lets parents choose the best educational option for their child.  
 Parental choice provides children trapped in underperforming schools with the opportunity for a better education.  
 The existence of other educational options motivates public schools to do better.  
 Parental choice results in higher levels of educational satisfaction, improved student achievement, and taxpayer savings.

746 Who Agree Parents Should Hav	All	Gender		Age			Race				Party Affiliation			Ideology		
		Male	Female	25-34	35-44	45-54	White	Black	Hispani	Asian/O	Republi	Democr	Indepen	Conser	Modera	Liberal
Credibility Interval: +/-3.6 pct points																
Lets Parents Choose Best Option	50%	51%	49%	48%	54%	48%	50%	48%	51%	53%	52%	46%	51%	49%	48%	51%
Provides Opportunity For Better Edu	20%	22%	19%	21%	16%	23%	19%	26%	19%	14%	18%	25%	18%	20%	21%	23%
Other Educational Options Motivates	9%	8%	9%	9%	7%	10%	9%	7%	8%	10%	10%	8%	8%	9%	11%	5%
Higher Levels Of Satisfaction / Impro	15%	13%	17%	17%	17%	12%	16%	11%	22%	12%	16%	13%	16%	19%	13%	14%
Not Sure	6%	6%	6%	5%	6%	6%	5%	8%	0%	11%	4%	8%	7%	3%	6%	7%
Total	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Composition of Who Agree Parents	100%	49%	51%	32%	32%	36%	70%	21%	4%	5%	35%	33%	32%	30%	40%	19%

7

Which of the following statements do you most agree with? Parental choice lets parents choose the best educational option for their child.  
 Parental choice provides children trapped in underperforming schools with the opportunity for a better education.  
 The existence of other educational options motivates public schools to do better.  
 Parental choice results in higher levels of educational satisfaction, improved student achievement, and taxpayer savings.

746 Who Agree Parents Should Hav	All	Education			Income			Urbanicity			Region			
		High Sc	Some C	4-year	< \$40K	\$40K -	> \$80K	Urban	Suburb	Rural	Charlott	Greens	Raleigh	Souther
Credibility Interval: +/-3.6 pct points														
Lets Parents Choose Best Option	50%	54%	47%	51%	48%	52%	49%	54%	50%	48%	51%	49%	54%	42%
Provides Opportunity For Better Edu	20%	20%	19%	22%	20%	18%	25%	17%	21%	22%	20%	24%	17%	25%
Other Educational Options Motivates	9%	3%	12%	9%	9%	9%	7%	8%	8%	10%	8%	8%	10%	8%
Higher Levels Of Satisfaction / Impro	15%	17%	14%	15%	13%	17%	16%	15%	15%	16%	15%	13%	14%	20%
Not Sure	6%	6%	8%	4%	9%	4%	4%	6%	7%	5%	6%	6%	7%	5%
Total	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Composition of Who Agree Parents	100%	23%	40%	37%	38%	40%	23%	21%	42%	37%	36%	18%	31%	15%

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**8** Which of the following statements do you most agree with?  
 Parental choice programs hurt the public schools financially  
 Parental choice programs leave public schools with students who have higher needs  
 Parental choice programs encourage segregation  
 Parental choice programs don't lead to better students or schools

46 Who Disagree Parents Should Ha	All	Gender		Age			Race				Party Affiliation			Ideology		
		Male	Female	25-34	35-44	45-54	White	Black	Hispani	Asian/O	Republi	Democr	Indepen	Conser	Modera	Liberal
Credibility Interval: +/-14.3 pct points																
Hurt The Public Schools Financially	14%	19%	8%	20%	10%	14%	20%	0%	0%	0%	6%	22%	13%	18%	8%	29%
Leave Public Schools With Students	12%	18%	6%	7%	14%	14%	11%	16%	0%	13%	26%	8%	5%	19%	6%	0%
Encourage Segregation	32%	37%	25%	40%	19%	40%	27%	23%	0%	60%	35%	32%	29%	8%	41%	43%
Don't Lead To Better Students Or Sc	22%	18%	26%	20%	36%	7%	18%	50%	0%	13%	14%	32%	20%	11%	31%	21%
Not Sure	20%	8%	35%	13%	20%	26%	24%	11%	0%	15%	19%	5%	34%	44%	14%	7%
Total	100%	100%	100%	100%	100%	100%	100%	100%	0%	100%	100%	100%	100%	100%	100%	100%
Composition of Who Disagree Parent	100%	55%	45%	25%	39%	36%	69%	16%	0%	15%	31%	32%	38%	23%	31%	25%

**8** Which of the following statements do you most agree with?  
 Parental choice programs hurt the public schools financially  
 Parental choice programs leave public schools with students who have higher needs  
 Parental choice programs encourage segregation  
 Parental choice programs don't lead to better students or schools

46 Who Disagree Parents Should Ha	All	Education			Income			Urbanicity			Region			
		High Sc	Some C	4-year	< \$40K	\$40K -	> \$80K	Urban	Suburb	Rural	Charlott	Greens	Raleigh	Souther
Credibility Interval: +/-14.3 pct points														
Hurt The Public Schools Financially	14%	12%	5%	21%	0%	23%	17%	10%	15%	13%	0%	27%	20%	0%
Leave Public Schools With Students	12%	9%	19%	8%	13%	17%	6%	10%	17%	6%	29%	7%	0%	20%
Encourage Segregation	32%	17%	46%	27%	25%	25%	47%	48%	35%	18%	35%	31%	23%	48%
Don't Lead To Better Students Or Sc	22%	21%	15%	28%	29%	16%	22%	32%	16%	26%	15%	8%	40%	13%
Not Sure	20%	42%	15%	15%	33%	20%	7%	0%	16%	38%	21%	27%	17%	18%
Total	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Composition of Who Disagree Parent	100%	20%	35%	44%	33%	37%	30%	17%	50%	32%	27%	25%	35%	13%



# Results of SurveyUSA Mkt Research Study #24579



Sponsor:

Civitas Institute (Raleigh, NC)

Geography: North Carolina  
 Data Collected: 01/15/2019 - 01/18/2019  
 Release Date: 01/21/2019  
 Percentages

**9** In your opinion, who is best suited to decide where a child should attend school?

804 Registered Voters Credibility Interval: +/-2.2 pct points	All	Gender		Age			Race				Party Affiliation			Ideology		
		Male	Female	25-34	35-44	45-54	White	Black	Hispani	Asian/O	Republi	Democr	Indepen	Conser	Moder	Liberal
Parents Or Legal Guardian	88%	87%	90%	88%	88%	89%	88%	88%	97%	85%	92%	85%	88%	94%	86%	86%
Local School Board	5%	6%	4%	7%	5%	3%	5%	4%	3%	6%	4%	5%	6%	3%	6%	4%
State Government	2%	2%	1%	1%	3%	1%	1%	2%	0%	4%	1%	3%	1%	1%	2%	3%
Federal Government	1%	2%	0%	1%	1%	1%	1%	0%	0%	2%	1%	2%	1%	0%	1%	2%
Someone Else	0%	0%	0%	0%	1%	0%	0%	0%	0%	1%	0%	1%	0%	0%	0%	1%
Not Sure	4%	3%	5%	3%	3%	5%	4%	4%	0%	2%	2%	5%	5%	1%	4%	4%
Total	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Composition of Registered Voters	100%	49%	51%	31%	33%	36%	70%	21%	3%	6%	34%	33%	33%	29%	40%	20%

**9** In your opinion, who is best suited to decide where a child should attend school?

804 Registered Voters Credibility Interval: +/-2.2 pct points	All	Education			Income			Urbanicity			Region			
		High Sc	Some C	4-year	< \$40K	\$40K -	> \$80K	Urban	Suburb	Rural	Charlott	Greens	Raleigh	Souther
Parents Or Legal Guardian	88%	91%	90%	85%	87%	91%	86%	87%	89%	89%	90%	87%	86%	91%
Local School Board	5%	4%	5%	5%	6%	4%	5%	6%	5%	4%	4%	7%	5%	4%
State Government	2%	2%	1%	3%	2%	1%	4%	2%	2%	1%	1%	1%	2%	3%
Federal Government	1%	0%	1%	1%	0%	1%	2%	1%	1%	1%	1%	2%	1%	0%
Someone Else	0%	0%	0%	1%	0%	0%	1%	1%	0%	0%	0%	0%	1%	0%
Not Sure	4%	3%	3%	5%	5%	3%	3%	3%	3%	5%	4%	4%	4%	2%
Total	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Composition of Registered Voters	100%	23%	40%	38%	37%	39%	23%	20%	43%	37%	35%	18%	31%	15%

# Results of SurveyUSA Mkt Research Study #24579

Geography: North Carolina

Data Collected: 01/15/2019 - 01/18/2019

Release Date: 01/21/2019

Percentages

**10** The North Carolina Opportunity Scholarship Program provides vouchers of up to \$4,200 to low and moderate-income students that can be applied to tuition at a private school of their choice. In 2017, over 6,400 students received vouchers to attend over 450 different schools. Do you support or oppose the Opportunity Scholarship Program?

804 Registered Voters	All	Gender		Age			Race				Party Affiliation			Ideology		
Credibility Interval: +/-3.4 pct points		Male	Female	25-34	35-44	45-54	White	Black	Hispani	Asian/O	Republi	Democr	Indepen	Conser	Modera	Liberal
Strongly Support	51%	53%	49%	58%	49%	45%	46%	68%	61%	44%	49%	56%	48%	52%	50%	48%
Somewhat Support	34%	34%	34%	30%	36%	37%	38%	25%	24%	37%	38%	29%	37%	35%	35%	35%
Somewhat Oppose	7%	6%	8%	5%	6%	9%	7%	5%	4%	10%	7%	7%	7%	6%	7%	8%
Strongly Oppose	5%	5%	5%	3%	5%	6%	6%	1%	3%	6%	4%	6%	5%	5%	5%	5%
Not Sure	3%	3%	4%	3%	3%	4%	4%	2%	7%	4%	3%	3%	4%	3%	2%	4%
Total	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Composition of Registered Voters	100%	49%	51%	31%	33%	36%	70%	21%	3%	6%	34%	33%	33%	29%	40%	20%

**10** The North Carolina Opportunity Scholarship Program provides vouchers of up to \$4,200 to low and moderate-income students that can be applied to tuition at a private school of their choice. In 2017, over 6,400 students received vouchers to attend over 450 different schools. Do you support or oppose the Opportunity Scholarship Program?

804 Registered Voters	All	Education			Income			Urbanicity			Region			
Credibility Interval: +/-3.4 pct points		High Sc	Some C	4-year	< \$40K	\$40K -	> \$80K	Urban	Suburb	Rural	Charlott	Greens	Raleigh	Souther
Strongly Support	51%	59%	56%	41%	58%	51%	40%	64%	47%	48%	49%	51%	52%	54%
Somewhat Support	34%	34%	32%	37%	33%	36%	34%	28%	33%	39%	39%	35%	29%	32%
Somewhat Oppose	7%	3%	4%	12%	4%	5%	15%	4%	9%	6%	6%	6%	8%	7%
Strongly Oppose	5%	2%	5%	6%	2%	5%	8%	2%	7%	4%	2%	5%	7%	5%
Not Sure	3%	3%	3%	4%	3%	3%	4%	1%	4%	4%	4%	3%	4%	2%
Total	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Composition of Registered Voters	100%	23%	40%	38%	37%	39%	23%	20%	43%	37%	35%	18%	31%	15%

# Results of SurveyUSA Mkt Research Study #24579



Sponsor:

Civitas Institute (Raleigh, NC)

Geography: North Carolina  
 Data Collected: 01/15/2019 - 01/18/2019  
 Release Date: 01/21/2019  
 Percentages

**11** Charter schools are public schools which are not governed by a local school board but by an independent board. While they are subject to the same academic requirements as traditional public schools, charter schools are exempt from certain administrative regulations. Do you support or oppose charter schools?

804 Registered Voters	All	Gender		Age			Race				Party Affiliation			Ideology		
Credibility Interval: +/-3.4 pct points		Male	Female	25-34	35-44	45-54	White	Black	Hispani	Asian/O	Republi	Democr	Indepen	Conser	Modera	Liberal
Strongly Support	33%	33%	32%	34%	34%	31%	31%	40%	36%	23%	35%	31%	32%	37%	34%	27%
Somewhat Support	43%	43%	43%	43%	41%	45%	43%	42%	45%	49%	43%	42%	45%	45%	42%	46%
Somewhat Oppose	11%	14%	9%	12%	11%	11%	12%	9%	6%	16%	12%	14%	9%	9%	11%	11%
Strongly Oppose	5%	4%	6%	5%	6%	5%	6%	1%	3%	4%	4%	7%	5%	4%	5%	8%
Not Sure	8%	6%	9%	7%	8%	8%	7%	7%	10%	8%	6%	7%	10%	5%	8%	8%
Total	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Composition of Registered Voters	100%	49%	51%	31%	33%	36%	70%	21%	3%	6%	34%	33%	33%	29%	40%	20%

**11** Charter schools are public schools which are not governed by a local school board but by an independent board. While they are subject to the same academic requirements as traditional public schools, charter schools are exempt from certain administrative regulations. Do you support or oppose charter schools?

804 Registered Voters	All	Education			Income			Urbanicity			Region			
Credibility Interval: +/-3.4 pct points		High Sc	Some C	4-year	< \$40K	\$40K -	> \$80K	Urban	Suburb	Rural	Charlott	Greens	Raleigh	Souther
Strongly Support	33%	34%	31%	33%	35%	30%	34%	37%	30%	33%	31%	33%	33%	35%
Somewhat Support	43%	40%	46%	42%	42%	45%	42%	41%	47%	40%	43%	43%	44%	43%
Somewhat Oppose	11%	14%	10%	11%	12%	12%	10%	14%	10%	12%	14%	9%	10%	12%
Strongly Oppose	5%	3%	3%	9%	3%	5%	9%	2%	6%	6%	5%	5%	6%	4%
Not Sure	8%	8%	9%	6%	9%	8%	5%	6%	7%	9%	8%	10%	7%	5%
Total	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Composition of Registered Voters	100%	23%	40%	38%	37%	39%	23%	20%	43%	37%	35%	18%	31%	15%

# Results of SurveyUSA Mkt Research Study #24579



Sponsor:

Civitas Institute (Raleigh, NC)

Geography: North Carolina

Data Collected: 01/15/2019 - 01/18/2019

Release Date: 01/21/2019

Percentages

**12** Education Savings Accounts (ESAs) are a new type of parental choice program now operating in several states. ESAs are taxpayer-funded accounts that allow parents to use the account to pay for educational expenses such as tuition, fees, tutoring, testing or books. The size of an ESA account is usually tied to a percentage of the average state per pupil spending. North Carolina recently approved a limited ESA program for students with special needs. Given this information do you support or oppose ESA programs?

804 Registered Voters	All	Gender		Age			Race				Party Affiliation			Ideology		
Credibility Interval: +/-3.4 pct points		Male	Female	25-34	35-44	45-54	White	Black	Hispani	Asian/O	Republi	Democr	Indepen	Conser	Moder	Liberal
Strongly Support	39%	40%	37%	44%	37%	35%	36%	50%	42%	31%	38%	38%	40%	41%	36%	40%
Somewhat Support	40%	41%	39%	39%	41%	40%	41%	32%	42%	54%	41%	40%	38%	35%	45%	37%
Somewhat Oppose	8%	8%	9%	8%	9%	8%	8%	8%	16%	8%	8%	10%	7%	7%	8%	12%
Strongly Oppose	4%	3%	4%	2%	3%	6%	5%	1%	0%	4%	4%	4%	3%	4%	4%	4%
Not Sure	9%	8%	11%	7%	9%	12%	11%	8%	0%	3%	9%	7%	12%	12%	7%	7%
Total	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Composition of Registered Voters	100%	49%	51%	31%	33%	36%	70%	21%	3%	6%	34%	33%	33%	29%	40%	20%

**12** Education Savings Accounts (ESAs) are a new type of parental choice program now operating in several states. ESAs are taxpayer-funded accounts that allow parents to use the account to pay for educational expenses such as tuition, fees, tutoring, testing or books. The size of an ESA account is usually tied to a percentage of the average state per pupil spending. North Carolina recently approved a limited ESA program for students with special needs. Given this information do you support or oppose ESA programs?

804 Registered Voters	All	Education			Income			Urbanicity			Region			
Credibility Interval: +/-3.4 pct points		High Sc	Some C	4-year	< \$40K	\$40K -	> \$80K	Urban	Suburb	Rural	Charlott	Greens	Raleigh	Souther
Strongly Support	39%	45%	38%	34%	44%	36%	33%	46%	36%	38%	37%	38%	42%	36%
Somewhat Support	40%	37%	38%	44%	37%	43%	40%	40%	41%	38%	43%	43%	34%	41%
Somewhat Oppose	8%	7%	8%	10%	8%	9%	9%	7%	9%	9%	9%	5%	11%	6%
Strongly Oppose	4%	1%	3%	6%	1%	3%	8%	2%	4%	4%	3%	3%	5%	4%
Not Sure	9%	9%	13%	6%	10%	8%	11%	6%	10%	11%	8%	11%	8%	13%
Total	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Composition of Registered Voters	100%	23%	40%	38%	37%	39%	23%	20%	43%	37%	35%	18%	31%	15%

# Results of SurveyUSA Mkt Research Study #24579



Sponsor:

Civitas Institute (Raleigh, NC)

Geography: North Carolina  
 Data Collected: 01/15/2019 - 01/18/2019  
 Release Date: 01/21/2019  
 Percentages

**13** Some states are considering increasing the size or scope of Education Savings Account programs. Which of the following statements best reflects your opinion of what state legislators should do with the North Carolina ESA program?

804 Registered Voters	All	Gender		Age			Race				Party Affiliation			Ideology		
Credibility Interval: +/-3.4 pct points		Male	Female	25-34	35-44	45-54	White	Black	Hispani	Asian/O	Republi	Democr	Indepen	Conser	Modera	Liberal
Expand To All Students	41%	40%	41%	42%	40%	40%	40%	39%	45%	48%	44%	38%	39%	45%	39%	38%
Expand To Low-income Students	20%	24%	17%	23%	22%	17%	19%	26%	21%	20%	16%	26%	20%	16%	20%	23%
Expand To Children Attending Failin	6%	7%	5%	5%	7%	6%	5%	7%	6%	8%	6%	7%	5%	5%	7%	6%
Expand To Combination Of Poor / Fa	13%	11%	15%	13%	11%	15%	13%	12%	12%	11%	12%	14%	13%	11%	14%	15%
Don't Expand ESAs	8%	8%	9%	7%	8%	9%	9%	5%	7%	8%	10%	7%	8%	11%	9%	9%
Not Sure	12%	10%	14%	10%	12%	13%	13%	11%	9%	4%	13%	9%	14%	13%	11%	8%
Total	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Composition of Registered Voters	100%	49%	51%	31%	33%	36%	70%	21%	3%	6%	34%	33%	33%	29%	40%	20%

**13** Some states are considering increasing the size or scope of Education Savings Account programs. Which of the following statements best reflects your opinion of what state legislators should do with the North Carolina ESA program?

804 Registered Voters	All	Education			Income			Urbanicity			Region			
Credibility Interval: +/-3.4 pct points		High Sc	Some C	4-year	< \$40K	\$40K -	> \$80K	Urban	Suburb	Rural	Charlott	Greens	Raleigh	Souther
Expand To All Students	41%	40%	43%	38%	41%	38%	45%	42%	40%	40%	42%	38%	41%	38%
Expand To Low-income Students	20%	22%	21%	18%	24%	22%	13%	31%	16%	20%	21%	21%	20%	20%
Expand To Children Attending Failin	6%	8%	4%	6%	7%	6%	5%	6%	8%	4%	5%	7%	5%	11%
Expand To Combination Of Poor / Fa	13%	11%	12%	15%	13%	12%	14%	12%	14%	12%	12%	12%	14%	14%
Don't Expand ESAs	8%	5%	8%	11%	4%	9%	14%	4%	10%	9%	8%	6%	10%	9%
Not Sure	12%	14%	12%	11%	12%	14%	9%	5%	13%	15%	12%	16%	11%	8%
Total	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Composition of Registered Voters	100%	23%	40%	38%	37%	39%	23%	20%	43%	37%	35%	18%	31%	15%

# Results of SurveyUSA Mkt Research Study #24579



Sponsor:

Civitas Institute (Raleigh, NC)

Geography: North Carolina  
 Data Collected: 01/15/2019 - 01/18/2019  
 Release Date: 01/21/2019  
 Percentages

14

Which of the following statements best reflects your views on how well the legislature is meeting the needs of families for educational options?  
 State lawmakers are doing a good job of expanding educational options for families  
 State lawmakers need to do more to expand educational options for families  
 State lawmakers should stop expanding educational options for families

804 Registered Voters	All	Gender		Age			Race				Party Affiliation			Ideology		
Credibility Interval: +/-3.2 pct points		Male	Female	25-34	35-44	45-54	White	Black	Hispani	Asian/O	Republi	Democr	Indepen	Conser	Moder	Liberal
Doing a Good Job Of Expanding Edu	13%	14%	12%	16%	15%	8%	12%	16%	5%	15%	16%	11%	12%	14%	13%	9%
Need To Do More To Expand Educat	67%	69%	65%	65%	66%	70%	67%	67%	73%	69%	66%	68%	67%	68%	69%	68%
Should Stop Expanding Educational	7%	7%	7%	6%	8%	6%	8%	3%	7%	7%	7%	7%	6%	6%	7%	9%
Not Sure	13%	10%	16%	13%	12%	15%	13%	14%	16%	9%	11%	14%	15%	12%	11%	13%
Total	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Composition of Registered Voters	100%	49%	51%	31%	33%	36%	70%	21%	3%	6%	34%	33%	33%	29%	40%	20%

14

Which of the following statements best reflects your views on how well the legislature is meeting the needs of families for educational options?  
 State lawmakers are doing a good job of expanding educational options for families  
 State lawmakers need to do more to expand educational options for families  
 State lawmakers should stop expanding educational options for families

804 Registered Voters	All	Education			Income			Urbanicity			Region			
Credibility Interval: +/-3.2 pct points		High Sc	Some C	4-year	< \$40K	\$40K -	> \$80K	Urban	Suburb	Rural	Charlott	Greens	Raleigh	Souther
Doing a Good Job Of Expanding Edu	13%	18%	9%	14%	15%	11%	12%	20%	12%	10%	11%	14%	16%	10%
Need To Do More To Expand Educat	67%	67%	70%	64%	65%	69%	66%	63%	69%	66%	70%	68%	61%	73%
Should Stop Expanding Educational	7%	3%	7%	9%	5%	6%	10%	6%	6%	8%	8%	7%	9%	2%
Not Sure	13%	12%	14%	13%	14%	13%	11%	10%	12%	16%	11%	12%	15%	15%
Total	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Composition of Registered Voters	100%	23%	40%	38%	37%	39%	23%	20%	43%	37%	35%	18%	31%	15%

# Results of SurveyUSA Mkt Research Study #24579



Sponsor:

Civitas Institute (Raleigh, NC)

Geography: North Carolina  
 Data Collected: 01/15/2019 - 01/18/2019  
 Release Date: 01/21/2019  
 Percentages

**15** Would you be more likely or less likely to support a candidate for the state legislature who supports programs giving parents and families more educational options for their children? Or would it make no difference at all?

804 Registered Voters	All	Gender		Age			Race				Party Affiliation			Ideology		
Credibility Interval: +/-3.4 pct points		Male	Female	25-34	35-44	45-54	White	Black	Hispani	Asian/O	Republi	Democr	Indepen	Conser	Modera	Liberal
Much More Likely To Support	42%	43%	41%	46%	40%	40%	38%	53%	45%	46%	42%	43%	41%	44%	42%	39%
Somewhat More Likely	37%	38%	35%	36%	36%	38%	38%	32%	43%	38%	37%	36%	38%	36%	40%	37%
Somewhat Less Likely	5%	5%	6%	6%	6%	4%	6%	4%	0%	8%	5%	7%	4%	6%	5%	4%
Much Less Likely	3%	2%	4%	2%	3%	3%	3%	2%	0%	2%	2%	3%	3%	2%	3%	4%
Makes No Difference	8%	8%	9%	5%	9%	11%	10%	4%	7%	2%	8%	7%	10%	8%	6%	11%
Not Sure	5%	3%	6%	4%	5%	4%	5%	4%	6%	4%	5%	4%	5%	5%	3%	4%
Total	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Composition of Registered Voters	100%	49%	51%	31%	33%	36%	70%	21%	3%	6%	34%	33%	33%	29%	40%	20%

**15** Would you be more likely or less likely to support a candidate for the state legislature who supports programs giving parents and families more educational options for their children? Or would it make no difference at all?

804 Registered Voters	All	Education			Income			Urbanicity			Region			
Credibility Interval: +/-3.4 pct points		High Sc	Some C	4-year	< \$40K	\$40K -	> \$80K	Urban	Suburb	Rural	Charlott	Greens	Raleigh	Souther
Much More Likely To Support	42%	49%	45%	35%	46%	44%	31%	47%	37%	44%	39%	42%	44%	43%
Somewhat More Likely	37%	29%	36%	42%	34%	35%	43%	37%	40%	33%	39%	39%	33%	36%
Somewhat Less Likely	5%	8%	4%	6%	5%	5%	7%	3%	7%	4%	6%	3%	7%	6%
Much Less Likely	3%	1%	2%	5%	1%	3%	5%	2%	3%	3%	2%	4%	3%	1%
Makes No Difference	8%	8%	7%	9%	7%	7%	11%	8%	8%	9%	9%	9%	7%	8%
Not Sure	5%	6%	6%	3%	5%	5%	4%	3%	5%	6%	4%	3%	6%	6%
Total	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Composition of Registered Voters	100%	23%	40%	38%	37%	39%	23%	20%	43%	37%	35%	18%	31%	15%

**All Questions Crosstabbed By All Questions**

# Results of SurveyUSA Mkt Research Study #24579



**Geography:** North Carolina  
**Data Collected:** 01/15/2019 - 01/18/2019  
**Release Date:** 01/21/2019  
**Percentages**

**Sponsor:**  
 Civitas Institute (Raleigh, NC)

**1** How many children in your household are currently in grades K through 12?

804 Registered Voters Credibility Interval: +/-3.4 pct points	All	Children				School					Reason Attends Public							
		None	One	Two Or	Not Sur	Traditio	Charter	Private	Home	Not Sur	Closest	Assigne	Chose	Chose	Safe En	Lack R	Other	Not Sur
None	50%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
One	26%	-	-	-	-	52%	57%	60%	56%	53%	51%	42%	56%	68%	50%	64%	55%	81%
Two Or More	23%	-	-	-	-	48%	43%	40%	44%	47%	49%	58%	44%	32%	50%	36%	45%	19%
Not Sure	1%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Total	100%					100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Composition of Registered Voters	100%					76%	7%	10%	7%	0%	38%	27%	11%	3%	4%	9%	6%	2%

**1** How many children in your household are currently in grades K through 12?

804 Registered Voters Credibility Interval: +/-3.4 pct points	All	Reason Attends							Would Select					
		Closest	Chose	Chose	Safe En	Lack R	Other	Not Sur	Traditio	Charter	Private	Home	Other	Not Sur
None	50%	-	-	-	-	-	-	-	-	-	-	-	-	-
One	26%	77%	61%	45%	60%	0%	85%	0%	47%	60%	56%	56%	29%	47%
Two Or More	23%	23%	39%	55%	40%	0%	15%	0%	53%	40%	44%	44%	71%	53%
Not Sure	1%	-	-	-	-	-	-	-	-	-	-	-	-	-
Total	100%	100%	100%	100%	100%	0%	100%	0%	100%	100%	100%	100%	100%	100%
Composition of Registered Voters	100%	4%	31%	34%	23%	0%	8%	0%	28%	13%	45%	9%	2%	3%

**1** How many children in your household are currently in grades K through 12?

804 Registered Voters Credibility Interval: +/-3.4 pct points	All	Ability To Choose					Choice Statement					Parental Choice				
		Strongl	Somew	Somew	Strongl	Not Sur	Lets Pa	Provide	Other E	Higher	Not Sur	Hurt Th	Leave	Encour	Don't L	Not Sur
None	50%	46%	59%	54%	71%	74%	45%	47%	56%	51%	77%	55%	64%	56%	61%	62%
One	26%	27%	22%	32%	23%	0%	28%	28%	22%	25%	12%	45%	21%	38%	30%	10%
Two Or More	23%	25%	18%	14%	5%	18%	26%	23%	20%	24%	11%	0%	15%	6%	9%	28%
Not Sure	1%	1%	1%	0%	0%	8%	1%	2%	1%	1%	0%	-	-	-	-	-
Total	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Composition of Registered Voters	100%	70%	22%	4%	2%	1%	50%	20%	9%	15%	6%	14%	12%	32%	22%	20%



# Results of SurveyUSA Mkt Research Study #24579

Geography: North Carolina

Data Collected: 01/15/2019 - 01/18/2019

Release Date: 01/21/2019

Percentages

**1** How many children in your household are currently in grades K through 12?

804 Registered Voters Credibility Interval: +/-3.4 pct points	All	Best Suited To Decide						Opportunity Scholarship Program					Charter Schools				
		Parents	Local S	State G	Federal	Somew	Not Sur	Strongl	Somew	Somew	Strongl	Not Sur	Strongl	Somew	Somew	Strongl	Not Sur
None	50%	49%	51%	33%	46%	65%	84%	48%	53%	50%	47%	58%	46%	49%	60%	48%	58%
One	26%	26%	21%	51%	54%	35%	10%	29%	24%	26%	19%	18%	25%	28%	20%	27%	27%
Two Or More	23%	24%	23%	16%	0%	0%	6%	23%	22%	24%	27%	24%	28%	21%	20%	23%	13%
Not Sure	1%	1%	6%	0%	0%	0%	0%	1%	1%	0%	7%	0%	1%	2%	0%	2%	2%
Total	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Composition of Registered Voters	100%	88%	5%	2%	1%	0%	4%	51%	34%	7%	5%	3%	33%	43%	11%	5%	8%

**1** How many children in your household are currently in grades K through 12?

804 Registered Voters Credibility Interval: +/-3.4 pct points	All	ESA Programs					ESA Statement						Legislature Statement			
		Strongl	Somew	Somew	Strongl	Not Sur	Expand	Expand	Expand	Expand	Don't E	Not Sur	Doing a	Need T	Should	Not Sur
None	50%	47%	52%	49%	54%	56%	46%	52%	37%	56%	61%	54%	44%	48%	57%	62%
One	26%	28%	24%	33%	27%	19%	30%	28%	29%	20%	14%	21%	33%	26%	20%	19%
Two Or More	23%	24%	24%	17%	13%	22%	24%	19%	34%	22%	21%	24%	23%	25%	18%	17%
Not Sure	1%	1%	0%	1%	6%	4%	1%	1%	0%	2%	4%	2%	0%	1%	5%	2%
Total	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Composition of Registered Voters	100%	39%	40%	8%	4%	9%	41%	20%	6%	13%	8%	12%	13%	67%	7%	13%

**1** How many children in your household are currently in grades K through 12?

804 Registered Voters Credibility Interval: +/-3.4 pct points	All	Candidate Who Supports Options					
		Much M	Somew	Somew	Much L	Makes	Not Sur
None	50%	42%	55%	44%	59%	68%	54%
One	26%	29%	24%	34%	13%	16%	25%
Two Or More	23%	28%	20%	20%	25%	15%	20%
Not Sure	1%	1%	1%	2%	4%	2%	0%
Total	100%	100%	100%	100%	100%	100%	100%
Composition of Registered Voters	100%	42%	37%	5%	3%	8%	5%

# Results of SurveyUSA Mkt Research Study #24579

Geography: North Carolina

Data Collected: 01/15/2019 - 01/18/2019

Release Date: 01/21/2019

Percentages

## 2 What type of school does this child attend?

393 Parents Of School-Aged Childre Credibility Interval: +/-4.2 pct points	All	Children				School					Reason Attends Public							
		None	One	Two Or	Not Sur	Traditio	Charter	Private	Home	Not Sur	Closest	Assigne	Chose	Chose	Safe En	Lack R	Other	Not Sur
Traditional Public	76%	0%	74%	78%	0%	-	-	-	-	-	100%	100%	100%	100%	100%	100%	100%	100%
Charter	7%	0%	8%	7%	0%	-	-	-	-	-	-	-	-	-	-	-	-	-
Private	10%	0%	11%	8%	0%	-	-	-	-	-	-	-	-	-	-	-	-	-
Home	7%	0%	7%	6%	0%	-	-	-	-	-	-	-	-	-	-	-	-	-
Not Sure	0%	0%	0%	0%	0%	-	-	-	-	-	-	-	-	-	-	-	-	-
Total	100%	0%	100%	100%	0%						100%	100%	100%	100%	100%	100%	100%	100%
Composition of Parents Of School-A	100%	0%	53%	47%	0%						38%	27%	11%	3%	4%	9%	6%	2%

## 2 What type of school does this child attend?

393 Parents Of School-Aged Childre Credibility Interval: +/-4.2 pct points	All	Reason Attends							Would Select					
		Closest	Chose	Chose	Safe En	Lack R	Other	Not Sur	Traditio	Charter	Private	Home	Other	Not Sur
Traditional Public	76%	-	-	-	-	-	-	-	96%	57%	73%	53%	72%	83%
Charter	7%	23%	59%	12%	18%	0%	45%	0%	1%	30%	6%	3%	0%	9%
Private	10%	57%	37%	51%	37%	0%	15%	0%	3%	10%	16%	2%	0%	0%
Home	7%	20%	4%	37%	45%	0%	40%	0%	1%	3%	4%	39%	14%	9%
Not Sure	0%	-	-	-	-	-	-	-	0%	0%	0%	3%	13%	0%
Total	100%	100%	100%	100%	100%	0%	100%	0%	100%	100%	100%	100%	100%	100%
Composition of Parents Of School-A	100%	4%	31%	34%	23%	0%	8%	0%	28%	13%	45%	9%	2%	3%

# Results of SurveyUSA Mkt Research Study #24579

Geography: North Carolina

Data Collected: 01/15/2019 - 01/18/2019

Release Date: 01/21/2019

Percentages

## 2 What type of school does this child attend?

393 Parents Of School-Aged Childre Credibility Interval: +/-4.2 pct points	All	Ability To Choose					Choice Statement					Parental Choice				
		Strongl	Somew	Somew	Strongl	Not Sur	Lets Pa	Provide	Other E	Higher	Not Sur	Hurt Th	Leave	Encour	Don't L	Not Sur
Traditional Public	76%	73%	83%	95%	67%	100%	73%	83%	69%	69%	100%	100%	42%	88%	100%	100%
Charter	7%	7%	8%	5%	33%	0%	7%	5%	16%	8%	0%	0%	58%	12%	0%	0%
Private	10%	11%	6%	0%	0%	0%	11%	4%	15%	14%	0%	-	-	-	-	-
Home	7%	8%	3%	0%	0%	0%	9%	8%	0%	5%	0%	-	-	-	-	-
Not Sure	0%	1%	0%	0%	0%	0%	0%	0%	0%	3%	0%	-	-	-	-	-
Total	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Composition of Parents Of School-A	100%	76%	18%	4%	1%	1%	54%	21%	7%	15%	3%	15%	11%	34%	21%	19%

## 2 What type of school does this child attend?

393 Parents Of School-Aged Childre Credibility Interval: +/-4.2 pct points	All	Best Suited To Decide						Opportunity Scholarship Program					Charter Schools				
		Parents	Local S	State G	Federal	Someo	Not Sur	Strongl	Somew	Somew	Strongl	Not Sur	Strongl	Somew	Somew	Strongl	Not Sur
Traditional Public	76%	75%	87%	65%	63%	100%	100%	76%	77%	68%	72%	86%	68%	78%	92%	86%	76%
Charter	7%	8%	0%	11%	18%	0%	0%	6%	11%	11%	0%	0%	12%	6%	0%	4%	4%
Private	10%	10%	9%	10%	20%	0%	0%	10%	5%	21%	28%	6%	10%	11%	5%	5%	7%
Home	7%	7%	5%	14%	0%	0%	0%	8%	6%	0%	0%	8%	9%	5%	0%	5%	13%
Not Sure	0%	1%	0%	0%	0%	0%	0%	0%	1%	0%	0%	0%	1%	0%	2%	0%	0%
Total	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Composition of Parents Of School-A	100%	91%	4%	2%	1%	0%	1%	53%	32%	7%	4%	3%	36%	44%	9%	5%	6%

# Results of SurveyUSA Mkt Research Study #24579

Geography: North Carolina

Data Collected: 01/15/2019 - 01/18/2019

Release Date: 01/21/2019

Percentages

## 2 What type of school does this child attend?

393 Parents Of School-Aged Childre Credibility Interval: +/-4.2 pct points	All	ESA Programs					ESA Statement						Legislature Statement			
		Strongl	Somew	Somew	Strongl	Not Sur	Expand	Expand	Expand	Expand	Don't E	Not Sur	Doing a	Need T	Should	Not Sur
Traditional Public	76%	72%	82%	66%	59%	81%	77%	81%	75%	73%	68%	68%	68%	78%	66%	76%
Charter	7%	8%	7%	8%	9%	6%	5%	6%	12%	10%	15%	9%	9%	7%	7%	5%
Private	10%	12%	6%	15%	23%	3%	10%	11%	3%	7%	17%	6%	17%	8%	21%	6%
Home	7%	8%	4%	10%	9%	9%	7%	2%	9%	10%	0%	12%	6%	6%	5%	13%
Not Sure	0%	1%	1%	0%	0%	0%	0%	0%	0%	0%	0%	4%	0%	1%	0%	0%
Total	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Composition of Parents Of School-A	100%	41%	39%	9%	3%	8%	45%	20%	8%	11%	6%	11%	15%	70%	5%	10%

## 2 What type of school does this child attend?

393 Parents Of School-Aged Childre Credibility Interval: +/-4.2 pct points	All	Candidate Who Supports Options					
		Much M	Somew	Somew	Much L	Makes	Not Sur
Traditional Public	76%	78%	76%	55%	88%	61%	89%
Charter	7%	5%	11%	10%	0%	9%	6%
Private	10%	10%	6%	27%	0%	20%	0%
Home	7%	7%	6%	9%	12%	5%	5%
Not Sure	0%	0%	1%	0%	0%	4%	0%
Total	100%	100%	100%	100%	100%	100%	100%
Composition of Parents Of School-A	100%	49%	33%	6%	2%	5%	4%

# Results of SurveyUSA Mkt Research Study #24579



Geography: North Carolina  
 Data Collected: 01/15/2019 - 01/18/2019  
 Release Date: 01/21/2019  
 Percentages

Sponsor:  
 Civitas Institute (Raleigh, NC)

### 3 What is the main reason this child attends a traditional public school?

298 With Child Attending Traditional Credibility Interval: +/-5.6 pct points	All	Children				School					Reason Attends Public							
		None	One	Two Or	Not Sur	Traditio	Charter	Private	Home	Not Sur	Closest	Assigne	Chose	Chose	Safe En	Lack R	Other	Not Sur
Closest Option To Home	38%	0%	38%	39%	0%	38%	0%	0%	0%	0%	-	-	-	-	-	-	-	-
Assigned To That School	27%	0%	22%	32%	0%	27%	0%	0%	0%	0%	-	-	-	-	-	-	-	-
Chose For Academics	11%	0%	13%	10%	0%	11%	0%	0%	0%	0%	-	-	-	-	-	-	-	-
Chose For Values	3%	0%	4%	2%	0%	3%	0%	0%	0%	0%	-	-	-	-	-	-	-	-
Safe Environment	4%	0%	4%	4%	0%	4%	0%	0%	0%	0%	-	-	-	-	-	-	-	-
Lack Resources	9%	0%	11%	6%	0%	9%	0%	0%	0%	0%	-	-	-	-	-	-	-	-
Other	6%	0%	7%	6%	0%	6%	0%	0%	0%	0%	-	-	-	-	-	-	-	-
Not Sure	2%	0%	3%	1%	0%	2%	0%	0%	0%	0%	-	-	-	-	-	-	-	-
Total	100%	0%	100%	100%	0%	100%	0%	0%	0%	0%								
Composition of With Child Attending	100%	0%	52%	48%	0%	100%	0%	0%	0%	0%								

### 3 What is the main reason this child attends a traditional public school?

298 With Child Attending Traditional Credibility Interval: +/-5.6 pct points	All	Reason Attends							Would Select					
		Closest	Chose	Chose	Safe En	Lack R	Other	Not Sur	Traditio	Charter	Private	Home	Other	Not Sur
Closest Option To Home	38%	-	-	-	-	-	-	-	40%	32%	37%	56%	37%	27%
Assigned To That School	27%	-	-	-	-	-	-	-	34%	25%	24%	10%	0%	39%
Chose For Academics	11%	-	-	-	-	-	-	-	7%	21%	11%	16%	40%	9%
Chose For Values	3%	-	-	-	-	-	-	-	6%	0%	2%	0%	0%	0%
Safe Environment	4%	-	-	-	-	-	-	-	2%	5%	4%	13%	0%	0%
Lack Resources	9%	-	-	-	-	-	-	-	2%	13%	15%	0%	0%	9%
Other	6%	-	-	-	-	-	-	-	7%	4%	6%	6%	24%	8%
Not Sure	2%	-	-	-	-	-	-	-	3%	0%	1%	0%	0%	9%
Total	100%	0%	0%	0%	0%	0%	0%	0%	100%	100%	100%	100%	100%	100%
Composition of With Child Attending	100%								35%	10%	44%	6%	2%	3%

# Results of SurveyUSA Mkt Research Study #24579

Geography: North Carolina

Data Collected: 01/15/2019 - 01/18/2019

Release Date: 01/21/2019

Percentages

### 3 What is the main reason this child attends a traditional public school?

298 With Child Attending Traditional Credibility Interval: +/-5.6 pct points	All	Ability To Choose					Choice Statement					Parental Choice				
		Strongl	Somew	Somew	Strongl	Not Sur	Lets Pa	Provide	Other E	Higher	Not Sur	Hurt Th	Leave	Encour	Don't L	Not Sur
Closest Option To Home	38%	40%	35%	21%	33%	56%	43%	41%	21%	35%	19%	67%	0%	15%	28%	0%
Assigned To That School	27%	25%	28%	45%	28%	44%	27%	24%	21%	25%	37%	33%	100%	34%	48%	45%
Chose For Academics	11%	9%	20%	14%	39%	0%	7%	14%	27%	16%	10%	0%	0%	16%	24%	29%
Chose For Values	3%	3%	3%	0%	0%	0%	3%	3%	5%	3%	0%	-	-	-	-	-
Safe Environment	4%	5%	1%	0%	0%	0%	5%	5%	0%	3%	0%	-	-	-	-	-
Lack Resources	9%	9%	7%	8%	0%	0%	7%	8%	16%	11%	26%	0%	0%	20%	0%	0%
Other	6%	7%	3%	6%	0%	0%	7%	5%	0%	8%	8%	0%	0%	15%	0%	0%
Not Sure	2%	1%	3%	6%	0%	0%	1%	0%	11%	0%	0%	0%	0%	0%	0%	26%
Total	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Composition of With Child Attending	100%	74%	20%	5%	1%	1%	53%	23%	7%	13%	4%	17%	5%	34%	23%	21%

### 3 What is the main reason this child attends a traditional public school?

298 With Child Attending Traditional Credibility Interval: +/-5.6 pct points	All	Best Suited To Decide						Opportunity Scholarship Program					Charter Schools				
		Parents	Local S	State G	Federal	Somew	Not Sur	Strongl	Somew	Somew	Strongl	Not Sur	Strongl	Somew	Somew	Strongl	Not Sur
Closest Option To Home	38%	40%	27%	0%	29%	0%	57%	42%	40%	36%	9%	16%	42%	40%	39%	14%	32%
Assigned To That School	27%	26%	47%	81%	0%	0%	0%	22%	27%	36%	45%	75%	30%	22%	24%	49%	36%
Chose For Academics	11%	11%	26%	0%	31%	0%	0%	13%	10%	18%	8%	0%	7%	17%	9%	5%	5%
Chose For Values	3%	3%	0%	0%	0%	0%	0%	2%	5%	0%	0%	0%	2%	3%	5%	5%	0%
Safe Environment	4%	4%	0%	0%	0%	0%	0%	5%	3%	0%	0%	0%	3%	3%	9%	0%	5%
Lack Resources	9%	9%	0%	0%	40%	0%	20%	10%	8%	0%	9%	9%	9%	9%	6%	6%	15%
Other	6%	6%	0%	19%	0%	100%	24%	3%	7%	11%	30%	0%	6%	4%	9%	15%	7%
Not Sure	2%	2%	0%	0%	0%	0%	0%	2%	1%	0%	0%	0%	2%	2%	0%	5%	0%
Total	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Composition of With Child Attending	100%	90%	5%	2%	1%	0%	2%	53%	33%	6%	4%	3%	32%	45%	11%	6%	6%

# Results of SurveyUSA Mkt Research Study #24579

Geography: North Carolina

Data Collected: 01/15/2019 - 01/18/2019

Release Date: 01/21/2019

Percentages

### 3 What is the main reason this child attends a traditional public school?

298 With Child Attending Traditional Credibility Interval: +/-5.6 pct points	All	ESA Programs					ESA Statement						Legislature Statement			
		Strongl	Somew	Somew	Strongl	Not Sur	Expand	Expand	Expand	Expand	Don't E	Not Sur	Doing a	Need T	Should	Not Sur
Closest Option To Home	38%	46%	37%	37%	0%	26%	39%	45%	35%	40%	25%	32%	43%	37%	24%	47%
Assigned To That School	27%	24%	21%	38%	84%	47%	25%	20%	32%	34%	57%	27%	23%	24%	63%	36%
Chose For Academics	11%	10%	14%	5%	0%	15%	13%	14%	5%	8%	0%	16%	8%	14%	0%	3%
Chose For Values	3%	2%	4%	4%	16%	0%	2%	5%	0%	5%	7%	0%	7%	3%	0%	0%
Safe Environment	4%	1%	7%	4%	0%	0%	5%	2%	13%	0%	0%	0%	8%	4%	0%	0%
Lack Resources	9%	9%	9%	4%	0%	12%	8%	9%	15%	6%	6%	10%	3%	10%	7%	8%
Other	6%	6%	7%	9%	0%	0%	5%	6%	0%	7%	6%	15%	5%	7%	6%	3%
Not Sure	2%	3%	1%	0%	0%	0%	4%	0%	0%	0%	0%	0%	2%	1%	0%	3%
Total	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Composition of With Child Attending	100%	39%	43%	8%	2%	8%	46%	21%	8%	11%	5%	10%	13%	72%	5%	10%

### 3 What is the main reason this child attends a traditional public school?

298 With Child Attending Traditional Credibility Interval: +/-5.6 pct points	All	Candidate Who Supports Options					
		Much M	Somew	Somew	Much L	Makes	Not Sur
Closest Option To Home	38%	42%	28%	45%	23%	56%	53%
Assigned To That School	27%	21%	32%	40%	51%	36%	28%
Chose For Academics	11%	14%	12%	7%	0%	0%	6%
Chose For Values	3%	3%	3%	8%	0%	0%	0%
Safe Environment	4%	5%	4%	0%	0%	0%	0%
Lack Resources	9%	9%	10%	0%	14%	0%	6%
Other	6%	4%	11%	0%	12%	0%	7%
Not Sure	2%	3%	0%	0%	0%	8%	0%
Total	100%	100%	100%	100%	100%	100%	100%
Composition of With Child Attending	100%	51%	33%	4%	3%	4%	5%

# Results of SurveyUSA Mkt Research Study #24579

Geography: North Carolina  
 Data Collected: 01/15/2019 - 01/18/2019  
 Release Date: 01/21/2019  
 Percentages

## 4 What is the main reason this child attends the school they do?

93 With Child Attending Charter, Priv Credibility Interval: +/-10.1 pct points	All	Children				School					Reason Attends Public							
		None	One	Two Or	Not Sur	Traditio	Charter	Private	Home	Not Sur	Closest	Assigne	Chose	Chose	Safe En	Lack R	Other	Not Sur
Closest Option To Home	4%	0%	6%	2%	0%	0%	3%	6%	3%	0%	-	-	-	-	-	-	-	-
Chose For Academics	31%	0%	32%	29%	0%	0%	59%	28%	5%	0%	-	-	-	-	-	-	-	-
Chose For Values	34%	0%	26%	45%	0%	0%	13%	43%	44%	0%	-	-	-	-	-	-	-	-
Safe Environment	23%	0%	23%	21%	0%	0%	13%	20%	36%	0%	-	-	-	-	-	-	-	-
Lack Resources	0%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Other	8%	0%	12%	3%	0%	0%	12%	3%	12%	0%	-	-	-	-	-	-	-	-
Not Sure	0%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Total	100%	0%	100%	100%	0%	0%	100%	100%	100%	0%	0%	0%	0%	0%	0%	0%	0%	0%
Composition of With Child Attending	100%	0%	58%	42%	0%	0%	31%	41%	28%	0%								

## 4 What is the main reason this child attends the school they do?

93 With Child Attending Charter, Priv Credibility Interval: +/-10.1 pct points	All	Reason Attends							Would Select					
		Closest	Chose	Chose	Safe En	Lack R	Other	Not Sur	Traditio	Charter	Private	Home	Other	Not Sur
Closest Option To Home	4%	-	-	-	-	-	-	-	20%	7%	3%	0%	0%	0%
Chose For Academics	31%	-	-	-	-	-	-	-	17%	43%	35%	6%	0%	51%
Chose For Values	34%	-	-	-	-	-	-	-	0%	22%	31%	69%	100%	0%
Safe Environment	23%	-	-	-	-	-	-	-	38%	18%	24%	18%	0%	49%
Lack Resources	0%	-	-	-	-	-	-	-	-	-	-	-	-	-
Other	8%	-	-	-	-	-	-	-	25%	10%	6%	7%	0%	0%
Not Sure	0%	-	-	-	-	-	-	-	-	-	-	-	-	-
Total	100%								100%	100%	100%	100%	100%	100%
Composition of With Child Attending	100%								5%	23%	52%	17%	1%	2%



# Results of SurveyUSA Mkt Research Study #24579

Geography: North Carolina

Data Collected: 01/15/2019 - 01/18/2019

Release Date: 01/21/2019

Percentages

## 4 What is the main reason this child attends the school they do?

93 With Child Attending Charter, Priv Credibility Interval: +/-10.1 pct points	All	Ability To Choose					Choice Statement					Parental Choice				
		Strongl	Somew	Somew	Strongl	Not Sur	Lets Pa	Provide	Other E	Higher	Not Sur	Hurt Th	Leave	Encour	Don't L	Not Sur
Closest Option To Home	4%	5%	0%	0%	0%	0%	6%	6%	0%	0%	0%	-	-	-	-	-
Chose For Academics	31%	29%	48%	0%	0%	0%	26%	32%	51%	40%	0%	-	-	-	-	-
Chose For Values	34%	37%	12%	100%	0%	0%	43%	12%	38%	19%	0%	0%	0%	100%	0%	0%
Safe Environment	23%	24%	17%	0%	0%	0%	18%	34%	10%	41%	0%	-	-	-	-	-
Lack Resources	0%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Other	8%	4%	23%	0%	100%	0%	8%	16%	0%	0%	0%	0%	100%	0%	0%	0%
Not Sure	0%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Total	100%	100%	100%	100%	100%	0%	100%	100%	100%	100%	0%	0%	100%	100%	0%	0%
Composition of With Child Attending	100%	84%	14%	1%	1%	0%	59%	15%	9%	17%	0%	0%	61%	39%	0%	0%

## 4 What is the main reason this child attends the school they do?

93 With Child Attending Charter, Priv Credibility Interval: +/-10.1 pct points	All	Best Suited To Decide						Opportunity Scholarship Program					Charter Schools				
		Parents	Local S	State G	Federal	Somew	Not Sur	Strongl	Somew	Somew	Strongl	Not Sur	Strongl	Somew	Somew	Strongl	Not Sur
Closest Option To Home	4%	4%	35%	0%	0%	0%	0%	6%	3%	0%	0%	0%	5%	4%	0%	0%	0%
Chose For Academics	31%	31%	35%	41%	0%	0%	0%	26%	32%	56%	39%	0%	24%	40%	0%	64%	18%
Chose For Values	34%	34%	30%	0%	100%	0%	0%	30%	34%	44%	42%	100%	32%	34%	44%	0%	64%
Safe Environment	23%	22%	0%	59%	0%	0%	0%	28%	23%	0%	18%	0%	28%	17%	0%	36%	18%
Lack Resources	0%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Other	8%	9%	0%	0%	0%	0%	0%	11%	8%	0%	0%	0%	10%	5%	56%	0%	0%
Not Sure	0%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Total	100%	100%	100%	100%	100%	0%	0%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Composition of With Child Attending	100%	92%	2%	3%	2%	0%	0%	53%	31%	9%	5%	2%	47%	41%	2%	3%	6%

# Results of SurveyUSA Mkt Research Study #24579



Sponsor:

Civitas Institute (Raleigh, NC)

Geography: North Carolina  
 Data Collected: 01/15/2019 - 01/18/2019  
 Release Date: 01/21/2019  
 Percentages

## 4 What is the main reason this child attends the school they do?

93 With Child Attending Charter, Priv Credibility Interval: +/-10.1 pct points	All	ESA Programs					ESA Statement						Legislature Statement			
		Strongl	Somew	Somew	Strongl	Not Sur	Expand	Expand	Expand	Expand	Don't E	Not Sur	Doing a	Need T	Should	Not Sur
Closest Option To Home	4%	7%	3%	0%	0%	0%	6%	6%	11%	0%	0%	0%	13%	3%	0%	0%
Chose For Academics	31%	23%	43%	30%	38%	34%	27%	35%	55%	0%	62%	34%	31%	29%	46%	30%
Chose For Values	34%	29%	37%	46%	18%	52%	34%	20%	12%	40%	24%	66%	38%	30%	39%	50%
Safe Environment	23%	31%	11%	14%	44%	14%	25%	23%	23%	43%	14%	0%	14%	29%	15%	7%
Lack Resources	0%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Other	8%	10%	7%	10%	0%	0%	8%	15%	0%	17%	0%	0%	4%	10%	0%	12%
Not Sure	0%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Total	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Composition of With Child Attending	100%	48%	28%	12%	5%	6%	43%	16%	8%	13%	8%	13%	20%	63%	8%	10%

## 4 What is the main reason this child attends the school they do?

93 With Child Attending Charter, Priv Credibility Interval: +/-10.1 pct points	All	Candidate Who Supports Options					
		Much M	Somew	Somew	Much L	Makes	Not Sur
Closest Option To Home	4%	8%	0%	7%	0%	0%	0%
Chose For Academics	31%	24%	38%	58%	0%	15%	0%
Chose For Values	34%	38%	30%	35%	0%	42%	0%
Safe Environment	23%	25%	22%	0%	100%	27%	43%
Lack Resources	0%	-	-	-	-	-	-
Other	8%	5%	10%	0%	0%	16%	57%
Not Sure	0%	-	-	-	-	-	-
Total	100%	100%	100%	100%	100%	100%	100%
Composition of With Child Attending	100%	45%	33%	12%	1%	8%	2%

# Results of SurveyUSA Mkt Research Study #24579



Geography: North Carolina  
 Data Collected: 01/15/2019 - 01/18/2019  
 Release Date: 01/21/2019  
 Percentages

Sponsor:  
 Civitas Institute (Raleigh, NC)

**5** If you were able to select the best school for your child and resources were not a problem, what type of school would you select for your child?

393 Parents Of School-Aged Childre Credibility Interval: +/-4.9 pct points	All	Children				School					Reason Attends Public							
		None	One	Two Or	Not Sur	Traditio	Charter	Private	Home	Not Sur	Closest	Assigne	Chose	Chose	Safe En	Lack R	Other	Not Sur
Traditional Public	28%	0%	25%	32%	0%	35%	4%	8%	3%	0%	37%	45%	22%	68%	15%	8%	38%	61%
Charter	13%	0%	14%	11%	0%	10%	51%	13%	6%	0%	8%	9%	18%	0%	11%	14%	6%	0%
Private	45%	0%	48%	43%	0%	44%	38%	77%	31%	0%	42%	39%	43%	32%	52%	74%	40%	19%
Home	9%	0%	10%	9%	0%	6%	3%	2%	53%	53%	9%	2%	9%	0%	21%	0%	6%	0%
Other	2%	0%	1%	3%	0%	2%	0%	0%	4%	47%	2%	0%	5%	0%	0%	0%	6%	0%
Not Sure	3%	0%	3%	4%	0%	3%	4%	0%	4%	0%	2%	5%	3%	0%	0%	3%	4%	19%
Total	100%	0%	100%	100%	0%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Composition of Parents Of School-A	100%	0%	53%	47%	0%	76%	7%	10%	7%	0%	38%	27%	11%	3%	4%	9%	6%	2%

**5** If you were able to select the best school for your child and resources were not a problem, what type of school would you select for your child?

393 Parents Of School-Aged Childre Credibility Interval: +/-4.9 pct points	All	Reason Attends							Would Select					
		Closest	Chose	Chose	Safe En	Lack R	Other	Not Sur	Traditio	Charter	Private	Home	Other	Not Sur
Traditional Public	28%	23%	3%	0%	9%	0%	16%	0%	-	-	-	-	-	-
Charter	13%	37%	32%	15%	18%	0%	29%	0%	-	-	-	-	-	-
Private	45%	40%	58%	48%	55%	0%	40%	0%	-	-	-	-	-	-
Home	9%	0%	3%	35%	13%	0%	15%	0%	-	-	-	-	-	-
Other	2%	0%	0%	3%	0%	0%	0%	0%	-	-	-	-	-	-
Not Sure	3%	0%	4%	0%	5%	0%	0%	0%	-	-	-	-	-	-
Total	100%	100%	100%	100%	100%	0%	100%	0%						
Composition of Parents Of School-A	100%	4%	31%	34%	23%	0%	8%	0%						

# Results of SurveyUSA Mkt Research Study #24579

Geography: North Carolina  
 Data Collected: 01/15/2019 - 01/18/2019  
 Release Date: 01/21/2019  
 Percentages

**5** If you were able to select the best school for your child and resources were not a problem, what type of school would you select for your child?

393 Parents Of School-Aged Childre Credibility Interval: +/-4.9 pct points	All	Ability To Choose					Choice Statement					Parental Choice				
		Strongl	Somew	Somew	Strongl	Not Sur	Lets Pa	Provide	Other E	Higher	Not Sur	Hurt Th	Leave	Encour	Don't L	Not Sur
Traditional Public	28%	23%	38%	62%	52%	44%	28%	26%	27%	18%	37%	72%	100%	27%	76%	71%
Charter	13%	12%	16%	6%	0%	0%	13%	14%	16%	15%	0%	0%	0%	13%	0%	0%
Private	45%	50%	31%	26%	22%	56%	45%	50%	46%	46%	47%	28%	0%	46%	0%	29%
Home	9%	10%	7%	0%	26%	0%	11%	4%	0%	17%	0%	0%	0%	0%	24%	0%
Other	2%	1%	2%	6%	0%	0%	1%	1%	0%	5%	0%	0%	0%	14%	0%	0%
Not Sure	3%	3%	5%	0%	0%	0%	2%	4%	11%	0%	16%	-	-	-	-	-
Total	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Composition of Parents Of School-A	100%	76%	18%	4%	1%	1%	54%	21%	7%	15%	3%	15%	11%	34%	21%	19%

**5** If you were able to select the best school for your child and resources were not a problem, what type of school would you select for your child?

393 Parents Of School-Aged Childre Credibility Interval: +/-4.9 pct points	All	Best Suited To Decide						Opportunity Scholarship Program					Charter Schools				
		Parents	Local S	State G	Federal	Someo	Not Sur	Strongl	Somew	Somew	Strongl	Not Sur	Strongl	Somew	Somew	Strongl	Not Sur
Traditional Public	28%	27%	52%	22%	0%	100%	60%	19%	37%	43%	32%	49%	17%	29%	53%	56%	23%
Charter	13%	12%	15%	21%	0%	0%	20%	13%	12%	20%	6%	6%	20%	11%	3%	0%	6%
Private	45%	47%	22%	45%	80%	0%	20%	54%	37%	29%	49%	13%	46%	48%	39%	35%	45%
Home	9%	10%	5%	0%	20%	0%	0%	10%	9%	7%	6%	8%	13%	8%	2%	5%	13%
Other	2%	1%	5%	12%	0%	0%	0%	2%	1%	0%	7%	0%	2%	1%	2%	0%	4%
Not Sure	3%	3%	0%	0%	0%	0%	0%	2%	4%	0%	0%	24%	2%	4%	0%	5%	8%
Total	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Composition of Parents Of School-A	100%	91%	4%	2%	1%	0%	1%	53%	32%	7%	4%	3%	36%	44%	9%	5%	6%

# Results of SurveyUSA Mkt Research Study #24579



Sponsor:

Civitas Institute (Raleigh, NC)

Geography: North Carolina  
 Data Collected: 01/15/2019 - 01/18/2019  
 Release Date: 01/21/2019  
 Percentages

**5** If you were able to select the best school for your child and resources were not a problem, what type of school would you select for your child?

393 Parents Of School-Aged Childre Credibility Interval: +/-4.9 pct points	All	ESA Programs					ESA Statement						Legislature Statement			
		Strongl	Somew	Somew	Strongl	Not Sur	Expand	Expand	Expand	Expand	Don't E	Not Sur	Doing a	Need T	Should	Not Sur
Traditional Public	28%	21%	31%	35%	44%	35%	19%	29%	45%	42%	42%	31%	43%	23%	51%	33%
Charter	13%	14%	13%	10%	9%	6%	14%	10%	19%	10%	18%	8%	7%	16%	4%	4%
Private	45%	51%	44%	38%	39%	31%	52%	56%	26%	34%	41%	28%	42%	48%	36%	38%
Home	9%	10%	6%	15%	7%	12%	12%	4%	6%	9%	0%	14%	6%	10%	4%	13%
Other	2%	1%	3%	0%	0%	3%	1%	1%	0%	3%	0%	9%	0%	2%	0%	5%
Not Sure	3%	2%	3%	3%	0%	13%	3%	0%	4%	2%	0%	10%	2%	3%	5%	7%
Total	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Composition of Parents Of School-A	100%	41%	39%	9%	3%	8%	45%	20%	8%	11%	6%	11%	15%	70%	5%	10%

**5** If you were able to select the best school for your child and resources were not a problem, what type of school would you select for your child?

393 Parents Of School-Aged Childre Credibility Interval: +/-4.9 pct points	All	Candidate Who Supports Options					
		Much M	Somew	Somew	Much L	Makes	Not Sur
Traditional Public	28%	23%	26%	37%	55%	49%	46%
Charter	13%	13%	11%	22%	0%	9%	15%
Private	45%	51%	43%	39%	32%	32%	29%
Home	9%	9%	12%	3%	0%	5%	5%
Other	2%	1%	2%	0%	0%	4%	5%
Not Sure	3%	2%	6%	0%	12%	0%	0%
Total	100%	100%	100%	100%	100%	100%	100%
Composition of Parents Of School-A	100%	49%	33%	6%	2%	5%	4%

# Results of SurveyUSA Mkt Research Study #24579

Geography: North Carolina

Data Collected: 01/15/2019 - 01/18/2019

Release Date: 01/21/2019

Percentages

**6** How much do you agree or disagree with the following statement: Parents should have the ability to choose where their child attends school.

804 Registered Voters Credibility Interval: +/-3.1 pct points	All	Children				School					Reason Attends Public							
		None	One	Two Or	Not Sur	Traditio	Charter	Private	Home	Not Sur	Closest	Assigne	Chose	Chose	Safe En	Lack R	Other	Not Sur
Strongly Agree	70%	65%	74%	78%	62%	74%	72%	88%	92%	100%	77%	69%	57%	80%	94%	80%	84%	42%
Somewhat Agree	22%	26%	19%	18%	28%	20%	21%	12%	8%	0%	18%	21%	34%	20%	6%	15%	11%	39%
Somewhat Disagree	4%	5%	5%	3%	0%	5%	3%	0%	0%	0%	3%	8%	6%	0%	0%	4%	5%	19%
Strongly Disagree	2%	2%	1%	0%	0%	1%	4%	0%	0%	0%	1%	1%	3%	0%	0%	0%	0%	0%
Not Sure	1%	2%	0%	1%	11%	1%	0%	0%	0%	0%	1%	1%	0%	0%	0%	0%	0%	0%
Total	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Composition of Registered Voters	100%	50%	26%	23%	1%	76%	7%	10%	7%	0%	38%	27%	11%	3%	4%	9%	6%	2%

**6** How much do you agree or disagree with the following statement: Parents should have the ability to choose where their child attends school.

804 Registered Voters Credibility Interval: +/-3.1 pct points	All	Reason Attends							Would Select					
		Closest	Chose	Chose	Safe En	Lack R	Other	Not Sur	Traditio	Charter	Private	Home	Other	Not Sur
Strongly Agree	70%	100%	79%	93%	90%	0%	45%	0%	64%	75%	84%	82%	61%	68%
Somewhat Agree	22%	0%	21%	5%	10%	0%	39%	0%	25%	23%	13%	15%	25%	32%
Somewhat Disagree	4%	0%	0%	2%	0%	0%	0%	0%	9%	2%	2%	0%	14%	0%
Strongly Disagree	2%	0%	0%	0%	0%	0%	16%	0%	2%	0%	0%	3%	0%	0%
Not Sure	1%	-	-	-	-	-	-	-	1%	0%	1%	0%	0%	0%
Total	100%	100%	100%	100%	100%	0%	100%	0%	100%	100%	100%	100%	100%	100%
Composition of Registered Voters	100%	4%	31%	34%	23%	0%	8%	0%	28%	13%	45%	9%	2%	3%

# Results of SurveyUSA Mkt Research Study #24579

Geography: North Carolina

Data Collected: 01/15/2019 - 01/18/2019

Release Date: 01/21/2019

Percentages

**6** How much do you agree or disagree with the following statement: Parents should have the ability to choose where their child attends school.

804 Registered Voters Credibility Interval: +/-3.1 pct points	All	Ability To Choose					Choice Statement					Parental Choice				
		Strongl	Somew	Somew	Strongl	Not Sur	Lets Pa	Provide	Other E	Higher	Not Sur	Hurt Th	Leave	Encour	Don't L	Not Sur
Strongly Agree	70%	-	-	-	-	-	85%	65%	56%	81%	55%	-	-	-	-	-
Somewhat Agree	22%	-	-	-	-	-	15%	35%	44%	19%	45%	-	-	-	-	-
Somewhat Disagree	4%	-	-	-	-	-	-	-	-	-	-	57%	59%	95%	75%	54%
Strongly Disagree	2%	-	-	-	-	-	-	-	-	-	-	43%	41%	5%	25%	46%
Not Sure	1%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Total	100%						100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Composition of Registered Voters	100%						50%	20%	9%	15%	6%	14%	12%	32%	22%	20%

**6** How much do you agree or disagree with the following statement: Parents should have the ability to choose where their child attends school.

804 Registered Voters Credibility Interval: +/-3.1 pct points	All	Best Suited To Decide						Opportunity Scholarship Program					Charter Schools				
		Parents	Local S	State G	Federal	Someo	Not Sur	Strongl	Somew	Somew	Strongl	Not Sur	Strongl	Somew	Somew	Strongl	Not Sur
Strongly Agree	70%	76%	23%	44%	14%	27%	29%	85%	59%	48%	44%	49%	85%	65%	63%	43%	67%
Somewhat Agree	22%	21%	32%	22%	21%	38%	52%	13%	33%	25%	30%	41%	12%	28%	23%	28%	29%
Somewhat Disagree	4%	2%	29%	28%	42%	35%	10%	1%	4%	21%	14%	4%	1%	4%	10%	15%	3%
Strongly Disagree	2%	1%	7%	6%	10%	0%	0%	1%	1%	4%	8%	0%	1%	2%	0%	10%	0%
Not Sure	1%	1%	9%	0%	14%	0%	10%	0%	2%	2%	5%	5%	0%	1%	3%	4%	1%
Total	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Composition of Registered Voters	100%	88%	5%	2%	1%	0%	4%	51%	34%	7%	5%	3%	33%	43%	11%	5%	8%

# Results of SurveyUSA Mkt Research Study #24579

Geography: North Carolina

Data Collected: 01/15/2019 - 01/18/2019

Release Date: 01/21/2019

Percentages

**6** How much do you agree or disagree with the following statement: Parents should have the ability to choose where their child attends school.

804 Registered Voters Credibility Interval: +/-3.1 pct points	All	ESA Programs					ESA Statement						Legislature Statement			
		Strongl	Somew	Somew	Strongl	Not Sur	Expand	Expand	Expand	Expand	Don't E	Not Sur	Doing a	Need T	Should	Not Sur
Strongly Agree	70%	83%	65%	56%	56%	58%	82%	68%	62%	63%	57%	57%	77%	72%	54%	62%
Somewhat Agree	22%	13%	28%	25%	36%	29%	15%	25%	24%	28%	30%	30%	18%	21%	27%	29%
Somewhat Disagree	4%	2%	4%	13%	6%	4%	1%	6%	8%	5%	8%	5%	4%	4%	13%	3%
Strongly Disagree	2%	1%	1%	2%	3%	2%	1%	1%	3%	2%	4%	2%	0%	1%	6%	1%
Not Sure	1%	1%	1%	3%	0%	7%	0%	0%	2%	2%	1%	7%	1%	1%	0%	4%
Total	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Composition of Registered Voters	100%	39%	40%	8%	4%	9%	41%	20%	6%	13%	8%	12%	13%	67%	7%	13%

**6** How much do you agree or disagree with the following statement: Parents should have the ability to choose where their child attends school.

804 Registered Voters Credibility Interval: +/-3.1 pct points	All	Candidate Who Supports Options					
		Much M	Somew	Somew	Much L	Makes	Not Sur
Strongly Agree	70%	88%	64%	55%	38%	44%	51%
Somewhat Agree	22%	9%	31%	34%	23%	33%	38%
Somewhat Disagree	4%	2%	3%	9%	22%	12%	5%
Strongly Disagree	2%	1%	1%	2%	8%	5%	2%
Not Sure	1%	0%	1%	0%	8%	7%	4%
Total	100%	100%	100%	100%	100%	100%	100%
Composition of Registered Voters	100%	42%	37%	5%	3%	8%	5%



# Results of SurveyUSA Mkt Research Study #24579



Sponsor:

Civitas Institute (Raleigh, NC)

Geography: North Carolina  
 Data Collected: 01/15/2019 - 01/18/2019  
 Release Date: 01/21/2019  
 Percentages

**7** Which of the following statements do you most agree with? Parental choice lets parents choose the best educational option for their child.  
 Parental choice provides children trapped in underperforming schools with the opportunity for a better education.  
 The existence of other educational options motivates public schools to do better.  
 Parental choice results in higher levels of educational satisfaction, improved student achievement, and taxpayer savings.

746 Who Agree Parents Should Hav	All	Children				School					Reason Attends Public							
		None	One	Two Or	Not Sur	Traditio	Charter	Private	Home	Not Sur	Closest	Assigne	Chose	Chose	Safe En	Lack R	Other	Not Sur
Credibility Interval: +/-3.6 pct points																		
Lets Parents Choose Best Option	50%	46%	54%	55%	33%	53%	51%	60%	66%	0%	58%	55%	32%	56%	64%	40%	60%	48%
Provides Opportunity For Better Edu	20%	19%	22%	20%	43%	23%	15%	9%	23%	0%	24%	21%	30%	22%	28%	20%	18%	0%
Other Educational Options Motivates	9%	10%	7%	7%	10%	7%	16%	11%	0%	0%	4%	5%	16%	11%	0%	12%	0%	52%
Higher Levels Of Satisfaction / Impro	15%	16%	14%	15%	13%	13%	17%	21%	11%	100%	12%	13%	19%	11%	8%	17%	18%	0%
Not Sure	6%	10%	3%	3%	0%	4%	0%	0%	0%	0%	2%	5%	3%	0%	0%	11%	5%	0%
Total	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Composition of Who Agree Parents	100%	49%	26%	24%	1%	75%	7%	10%	7%	1%	39%	26%	11%	3%	4%	9%	6%	1%

**7** Which of the following statements do you most agree with? Parental choice lets parents choose the best educational option for their child.  
 Parental choice provides children trapped in underperforming schools with the opportunity for a better education.  
 The existence of other educational options motivates public schools to do better.  
 Parental choice results in higher levels of educational satisfaction, improved student achievement, and taxpayer savings.

746 Who Agree Parents Should Hav	All	Reason Attends							Would Select					
		Closest	Chose	Chose	Safe En	Lack R	Other	Not Sur	Traditio	Charter	Private	Home	Other	Not Sur
Credibility Interval: +/-3.6 pct points														
Lets Parents Choose Best Option	50%	80%	48%	75%	45%	0%	66%	0%	58%	52%	53%	64%	36%	37%
Provides Opportunity For Better Edu	20%	20%	15%	5%	22%	0%	34%	0%	20%	23%	23%	10%	20%	25%
Other Educational Options Motivates	9%	0%	15%	10%	4%	0%	0%	0%	8%	9%	7%	0%	0%	24%
Higher Levels Of Satisfaction / Impro	15%	0%	21%	9%	29%	0%	0%	0%	10%	16%	14%	26%	44%	0%
Not Sure	6%	-	-	-	-	-	-	-	4%	0%	3%	0%	0%	14%
Total	100%	100%	100%	100%	100%	0%	100%	0%	100%	100%	100%	100%	100%	100%
Composition of Who Agree Parents	100%	4%	32%	34%	23%	0%	7%	0%	26%	13%	46%	9%	2%	3%

# Results of SurveyUSA Mkt Research Study #24579

Geography: North Carolina

Data Collected: 01/15/2019 - 01/18/2019

Release Date: 01/21/2019

Percentages

**7** Which of the following statements do you most agree with? Parental choice lets parents choose the best educational option for their child.  
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 The existence of other educational options motivates public schools to do better.  
 Parental choice results in higher levels of educational satisfaction, improved student achievement, and taxpayer savings.

746 Who Agree Parents Should Hav	All	Ability To Choose					Choice Statement					Parental Choice				
		Strongl	Somew	Somew	Strongl	Not Sur	Lets Pa	Provide	Other E	Higher	Not Sur	Hurt Th	Leave	Encour	Don't L	Not Sur
Credibility Interval: +/-3.6 pct points																
Lets Parents Choose Best Option	50%	56%	32%	0%	0%	0%	-	-	-	-	-	-	-	-	-	-
Provides Opportunity For Better Edu	20%	18%	29%	0%	0%	0%	-	-	-	-	-	-	-	-	-	-
Other Educational Options Motivates	9%	6%	16%	0%	0%	0%	-	-	-	-	-	-	-	-	-	-
Higher Levels Of Satisfaction / Impro	15%	16%	12%	0%	0%	0%	-	-	-	-	-	-	-	-	-	-
Not Sure	6%	4%	11%	0%	0%	0%	-	-	-	-	-	-	-	-	-	-
Total	100%	100%	100%	0%	0%	0%						0%	0%	0%	0%	0%
Composition of Who Agree Parents	100%	76%	24%	0%	0%	0%										

**7** Which of the following statements do you most agree with? Parental choice lets parents choose the best educational option for their child.  
 Parental choice provides children trapped in underperforming schools with the opportunity for a better education.  
 The existence of other educational options motivates public schools to do better.  
 Parental choice results in higher levels of educational satisfaction, improved student achievement, and taxpayer savings.

746 Who Agree Parents Should Hav	All	Best Suited To Decide						Opportunity Scholarship Program					Charter Schools				
		Parents	Local S	State G	Federal	Somew	Not Sur	Strongl	Somew	Somew	Strongl	Not Sur	Strongl	Somew	Somew	Strongl	Not Sur
Credibility Interval: +/-3.6 pct points																	
Lets Parents Choose Best Option	50%	52%	27%	32%	39%	0%	26%	54%	44%	44%	49%	47%	56%	49%	39%	44%	50%
Provides Opportunity For Better Edu	20%	20%	34%	57%	30%	58%	12%	21%	20%	23%	17%	17%	18%	21%	26%	20%	16%
Other Educational Options Motivates	9%	8%	24%	11%	0%	42%	17%	7%	11%	11%	4%	14%	7%	9%	12%	3%	12%
Higher Levels Of Satisfaction / Impro	15%	16%	4%	0%	30%	0%	17%	15%	17%	14%	13%	7%	15%	16%	17%	15%	9%
Not Sure	6%	5%	11%	0%	0%	0%	28%	4%	8%	8%	17%	14%	4%	5%	7%	17%	13%
Total	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Composition of Who Agree Parents	100%	92%	3%	1%	0%	0%	3%	53%	34%	5%	4%	3%	34%	43%	11%	4%	8%

# Results of SurveyUSA Mkt Research Study #24579



Sponsor:

Civitas Institute (Raleigh, NC)

Geography: North Carolina

Data Collected: 01/15/2019 - 01/18/2019

Release Date: 01/21/2019

Percentages

**7** Which of the following statements do you most agree with? Parental choice lets parents choose the best educational option for their child.  
 Parental choice provides children trapped in underperforming schools with the opportunity for a better education.  
 The existence of other educational options motivates public schools to do better.  
 Parental choice results in higher levels of educational satisfaction, improved student achievement, and taxpayer savings.

746 Who Agree Parents Should Hav	All	ESA Programs					ESA Statement						Legislature Statement				
		Strongl	Somew	Somew	Strongl	Not Sur	Expand	Expand	Expand	Expand	Don't E	Not Sur	Doing a	Need T	Should	Not Sur	
Credibility Interval: +/-3.6 pct points																	
Lets Parents Choose Best Option	50%	56%	46%	43%	40%	50%	56%	49%	41%	37%	43%	50%	64%	48%	43%	48%	
Provides Opportunity For Better Edu	20%	15%	24%	23%	39%	17%	16%	24%	26%	26%	27%	16%	14%	22%	21%	19%	
Other Educational Options Motivates	9%	8%	9%	4%	8%	15%	10%	8%	10%	7%	8%	7%	7%	9%	12%	7%	
Higher Levels Of Satisfaction / Impro	15%	17%	15%	20%	3%	7%	15%	13%	21%	21%	12%	12%	12%	16%	18%	10%	
Not Sure	6%	4%	6%	9%	10%	11%	3%	5%	2%	8%	10%	14%	4%	5%	6%	16%	
Total	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	
Composition of Who Agree Parents	100%	40%	40%	7%	4%	9%	42%	21%	6%	13%	8%	11%	13%	68%	6%	13%	

**7** Which of the following statements do you most agree with? Parental choice lets parents choose the best educational option for their child.  
 Parental choice provides children trapped in underperforming schools with the opportunity for a better education.  
 The existence of other educational options motivates public schools to do better.  
 Parental choice results in higher levels of educational satisfaction, improved student achievement, and taxpayer savings.

746 Who Agree Parents Should Hav	All	Candidate Who Supports Options					
		Much M	Somew	Somew	Much L	Makes	Not Sur
Credibility Interval: +/-3.6 pct points							
Lets Parents Choose Best Option	50%	57%	45%	47%	40%	50%	35%
Provides Opportunity For Better Edu	20%	19%	23%	21%	19%	20%	11%
Other Educational Options Motivates	9%	8%	9%	13%	8%	5%	14%
Higher Levels Of Satisfaction / Impro	15%	14%	17%	11%	12%	14%	20%
Not Sure	6%	3%	6%	9%	20%	10%	20%
Total	100%	100%	100%	100%	100%	100%	100%
Composition of Who Agree Parents	100%	44%	38%	5%	2%	7%	5%

# Results of SurveyUSA Mkt Research Study #24579



Sponsor:

Civitas Institute (Raleigh, NC)

Geography: North Carolina  
 Data Collected: 01/15/2019 - 01/18/2019  
 Release Date: 01/21/2019  
 Percentages

**8** Which of the following statements do you most agree with?  
 Parental choice programs hurt the public schools financially  
 Parental choice programs leave public schools with students who have higher needs  
 Parental choice programs encourage segregation  
 Parental choice programs don't lead to better students or schools

46 Who Disagree Parents Should Ha	All	Children				School					Reason Attends Public								
		Credibility Interval: +/-14.3 pct points	None	One	Two Or	Not Sur	Traditio	Charter	Private	Home	Not Sur	Closest	Assigne	Chose	Chose	Safe En	Lack R	Other	Not Sur
Hurt The Public Schools Financially	14%	13%	21%	0%	0%	17%	0%	0%	0%	0%	49%	13%	0%	0%	0%	0%	0%	0%	0%
Leave Public Schools With Students	12%	13%	9%	16%	0%	5%	61%	0%	0%	0%	0%	12%	0%	0%	0%	0%	0%	0%	0%
Encourage Segregation	32%	30%	41%	16%	0%	34%	39%	0%	0%	0%	22%	27%	32%	0%	0%	100%	100%	0%	0%
Don't Lead To Better Students Or Sc	22%	23%	22%	18%	0%	23%	0%	0%	0%	0%	29%	26%	32%	0%	0%	0%	0%	0%	0%
Not Sure	20%	21%	7%	50%	0%	21%	0%	0%	0%	0%	0%	22%	36%	0%	0%	0%	0%	0%	100%
Total	100%	100%	100%	100%	0%	100%	100%	0%	0%	0%	100%	100%	100%	0%	0%	100%	100%	100%	100%
Composition of Who Disagree Parent	100%	59%	29%	12%	0%	90%	10%	0%	0%	0%	23%	43%	17%	0%	0%	7%	5%	6%	

**8** Which of the following statements do you most agree with?  
 Parental choice programs hurt the public schools financially  
 Parental choice programs leave public schools with students who have higher needs  
 Parental choice programs encourage segregation  
 Parental choice programs don't lead to better students or schools

46 Who Disagree Parents Should Ha	All	Reason Attends							Would Select					
		Credibility Interval: +/-14.3 pct points	Closest	Chose	Chose	Safe En	Lack R	Other	Not Sur	Traditio	Charter	Private	Home	Other
Hurt The Public Schools Financially	14%	-	-	-	-	-	-	-	18%	0%	17%	0%	0%	0%
Leave Public Schools With Students	12%	0%	0%	0%	0%	0%	100%	0%	18%	0%	0%	0%	0%	0%
Encourage Segregation	32%	0%	0%	100%	0%	0%	0%	0%	15%	100%	61%	0%	100%	0%
Don't Lead To Better Students Or Sc	22%	-	-	-	-	-	-	-	26%	0%	0%	100%	0%	0%
Not Sure	20%	-	-	-	-	-	-	-	22%	0%	22%	0%	0%	0%
Total	100%	0%	0%	100%	0%	0%	100%	0%	100%	100%	100%	100%	100%	0%
Composition of Who Disagree Parent	100%	0%	0%	39%	0%	0%	61%	0%	60%	5%	25%	5%	5%	0%

# Results of SurveyUSA Mkt Research Study #24579



Sponsor:

Civitas Institute (Raleigh, NC)

Geography: North Carolina  
 Data Collected: 01/15/2019 - 01/18/2019  
 Release Date: 01/21/2019  
 Percentages

**8** Which of the following statements do you most agree with?  
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 Parental choice programs leave public schools with students who have higher needs  
 Parental choice programs encourage segregation  
 Parental choice programs don't lead to better students or schools

46 Who Disagree Parents Should Ha	All	Ability To Choose					Choice Statement					Parental Choice				
		Strongl	Somew	Somew	Strongl	Not Sur	Lets Pa	Provide	Other E	Higher	Not Sur	Hurt Th	Leave	Encour	Don't L	Not Sur
Credibility Interval: +/-14.3 pct points																
Hurt The Public Schools Financially	14%	0%	0%	11%	22%	0%	-	-	-	-	-	-	-	-	-	-
Leave Public Schools With Students	12%	0%	0%	10%	19%	0%	-	-	-	-	-	-	-	-	-	-
Encourage Segregation	32%	0%	0%	41%	5%	0%	-	-	-	-	-	-	-	-	-	-
Don't Lead To Better Students Or Sc	22%	0%	0%	23%	20%	0%	-	-	-	-	-	-	-	-	-	-
Not Sure	20%	0%	0%	15%	34%	0%	-	-	-	-	-	-	-	-	-	-
Total	100%	0%	0%	100%	100%	0%	0%	0%	0%	0%	0%					
Composition of Who Disagree Parent	100%	0%	0%	73%	27%	0%										

**8** Which of the following statements do you most agree with?  
 Parental choice programs hurt the public schools financially  
 Parental choice programs leave public schools with students who have higher needs  
 Parental choice programs encourage segregation  
 Parental choice programs don't lead to better students or schools

46 Who Disagree Parents Should Ha	All	Best Suited To Decide						Opportunity Scholarship Program					Charter Schools				
		Parents	Local S	State G	Federal	Someo	Not Sur	Strongl	Somew	Somew	Strongl	Not Sur	Strongl	Somew	Somew	Strongl	Not Sur
Credibility Interval: +/-14.3 pct points																	
Hurt The Public Schools Financially	14%	6%	8%	38%	55%	0%	0%	0%	6%	13%	47%	0%	0%	10%	19%	26%	0%
Leave Public Schools With Students	12%	21%	6%	19%	0%	0%	0%	25%	12%	6%	11%	0%	36%	6%	9%	8%	45%
Encourage Segregation	32%	13%	44%	43%	45%	100%	36%	17%	41%	41%	21%	0%	14%	45%	32%	23%	0%
Don't Lead To Better Students Or Sc	22%	28%	27%	0%	0%	0%	28%	12%	20%	33%	22%	0%	19%	13%	40%	26%	0%
Not Sure	20%	32%	15%	0%	0%	0%	36%	46%	21%	7%	0%	100%	31%	26%	0%	18%	55%
Total	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Composition of Who Disagree Parent	100%	42%	31%	10%	9%	2%	6%	20%	31%	30%	17%	2%	12%	41%	21%	22%	4%

# Results of SurveyUSA Mkt Research Study #24579



Sponsor:

Civitas Institute (Raleigh, NC)

Geography: North Carolina  
 Data Collected: 01/15/2019 - 01/18/2019  
 Release Date: 01/21/2019  
 Percentages

**8** Which of the following statements do you most agree with?  
 Parental choice programs hurt the public schools financially  
 Parental choice programs leave public schools with students who have higher needs  
 Parental choice programs encourage segregation  
 Parental choice programs don't lead to better students or schools

46 Who Disagree Parents Should Ha	All	ESA Programs					ESA Statement						Legislature Statement			
		Strongl	Somew	Somew	Strongl	Not Sur	Expand	Expand	Expand	Expand	Don't E	Not Sur	Doing a	Need T	Should	Not Sur
Credibility Interval: +/-14.3 pct points																
Hurt The Public Schools Financially	14%	12%	15%	6%	68%	0%	0%	8%	14%	27%	24%	11%	0%	6%	44%	0%
Leave Public Schools With Students	12%	24%	4%	25%	0%	0%	24%	8%	0%	16%	22%	0%	0%	12%	17%	20%
Encourage Segregation	32%	16%	46%	27%	0%	34%	13%	34%	72%	33%	11%	41%	0%	38%	17%	62%
Don't Lead To Better Students Or Sc	22%	21%	25%	25%	32%	0%	24%	20%	14%	24%	43%	0%	52%	20%	15%	18%
Not Sure	20%	27%	10%	17%	0%	66%	40%	29%	0%	0%	0%	48%	48%	24%	7%	0%
Total	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Composition of Who Disagree Parent	100%	21%	40%	23%	5%	10%	18%	22%	12%	17%	17%	14%	9%	59%	23%	9%

**8** Which of the following statements do you most agree with?  
 Parental choice programs hurt the public schools financially  
 Parental choice programs leave public schools with students who have higher needs  
 Parental choice programs encourage segregation  
 Parental choice programs don't lead to better students or schools

46 Who Disagree Parents Should Ha	All	Candidate Who Supports Options					
		Much M	Somew	Somew	Much L	Makes	Not Sur
Credibility Interval: +/-14.3 pct points							
Hurt The Public Schools Financially	14%	0%	13%	0%	39%	18%	0%
Leave Public Schools With Students	12%	14%	16%	19%	12%	8%	0%
Encourage Segregation	32%	13%	58%	43%	12%	22%	32%
Don't Lead To Better Students Or Sc	22%	26%	14%	21%	23%	35%	0%
Not Sure	20%	47%	0%	17%	13%	18%	68%
Total	100%	100%	100%	100%	100%	100%	100%
Composition of Who Disagree Parent	100%	17%	28%	10%	15%	24%	6%

# Results of SurveyUSA Mkt Research Study #24579



Sponsor:

Civitas Institute (Raleigh, NC)

Geography: North Carolina  
 Data Collected: 01/15/2019 - 01/18/2019  
 Release Date: 01/21/2019  
 Percentages

**9** In your opinion, who is best suited to decide where a child should attend school?

804 Registered Voters Credibility Interval: +/-2.2 pct points	All	Children				School					Reason Attends Public							
		None	One	Two Or	Not Sur	Traditio	Charter	Private	Home	Not Sur	Closest	Assigne	Chose	Chose	Safe En	Lack R	Other	Not Sur
Parents Or Legal Guardian	88%	86%	89%	93%	72%	90%	94%	91%	92%	100%	93%	86%	86%	100%	100%	92%	83%	100%
Local School Board	5%	5%	4%	5%	28%	5%	0%	4%	3%	0%	4%	9%	11%	0%	0%	0%	0%	0%
State Government	2%	1%	3%	1%	0%	2%	3%	2%	5%	0%	0%	6%	0%	0%	0%	0%	6%	0%
Federal Government	1%	1%	2%	0%	0%	1%	3%	2%	0%	0%	1%	0%	3%	0%	0%	4%	0%	0%
Someone Else	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	5%	0%
Not Sure	4%	6%	1%	1%	0%	2%	0%	0%	0%	0%	2%	0%	0%	0%	0%	4%	6%	0%
Total	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Composition of Registered Voters	100%	50%	26%	23%	1%	76%	7%	10%	7%	0%	38%	27%	11%	3%	4%	9%	6%	2%

**9** In your opinion, who is best suited to decide where a child should attend school?

804 Registered Voters Credibility Interval: +/-2.2 pct points	All	Reason Attends							Would Select					
		Closest	Chose	Chose	Safe En	Lack R	Other	Not Sur	Traditio	Charter	Private	Home	Other	Not Sur
Parents Or Legal Guardian	88%	80%	93%	93%	91%	0%	100%	0%	87%	89%	93%	95%	69%	100%
Local School Board	5%	20%	3%	2%	0%	0%	0%	0%	8%	5%	2%	3%	14%	0%
State Government	2%	0%	4%	0%	9%	0%	0%	0%	2%	4%	2%	0%	17%	0%
Federal Government	1%	0%	0%	5%	0%	0%	0%	0%	0%	0%	2%	2%	0%	0%
Someone Else	0%	-	-	-	-	-	-	-	1%	0%	0%	0%	0%	0%
Not Sure	4%	-	-	-	-	-	-	-	3%	2%	1%	0%	0%	0%
Total	100%	100%	100%	100%	100%	0%	100%	0%	100%	100%	100%	100%	100%	100%
Composition of Registered Voters	100%	4%	31%	34%	23%	0%	8%	0%	28%	13%	45%	9%	2%	3%

# Results of SurveyUSA Mkt Research Study #24579



Geography: North Carolina  
 Data Collected: 01/15/2019 - 01/18/2019  
 Release Date: 01/21/2019  
 Percentages

Sponsor:  
 Civitas Institute (Raleigh, NC)

## 9 In your opinion, who is best suited to decide where a child should attend school?

804 Registered Voters Credibility Interval: +/-2.2 pct points	All	Ability To Choose					Choice Statement					Parental Choice				
		Strongl	Somew	Somew	Strongl	Not Sur	Lets Pa	Provide	Other E	Higher	Not Sur	Hurt Th	Leave	Encour	Don't L	Not Sur
Parents Or Legal Guardian	88%	96%	81%	33%	65%	34%	96%	89%	83%	95%	80%	18%	70%	18%	54%	67%
Local School Board	5%	2%	7%	34%	22%	32%	2%	5%	8%	1%	5%	18%	15%	43%	38%	22%
State Government	2%	1%	2%	11%	6%	0%	1%	3%	1%	0%	0%	28%	15%	14%	0%	0%
Federal Government	1%	0%	1%	10%	6%	10%	0%	1%	0%	1%	0%	37%	0%	13%	0%	0%
Someone Else	0%	0%	1%	3%	0%	0%	0%	1%	1%	0%	0%	0%	0%	6%	0%	0%
Not Sure	4%	2%	8%	9%	0%	24%	2%	2%	6%	4%	15%	0%	0%	7%	8%	11%
Total	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Composition of Registered Voters	100%	70%	22%	4%	2%	1%	50%	20%	9%	15%	6%	14%	12%	32%	22%	20%

## 9 In your opinion, who is best suited to decide where a child should attend school?

804 Registered Voters Credibility Interval: +/-2.2 pct points	All	Best Suited To Decide						Opportunity Scholarship Program					Charter Schools				
		Parents	Local S	State G	Federal	Someo	Not Sur	Strongl	Somew	Somew	Strongl	Not Sur	Strongl	Somew	Somew	Strongl	Not Sur
Parents Or Legal Guardian	88%	-	-	-	-	-	-	95%	88%	63%	58%	83%	93%	89%	79%	70%	87%
Local School Board	5%	-	-	-	-	-	-	2%	3%	25%	16%	8%	3%	4%	11%	16%	3%
State Government	2%	-	-	-	-	-	-	0%	3%	0%	10%	0%	2%	1%	0%	4%	2%
Federal Government	1%	-	-	-	-	-	-	0%	1%	3%	5%	0%	0%	1%	2%	5%	0%
Someone Else	0%	-	-	-	-	-	-	0%	0%	2%	2%	0%	0%	0%	1%	2%	1%
Not Sure	4%	-	-	-	-	-	-	1%	5%	8%	8%	10%	1%	4%	7%	2%	8%
Total	100%							100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Composition of Registered Voters	100%							51%	34%	7%	5%	3%	33%	43%	11%	5%	8%



# Results of SurveyUSA Mkt Research Study #24579



Sponsor:

Civitas Institute (Raleigh, NC)

Geography: North Carolina  
 Data Collected: 01/15/2019 - 01/18/2019  
 Release Date: 01/21/2019  
 Percentages

**9** In your opinion, who is best suited to decide where a child should attend school?

804 Registered Voters Credibility Interval: +/-2.2 pct points	All	ESA Programs					ESA Statement						Legislature Statement			
		Strongl	Somew	Somew	Strongl	Not Sur	Expand	Expand	Expand	Expand	Don't E	Not Sur	Doing a	Need T	Should	Not Sur
Parents Or Legal Guardian	88%	95%	86%	80%	73%	84%	95%	86%	78%	86%	78%	84%	91%	90%	67%	86%
Local School Board	5%	2%	7%	6%	5%	6%	2%	8%	7%	6%	9%	6%	6%	4%	13%	6%
State Government	2%	1%	2%	4%	6%	1%	1%	2%	9%	2%	2%	0%	1%	1%	8%	1%
Federal Government	1%	0%	1%	1%	3%	1%	0%	2%	3%	0%	0%	2%	1%	1%	5%	0%
Someone Else	0%	0%	0%	1%	3%	1%	0%	0%	0%	1%	3%	0%	1%	0%	2%	0%
Not Sure	4%	2%	4%	7%	10%	6%	2%	2%	2%	6%	7%	8%	0%	3%	5%	8%
Total	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Composition of Registered Voters	100%	39%	40%	8%	4%	9%	41%	20%	6%	13%	8%	12%	13%	67%	7%	13%

**9** In your opinion, who is best suited to decide where a child should attend school?

804 Registered Voters Credibility Interval: +/-2.2 pct points	All	Candidate Who Supports Options					
		Much M	Somew	Somew	Much L	Makes	Not Sur
Parents Or Legal Guardian	88%	97%	89%	64%	52%	80%	74%
Local School Board	5%	2%	4%	17%	20%	11%	7%
State Government	2%	0%	3%	5%	8%	1%	2%
Federal Government	1%	0%	2%	2%	3%	2%	0%
Someone Else	0%	0%	0%	2%	4%	0%	0%
Not Sure	4%	1%	3%	8%	13%	6%	17%
Total	100%	100%	100%	100%	100%	100%	100%
Composition of Registered Voters	100%	42%	37%	5%	3%	8%	5%

# Results of SurveyUSA Mkt Research Study #24579

Geography: North Carolina

Data Collected: 01/15/2019 - 01/18/2019

Release Date: 01/21/2019

Percentages

**10** The North Carolina Opportunity Scholarship Program provides vouchers of up to \$4,200 to low and moderate-income students that can be applied to tuition at a private school of their choice. In 2017, over 6,400 students received vouchers to attend over 450 different schools. Do you support or oppose the Opportunity Scholarship Program?

804 Registered Voters	All	Children				School					Reason Attends Public							
Credibility Interval: +/-3.4 pct points		None	One	Two Or	Not Sur	Traditio	Charter	Private	Home	Not Sur	Closest	Assigne	Chose	Chose	Safe En	Lack R	Other	Not Sur
Strongly Support	51%	48%	56%	50%	50%	53%	41%	53%	67%	47%	58%	43%	60%	46%	76%	63%	29%	77%
Somewhat Support	34%	37%	31%	34%	19%	33%	48%	18%	30%	53%	34%	33%	28%	54%	24%	29%	39%	23%
Somewhat Oppose	7%	7%	7%	7%	0%	6%	11%	15%	0%	0%	6%	8%	10%	0%	0%	0%	11%	0%
Strongly Oppose	5%	4%	3%	5%	31%	4%	0%	13%	0%	0%	1%	7%	3%	0%	0%	4%	21%	0%
Not Sure	3%	4%	2%	4%	0%	3%	0%	2%	4%	0%	1%	9%	0%	0%	0%	3%	0%	0%
Total	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Composition of Registered Voters	100%	50%	26%	23%	1%	76%	7%	10%	7%	0%	38%	27%	11%	3%	4%	9%	6%	2%

**10** The North Carolina Opportunity Scholarship Program provides vouchers of up to \$4,200 to low and moderate-income students that can be applied to tuition at a private school of their choice. In 2017, over 6,400 students received vouchers to attend over 450 different schools. Do you support or oppose the Opportunity Scholarship Program?

804 Registered Voters	All	Reason Attends							Would Select					
Credibility Interval: +/-3.4 pct points		Closest	Chose	Chose	Safe En	Lack R	Other	Not Sur	Traditio	Charter	Private	Home	Other	Not Sur
Strongly Support	51%	77%	44%	46%	64%	0%	71%	0%	37%	56%	63%	56%	54%	37%
Somewhat Support	34%	23%	32%	30%	31%	0%	29%	0%	42%	30%	26%	33%	29%	40%
Somewhat Oppose	7%	0%	17%	12%	0%	0%	0%	0%	11%	11%	5%	6%	0%	0%
Strongly Oppose	5%	0%	6%	6%	4%	0%	0%	0%	5%	2%	5%	3%	17%	0%
Not Sure	3%	0%	0%	5%	0%	0%	0%	0%	5%	1%	1%	3%	0%	23%
Total	100%	100%	100%	100%	100%	0%	100%	0%	100%	100%	100%	100%	100%	100%
Composition of Registered Voters	100%	4%	31%	34%	23%	0%	8%	0%	28%	13%	45%	9%	2%	3%

# Results of SurveyUSA Mkt Research Study #24579

Geography: North Carolina

Data Collected: 01/15/2019 - 01/18/2019

Release Date: 01/21/2019

Percentages

**10** The North Carolina Opportunity Scholarship Program provides vouchers of up to \$4,200 to low and moderate-income students that can be applied to tuition at a private school of their choice. In 2017, over 6,400 students received vouchers to attend over 450 different schools. Do you support or oppose the Opportunity Scholarship Program?

804 Registered Voters	All	Ability To Choose					Choice Statement					Parental Choice				
Credibility Interval: +/-3.4 pct points		Strongl	Somew	Somew	Strongl	Not Sur	Lets Pa	Provide	Other E	Higher	Not Sur	Hurt Th	Leave	Encour	Don't L	Not Sur
Strongly Support	51%	61%	29%	11%	45%	10%	58%	54%	42%	51%	32%	0%	41%	11%	11%	46%
Somewhat Support	34%	29%	51%	37%	14%	54%	30%	34%	43%	39%	43%	13%	29%	40%	28%	32%
Somewhat Oppose	7%	5%	8%	34%	18%	8%	5%	6%	7%	5%	7%	28%	15%	38%	44%	10%
Strongly Oppose	5%	3%	6%	15%	23%	15%	4%	3%	2%	3%	10%	59%	15%	11%	17%	0%
Not Sure	3%	2%	6%	3%	0%	13%	3%	3%	6%	2%	8%	0%	0%	0%	0%	12%
Total	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Composition of Registered Voters	100%	70%	22%	4%	2%	1%	50%	20%	9%	15%	6%	14%	12%	32%	22%	20%

**10** The North Carolina Opportunity Scholarship Program provides vouchers of up to \$4,200 to low and moderate-income students that can be applied to tuition at a private school of their choice. In 2017, over 6,400 students received vouchers to attend over 450 different schools. Do you support or oppose the Opportunity Scholarship Program?

804 Registered Voters	All	Best Suited To Decide						Opportunity Scholarship Program					Charter Schools				
Credibility Interval: +/-3.4 pct points		Parents	Local S	State G	Federal	Someo	Not Sur	Strongl	Somew	Somew	Strongl	Not Sur	Strongl	Somew	Somew	Strongl	Not Sur
Strongly Support	51%	55%	25%	13%	24%	0%	19%	-	-	-	-	-	77%	41%	38%	15%	37%
Somewhat Support	34%	34%	21%	59%	34%	27%	47%	-	-	-	-	-	18%	46%	34%	24%	46%
Somewhat Oppose	7%	5%	34%	0%	18%	38%	15%	-	-	-	-	-	2%	6%	17%	24%	3%
Strongly Oppose	5%	3%	15%	28%	24%	35%	10%	-	-	-	-	-	1%	3%	7%	32%	3%
Not Sure	3%	3%	5%	0%	0%	0%	9%	-	-	-	-	-	2%	3%	4%	5%	10%
Total	100%	100%	100%	100%	100%	100%	100%						100%	100%	100%	100%	100%
Composition of Registered Voters	100%	88%	5%	2%	1%	0%	4%						33%	43%	11%	5%	8%

# Results of SurveyUSA Mkt Research Study #24579

Geography: North Carolina

Data Collected: 01/15/2019 - 01/18/2019

Release Date: 01/21/2019

Percentages

**10** The North Carolina Opportunity Scholarship Program provides vouchers of up to \$4,200 to low and moderate-income students that can be applied to tuition at a private school of their choice. In 2017, over 6,400 students received vouchers to attend over 450 different schools. Do you support or oppose the Opportunity Scholarship Program?

804 Registered Voters	All	ESA Programs					ESA Statement						Legislature Statement			
		Strongl	Somew	Somew	Strongl	Not Sur	Expand	Expand	Expand	Expand	Don't E	Not Sur	Doing a	Need T	Should	Not Sur
Credibility Interval: +/-3.4 pct points																
Strongly Support	51%	78%	39%	18%	11%	32%	67%	54%	37%	45%	13%	30%	61%	55%	14%	37%
Somewhat Support	34%	17%	47%	51%	25%	44%	25%	37%	52%	39%	34%	47%	29%	34%	35%	43%
Somewhat Oppose	7%	3%	8%	16%	18%	5%	5%	5%	9%	6%	19%	8%	4%	6%	21%	7%
Strongly Oppose	5%	2%	3%	7%	43%	6%	1%	2%	2%	8%	27%	3%	4%	3%	27%	2%
Not Sure	3%	0%	3%	9%	3%	14%	2%	1%	0%	2%	8%	12%	1%	2%	4%	11%
Total	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Composition of Registered Voters	100%	39%	40%	8%	4%	9%	41%	20%	6%	13%	8%	12%	13%	67%	7%	13%

**10** The North Carolina Opportunity Scholarship Program provides vouchers of up to \$4,200 to low and moderate-income students that can be applied to tuition at a private school of their choice. In 2017, over 6,400 students received vouchers to attend over 450 different schools. Do you support or oppose the Opportunity Scholarship Program?

804 Registered Voters	All	Candidate Who Supports Options					
		Much M	Somew	Somew	Much L	Makes	Not Sur
Credibility Interval: +/-3.4 pct points							
Strongly Support	51%	76%	41%	17%	5%	23%	27%
Somewhat Support	34%	20%	45%	45%	25%	42%	51%
Somewhat Oppose	7%	2%	8%	19%	27%	11%	8%
Strongly Oppose	5%	1%	3%	17%	40%	12%	2%
Not Sure	3%	1%	3%	2%	3%	13%	12%
Total	100%	100%	100%	100%	100%	100%	100%
Composition of Registered Voters	100%	42%	37%	5%	3%	8%	5%

# Results of SurveyUSA Mkt Research Study #24579



Geography: North Carolina  
 Data Collected: 01/15/2019 - 01/18/2019  
 Release Date: 01/21/2019  
 Percentages

Sponsor:  
 Civitas Institute (Raleigh, NC)

**11** Charter schools are public schools which are not governed by a local school board but by an independent board. While they are subject to the same academic requirements as traditional public schools, charter schools are exempt from certain administrative regulations. Do you support or oppose charter schools?

804 Registered Voters	All	Children				School					Reason Attends Public							
Credibility Interval: +/-3.4 pct points		None	One	Two Or	Not Sur	Traditio	Charter	Private	Home	Not Sur	Closest	Assigne	Chose	Chose	Safe En	Lack R	Other	Not Sur
Strongly Support	33%	30%	31%	41%	17%	32%	59%	35%	50%	53%	35%	35%	21%	24%	25%	33%	29%	39%
Somewhat Support	43%	42%	47%	40%	62%	45%	35%	52%	34%	0%	47%	36%	65%	47%	39%	45%	32%	42%
Somewhat Oppose	11%	14%	9%	10%	0%	11%	0%	5%	0%	47%	12%	10%	9%	19%	28%	7%	17%	0%
Strongly Oppose	5%	5%	5%	5%	9%	6%	3%	3%	4%	0%	2%	11%	3%	11%	0%	4%	14%	19%
Not Sure	8%	9%	8%	4%	12%	6%	4%	5%	12%	0%	5%	8%	3%	0%	8%	11%	7%	0%
Total	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Composition of Registered Voters	100%	50%	26%	23%	1%	76%	7%	10%	7%	0%	38%	27%	11%	3%	4%	9%	6%	2%

**11** Charter schools are public schools which are not governed by a local school board but by an independent board. While they are subject to the same academic requirements as traditional public schools, charter schools are exempt from certain administrative regulations. Do you support or oppose charter schools?

804 Registered Voters	All	Reason Attends							Would Select					
Credibility Interval: +/-3.4 pct points		Closest	Chose	Chose	Safe En	Lack R	Other	Not Sur	Traditio	Charter	Private	Home	Other	Not Sur
Strongly Support	33%	60%	37%	44%	59%	0%	59%	0%	22%	58%	36%	49%	33%	22%
Somewhat Support	43%	40%	53%	41%	31%	0%	26%	0%	45%	37%	46%	37%	39%	53%
Somewhat Oppose	11%	0%	0%	3%	0%	0%	15%	0%	18%	2%	8%	2%	13%	0%
Strongly Oppose	5%	0%	6%	0%	5%	0%	0%	0%	10%	0%	4%	3%	0%	9%
Not Sure	8%	0%	4%	12%	5%	0%	0%	0%	5%	3%	6%	9%	14%	16%
Total	100%	100%	100%	100%	100%	0%	100%	0%	100%	100%	100%	100%	100%	100%
Composition of Registered Voters	100%	4%	31%	34%	23%	0%	8%	0%	28%	13%	45%	9%	2%	3%

# Results of SurveyUSA Mkt Research Study #24579

Geography: North Carolina

Data Collected: 01/15/2019 - 01/18/2019

Release Date: 01/21/2019

Percentages

**11** Charter schools are public schools which are not governed by a local school board but by an independent board. While they are subject to the same academic requirements as traditional public schools, charter schools are exempt from certain administrative regulations. Do you support or oppose charter schools?

804 Registered Voters	All	Ability To Choose					Choice Statement					Parental Choice				
Credibility Interval: +/-3.4 pct points		Strongl	Somew	Somew	Strongl	Not Sur	Lets Pa	Provide	Other E	Higher	Not Sur	Hurt Th	Leave	Encour	Don't L	Not Sur
Strongly Support	33%	39%	18%	11%	15%	10%	38%	31%	27%	35%	22%	0%	35%	5%	11%	18%
Somewhat Support	43%	40%	54%	37%	52%	42%	42%	46%	46%	45%	38%	30%	21%	58%	25%	51%
Somewhat Oppose	11%	10%	12%	28%	0%	26%	8%	13%	15%	12%	12%	28%	15%	21%	38%	0%
Strongly Oppose	5%	3%	6%	18%	32%	15%	3%	4%	1%	4%	11%	41%	14%	16%	26%	19%
Not Sure	8%	7%	10%	6%	0%	7%	8%	6%	11%	5%	17%	0%	15%	0%	0%	11%
Total	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Composition of Registered Voters	100%	70%	22%	4%	2%	1%	50%	20%	9%	15%	6%	14%	12%	32%	22%	20%

**11** Charter schools are public schools which are not governed by a local school board but by an independent board. While they are subject to the same academic requirements as traditional public schools, charter schools are exempt from certain administrative regulations. Do you support or oppose charter schools?

804 Registered Voters	All	Best Suited To Decide						Opportunity Scholarship Program					Charter Schools				
Credibility Interval: +/-3.4 pct points		Parents	Local S	State G	Federal	Someo	Not Sur	Strongl	Somew	Somew	Strongl	Not Sur	Strongl	Somew	Somew	Strongl	Not Sur
Strongly Support	33%	34%	22%	43%	0%	0%	10%	49%	17%	10%	10%	14%	-	-	-	-	-
Somewhat Support	43%	44%	32%	37%	57%	0%	48%	35%	58%	40%	31%	43%	-	-	-	-	-
Somewhat Oppose	11%	10%	24%	0%	19%	38%	23%	9%	11%	29%	18%	12%	-	-	-	-	-
Strongly Oppose	5%	4%	17%	13%	24%	35%	3%	2%	4%	18%	36%	7%	-	-	-	-	-
Not Sure	8%	7%	4%	7%	0%	27%	16%	5%	10%	3%	6%	23%	-	-	-	-	-
Total	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%					
Composition of Registered Voters	100%	88%	5%	2%	1%	0%	4%	51%	34%	7%	5%	3%					

# Results of SurveyUSA Mkt Research Study #24579

Geography: North Carolina

Data Collected: 01/15/2019 - 01/18/2019

Release Date: 01/21/2019

Percentages

**11** Charter schools are public schools which are not governed by a local school board but by an independent board. While they are subject to the same academic requirements as traditional public schools, charter schools are exempt from certain administrative regulations. Do you support or oppose charter schools?

804 Registered Voters	All	ESA Programs					ESA Statement						Legislature Statement			
Credibility Interval: +/-3.4 pct points		Strongl	Somew	Somew	Strongl	Not Sur	Expand	Expand	Expand	Expand	Don't E	Not Sur	Doing a	Need T	Should	Not Sur
Strongly Support	33%	53%	21%	14%	21%	20%	46%	22%	22%	29%	20%	23%	46%	34%	18%	23%
Somewhat Support	43%	33%	52%	44%	33%	54%	36%	50%	46%	49%	44%	46%	38%	43%	42%	49%
Somewhat Oppose	11%	7%	14%	21%	16%	6%	7%	17%	22%	9%	14%	13%	9%	11%	19%	10%
Strongly Oppose	5%	2%	5%	11%	23%	4%	3%	3%	3%	9%	15%	5%	4%	4%	18%	4%
Not Sure	8%	5%	8%	10%	7%	17%	7%	8%	6%	4%	7%	13%	2%	8%	4%	15%
Total	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Composition of Registered Voters	100%	39%	40%	8%	4%	9%	41%	20%	6%	13%	8%	12%	13%	67%	7%	13%

**11** Charter schools are public schools which are not governed by a local school board but by an independent board. While they are subject to the same academic requirements as traditional public schools, charter schools are exempt from certain administrative regulations. Do you support or oppose charter schools?

804 Registered Voters	All	Candidate Who Supports Options					
Credibility Interval: +/-3.4 pct points		Much M	Somew	Somew	Much L	Makes	Not Sur
Strongly Support	33%	49%	24%	19%	11%	12%	16%
Somewhat Support	43%	35%	53%	51%	42%	30%	53%
Somewhat Oppose	11%	9%	10%	20%	10%	25%	5%
Strongly Oppose	5%	2%	5%	4%	36%	14%	6%
Not Sure	8%	5%	7%	6%	0%	19%	20%
Total	100%	100%	100%	100%	100%	100%	100%
Composition of Registered Voters	100%	42%	37%	5%	3%	8%	5%

# Results of SurveyUSA Mkt Research Study #24579

Geography: North Carolina

Data Collected: 01/15/2019 - 01/18/2019

Release Date: 01/21/2019

Percentages

**12** Education Savings Accounts (ESAs) are a new type of parental choice program now operating in several states. ESAs are taxpayer-funded accounts that allow parents to use the account to pay for educational expenses such as tuition, fees, tutoring, testing or books. The size of an ESA account is usually tied to a percentage of the average state per pupil spending. North Carolina recently approved a limited ESA program for students with special needs. Given this information do you support or oppose ESA programs?

804 Registered Voters	All	Children				School					Reason Attends Public							
Credibility Interval: +/-3.4 pct points		None	One	Two Or	Not Sur	Traditio	Charter	Private	Home	Not Sur	Closest	Assigne	Chose	Chose	Safe En	Lack R	Other	Not Sur
Strongly Support	39%	36%	41%	41%	32%	39%	44%	51%	47%	53%	46%	34%	33%	24%	15%	41%	39%	61%
Somewhat Support	40%	41%	37%	41%	8%	43%	36%	25%	26%	47%	41%	34%	53%	54%	76%	44%	50%	39%
Somewhat Oppose	8%	8%	11%	6%	8%	8%	10%	14%	13%	0%	7%	10%	3%	9%	8%	3%	11%	0%
Strongly Oppose	4%	4%	4%	2%	19%	2%	4%	7%	4%	0%	0%	7%	0%	13%	0%	0%	0%	0%
Not Sure	9%	10%	7%	9%	33%	8%	7%	3%	11%	0%	6%	15%	11%	0%	0%	12%	0%	0%
Total	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Composition of Registered Voters	100%	50%	26%	23%	1%	76%	7%	10%	7%	0%	38%	27%	11%	3%	4%	9%	6%	2%

**12** Education Savings Accounts (ESAs) are a new type of parental choice program now operating in several states. ESAs are taxpayer-funded accounts that allow parents to use the account to pay for educational expenses such as tuition, fees, tutoring, testing or books. The size of an ESA account is usually tied to a percentage of the average state per pupil spending. North Carolina recently approved a limited ESA program for students with special needs. Given this information do you support or oppose ESA programs?

804 Registered Voters	All	Reason Attends							Would Select					
Credibility Interval: +/-3.4 pct points		Closest	Chose	Chose	Safe En	Lack R	Other	Not Sur	Traditio	Charter	Private	Home	Other	Not Sur
Strongly Support	39%	80%	35%	40%	65%	0%	61%	0%	31%	47%	47%	45%	27%	23%
Somewhat Support	40%	20%	39%	31%	13%	0%	24%	0%	43%	40%	38%	28%	59%	36%
Somewhat Oppose	8%	0%	12%	17%	8%	0%	15%	0%	11%	7%	7%	14%	0%	9%
Strongly Oppose	4%	0%	6%	3%	10%	0%	0%	0%	5%	2%	3%	2%	0%	0%
Not Sure	9%	0%	7%	10%	4%	0%	0%	0%	10%	4%	5%	11%	14%	31%
Total	100%	100%	100%	100%	100%	0%	100%	0%	100%	100%	100%	100%	100%	100%
Composition of Registered Voters	100%	4%	31%	34%	23%	0%	8%	0%	28%	13%	45%	9%	2%	3%



# Results of SurveyUSA Mkt Research Study #24579

Geography: North Carolina

Data Collected: 01/15/2019 - 01/18/2019

Release Date: 01/21/2019

Percentages

**12** Education Savings Accounts (ESAs) are a new type of parental choice program now operating in several states. ESAs are taxpayer-funded accounts that allow parents to use the account to pay for educational expenses such as tuition, fees, tutoring, testing or books. The size of an ESA account is usually tied to a percentage of the average state per pupil spending. North Carolina recently approved a limited ESA program for students with special needs. Given this information do you support or oppose ESA programs?

804 Registered Voters	All	Ability To Choose					Choice Statement					Parental Choice				
Credibility Interval: +/-3.4 pct points		Strongl	Somew	Somew	Strongl	Not Sur	Lets Pa	Provide	Other E	Higher	Not Sur	Hurt Th	Leave	Encour	Don't L	Not Sur
Strongly Support	39%	46%	22%	17%	32%	16%	44%	30%	38%	44%	27%	18%	41%	11%	20%	28%
Somewhat Support	40%	37%	50%	42%	35%	22%	37%	47%	40%	41%	39%	44%	14%	59%	46%	19%
Somewhat Oppose	8%	7%	10%	27%	13%	17%	6%	9%	4%	10%	11%	11%	45%	19%	26%	19%
Strongly Oppose	4%	3%	6%	5%	6%	0%	3%	7%	3%	1%	6%	28%	0%	0%	8%	0%
Not Sure	9%	8%	12%	9%	13%	46%	9%	7%	15%	4%	17%	0%	0%	11%	0%	33%
Total	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Composition of Registered Voters	100%	70%	22%	4%	2%	1%	50%	20%	9%	15%	6%	14%	12%	32%	22%	20%

**12** Education Savings Accounts (ESAs) are a new type of parental choice program now operating in several states. ESAs are taxpayer-funded accounts that allow parents to use the account to pay for educational expenses such as tuition, fees, tutoring, testing or books. The size of an ESA account is usually tied to a percentage of the average state per pupil spending. North Carolina recently approved a limited ESA program for students with special needs. Given this information do you support or oppose ESA programs?

804 Registered Voters	All	Best Suited To Decide						Opportunity Scholarship Program					Charter Schools				
Credibility Interval: +/-3.4 pct points		Parents	Local S	State G	Federal	Somew	Not Sur	Strongl	Somew	Somew	Strongl	Not Sur	Strongl	Somew	Somew	Strongl	Not Sur
Strongly Support	39%	41%	19%	13%	10%	0%	19%	59%	19%	17%	14%	5%	63%	29%	25%	17%	23%
Somewhat Support	40%	39%	55%	46%	58%	0%	39%	31%	54%	48%	27%	32%	25%	48%	50%	42%	41%
Somewhat Oppose	8%	8%	11%	21%	8%	35%	16%	3%	13%	19%	13%	21%	4%	9%	15%	18%	12%
Strongly Oppose	4%	3%	4%	13%	11%	38%	10%	1%	3%	9%	35%	3%	2%	3%	5%	17%	3%
Not Sure	9%	9%	11%	7%	14%	27%	16%	6%	12%	7%	12%	38%	6%	12%	5%	7%	21%
Total	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Composition of Registered Voters	100%	88%	5%	2%	1%	0%	4%	51%	34%	7%	5%	3%	33%	43%	11%	5%	8%

# Results of SurveyUSA Mkt Research Study #24579

Geography: North Carolina

Data Collected: 01/15/2019 - 01/18/2019

Release Date: 01/21/2019

Percentages

**12** Education Savings Accounts (ESAs) are a new type of parental choice program now operating in several states. ESAs are taxpayer-funded accounts that allow parents to use the account to pay for educational expenses such as tuition, fees, tutoring, testing or books. The size of an ESA account is usually tied to a percentage of the average state per pupil spending. North Carolina recently approved a limited ESA program for students with special needs. Given this information do you support or oppose ESA programs?

804 Registered Voters	All	ESA Programs					ESA Statement						Legislature Statement			
		Strongl	Somew	Somew	Strongl	Not Sur	Expand	Expand	Expand	Expand	Don't E	Not Sur	Doing a	Need T	Should	Not Sur
Credibility Interval: +/-3.4 pct points																
Strongly Support	39%	-	-	-	-	-	59%	35%	19%	31%	10%	14%	54%	41%	11%	25%
Somewhat Support	40%	-	-	-	-	-	33%	54%	57%	54%	16%	33%	30%	43%	34%	35%
Somewhat Oppose	8%	-	-	-	-	-	3%	8%	20%	6%	27%	11%	6%	7%	19%	15%
Strongly Oppose	4%	-	-	-	-	-	0%	0%	2%	1%	38%	1%	5%	1%	25%	3%
Not Sure	9%	-	-	-	-	-	4%	4%	3%	8%	10%	41%	5%	8%	11%	22%
Total	100%						100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Composition of Registered Voters	100%						41%	20%	6%	13%	8%	12%	13%	67%	7%	13%

**12** Education Savings Accounts (ESAs) are a new type of parental choice program now operating in several states. ESAs are taxpayer-funded accounts that allow parents to use the account to pay for educational expenses such as tuition, fees, tutoring, testing or books. The size of an ESA account is usually tied to a percentage of the average state per pupil spending. North Carolina recently approved a limited ESA program for students with special needs. Given this information do you support or oppose ESA programs?

804 Registered Voters	All	Candidate Who Supports Options					
		Much M	Somew	Somew	Much L	Makes	Not Sur
Credibility Interval: +/-3.4 pct points							
Strongly Support	39%	61%	27%	19%	5%	16%	17%
Somewhat Support	40%	30%	55%	51%	22%	33%	21%
Somewhat Oppose	8%	4%	6%	16%	50%	20%	14%
Strongly Oppose	4%	1%	2%	13%	24%	11%	5%
Not Sure	9%	5%	10%	2%	0%	19%	42%
Total	100%	100%	100%	100%	100%	100%	100%
Composition of Registered Voters	100%	42%	37%	5%	3%	8%	5%

# Results of SurveyUSA Mkt Research Study #24579

Geography: North Carolina

Data Collected: 01/15/2019 - 01/18/2019

Release Date: 01/21/2019

Percentages

13	Some states are considering increasing the size or scope of Education Savings Account programs. Which of the following statements best reflects your opinion of what state legislators should do with the North Carolina ESA program?																	
	804 Registered Voters	All	Children				School					Reason Attends Public						
Credibility Interval: +/-3.4 pct points	None		One	Two Or	Not Sur	Traditio	Charter	Private	Home	Not Sur	Closest	Assigne	Chose	Chose	Safe En	Lack R	Other	Not Sur
Expand To All Students	41%	37%	47%	42%	20%	46%	30%	49%	48%	0%	46%	42%	51%	32%	64%	41%	39%	100%
Expand To Low-income Students	20%	21%	22%	17%	11%	21%	16%	24%	6%	0%	25%	15%	25%	35%	10%	23%	21%	0%
Expand To Children Attending Failin	6%	4%	7%	9%	0%	8%	13%	2%	10%	0%	7%	9%	3%	0%	26%	13%	0%	0%
Expand To Combination Of Poor / Fa	13%	14%	10%	12%	19%	11%	15%	8%	17%	0%	11%	13%	7%	20%	0%	7%	12%	0%
Don't Expand ESAs	8%	10%	4%	8%	31%	5%	13%	10%	0%	0%	3%	11%	0%	13%	0%	4%	5%	0%
Not Sure	12%	13%	9%	12%	20%	10%	14%	7%	19%	100%	8%	10%	13%	0%	0%	12%	23%	0%
Total	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Composition of Registered Voters	100%	50%	26%	23%	1%	76%	7%	10%	7%	0%	38%	27%	11%	3%	4%	9%	6%	2%

13	Some states are considering increasing the size or scope of Education Savings Account programs. Which of the following statements best reflects your opinion of what state legislators should do with the North Carolina ESA program?													
	804 Registered Voters	All	Reason Attends						Would Select					
Credibility Interval: +/-3.4 pct points	Closest		Chose	Chose	Safe En	Lack R	Other	Not Sur	Traditio	Charter	Private	Home	Other	Not Sur
Expand To All Students	41%	57%	38%	43%	47%	0%	44%	0%	30%	49%	51%	58%	16%	47%
Expand To Low-income Students	20%	23%	18%	10%	16%	0%	30%	0%	20%	15%	25%	9%	10%	0%
Expand To Children Attending Failin	6%	20%	14%	3%	8%	0%	0%	0%	12%	11%	4%	5%	0%	9%
Expand To Combination Of Poor / Fa	13%	0%	0%	15%	24%	0%	26%	0%	17%	9%	8%	11%	17%	9%
Don't Expand ESAs	8%	0%	16%	6%	5%	0%	0%	0%	9%	8%	5%	0%	0%	0%
Not Sure	12%	0%	14%	24%	0%	0%	0%	0%	12%	7%	7%	17%	56%	35%
Total	100%	100%	100%	100%	100%	0%	100%	0%	100%	100%	100%	100%	100%	100%
Composition of Registered Voters	100%	4%	31%	34%	23%	0%	8%	0%	28%	13%	45%	9%	2%	3%

# Results of SurveyUSA Mkt Research Study #24579



Sponsor:

Civitas Institute (Raleigh, NC)

Geography: North Carolina

Data Collected: 01/15/2019 - 01/18/2019

Release Date: 01/21/2019

Percentages

**13** Some states are considering increasing the size or scope of Education Savings Account programs. Which of the following statements best reflects your opinion of what state legislators should do with the North Carolina ESA program?

804 Registered Voters	All	Ability To Choose					Choice Statement					Parental Choice				
		Strongl	Somew	Somew	Strongl	Not Sur	Lets Pa	Provide	Other E	Higher	Not Sur	Hurt Th	Leave	Encour	Don't L	Not Sur
Credibility Interval: +/-3.4 pct points																
Expand To All Students	41%	47%	28%	14%	27%	10%	48%	33%	47%	41%	24%	0%	35%	7%	19%	35%
Expand To Low-income Students	20%	20%	23%	28%	8%	6%	20%	25%	19%	18%	18%	14%	14%	24%	21%	32%
Expand To Children Attending Failin	6%	5%	6%	12%	13%	9%	5%	7%	6%	8%	2%	13%	0%	27%	8%	0%
Expand To Combination Of Poor / Fa	13%	11%	16%	16%	17%	14%	9%	16%	11%	18%	17%	33%	21%	17%	19%	0%
Don't Expand ESAs	8%	7%	11%	15%	22%	6%	7%	10%	7%	6%	13%	30%	30%	6%	34%	0%
Not Sure	12%	10%	16%	14%	13%	56%	11%	9%	9%	9%	26%	11%	0%	18%	0%	33%
Total	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Composition of Registered Voters	100%	70%	22%	4%	2%	1%	50%	20%	9%	15%	6%	14%	12%	32%	22%	20%

**13** Some states are considering increasing the size or scope of Education Savings Account programs. Which of the following statements best reflects your opinion of what state legislators should do with the North Carolina ESA program?

804 Registered Voters	All	Best Suited To Decide						Opportunity Scholarship Program					Charter Schools				
		Parents	Local S	State G	Federal	Someo	Not Sur	Strongl	Somew	Somew	Strongl	Not Sur	Strongl	Somew	Somew	Strongl	Not Sur
Credibility Interval: +/-3.4 pct points																	
Expand To All Students	41%	44%	16%	14%	14%	0%	21%	53%	30%	27%	10%	26%	57%	34%	25%	26%	39%
Expand To Low-income Students	20%	20%	32%	26%	44%	0%	13%	22%	22%	16%	8%	8%	14%	24%	30%	12%	20%
Expand To Children Attending Failin	6%	5%	9%	32%	20%	0%	3%	4%	9%	8%	3%	0%	4%	6%	12%	4%	5%
Expand To Combination Of Poor / Fa	13%	12%	15%	15%	0%	27%	20%	11%	15%	11%	22%	8%	12%	15%	10%	22%	7%
Don't Expand ESAs	8%	7%	15%	13%	0%	73%	17%	2%	8%	23%	48%	19%	5%	9%	10%	25%	8%
Not Sure	12%	11%	14%	0%	22%	0%	26%	7%	16%	14%	8%	40%	8%	13%	14%	11%	21%
Total	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Composition of Registered Voters	100%	88%	5%	2%	1%	0%	4%	51%	34%	7%	5%	3%	33%	43%	11%	5%	8%

# Results of SurveyUSA Mkt Research Study #24579

Geography: North Carolina

Data Collected: 01/15/2019 - 01/18/2019

Release Date: 01/21/2019

Percentages

**13** Some states are considering increasing the size or scope of Education Savings Account programs. Which of the following statements best reflects your opinion of what state legislators should do with the North Carolina ESA program?

804 Registered Voters Credibility Interval: +/-3.4 pct points	All	ESA Programs					ESA Statement						Legislature Statement			
		Strongl	Somew	Somew	Strongl	Not Sur	Expand	Expand	Expand	Expand	Don't E	Not Sur	Doing a	Need T	Should	Not Sur
Expand To All Students	41%	62%	33%	17%	4%	19%	-	-	-	-	-	-	44%	47%	13%	19%
Expand To Low-income Students	20%	19%	27%	18%	0%	8%	-	-	-	-	-	-	22%	22%	16%	14%
Expand To Children Attending Failin	6%	3%	9%	14%	3%	2%	-	-	-	-	-	-	9%	6%	3%	5%
Expand To Combination Of Poor / Fa	13%	10%	17%	9%	3%	11%	-	-	-	-	-	-	10%	14%	10%	12%
Don't Expand ESAs	8%	2%	3%	26%	87%	9%	-	-	-	-	-	-	7%	4%	49%	12%
Not Sure	12%	4%	10%	16%	4%	52%	-	-	-	-	-	-	7%	8%	9%	38%
Total	100%	100%	100%	100%	100%	100%							100%	100%	100%	100%
Composition of Registered Voters	100%	39%	40%	8%	4%	9%							13%	67%	7%	13%

**13** Some states are considering increasing the size or scope of Education Savings Account programs. Which of the following statements best reflects your opinion of what state legislators should do with the North Carolina ESA program?

804 Registered Voters Credibility Interval: +/-3.4 pct points	All	Candidate Who Supports Options					
		Much M	Somew	Somew	Much L	Makes	Not Sur
Expand To All Students	41%	57%	35%	16%	9%	21%	12%
Expand To Low-income Students	20%	21%	24%	16%	4%	16%	17%
Expand To Children Attending Failin	6%	3%	8%	21%	4%	2%	2%
Expand To Combination Of Poor / Fa	13%	11%	16%	8%	17%	12%	5%
Don't Expand ESAs	8%	2%	6%	30%	58%	20%	9%
Not Sure	12%	6%	11%	9%	7%	28%	55%
Total	100%	100%	100%	100%	100%	100%	100%
Composition of Registered Voters	100%	42%	37%	5%	3%	8%	5%

# Results of SurveyUSA Mkt Research Study #24579

Geography: North Carolina

Data Collected: 01/15/2019 - 01/18/2019

Release Date: 01/21/2019

Percentages

14	Which of the following statements best reflects your views on how well the legislature is meeting the needs of families for educational options?																		
	State lawmakers are doing a good job of expanding educational options for families																		
	State lawmakers need to do more to expand educational options for families																		
	State lawmakers should stop expanding educational options for families																		
	804 Registered Voters																		
Credibility Interval: +/-3.2 pct points		All	Children				School					Reason Attends Public							
			None	One	Two Or	Not Sur	Traditio	Charter	Private	Home	Not Sur	Closest	Assigne	Chose	Chose	Safe En	Lack R	Other	Not Sur
Doing a Good Job Of Expanding Edu		13%	11%	17%	13%	0%	13%	18%	27%	13%	0%	15%	11%	9%	33%	30%	4%	10%	19%
Need To Do More To Expand Educat		67%	64%	68%	72%	47%	72%	71%	55%	64%	100%	71%	65%	88%	67%	70%	83%	80%	61%
Should Stop Expanding Educational		7%	8%	5%	5%	31%	5%	5%	12%	4%	0%	3%	11%	0%	0%	0%	4%	5%	0%
Not Sure		13%	16%	10%	10%	21%	10%	6%	6%	19%	0%	12%	13%	3%	0%	0%	9%	5%	19%
Total		100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Composition of Registered Voters		100%	50%	26%	23%	1%	76%	7%	10%	7%	0%	38%	27%	11%	3%	4%	9%	6%	2%

14	Which of the following statements best reflects your views on how well the legislature is meeting the needs of families for educational options?														
	State lawmakers are doing a good job of expanding educational options for families														
	State lawmakers need to do more to expand educational options for families														
	State lawmakers should stop expanding educational options for families														
	804 Registered Voters														
Credibility Interval: +/-3.2 pct points		All	Reason Attends						Would Select						
			Closest	Chose	Chose	Safe En	Lack R	Other	Not Sur	Traditio	Charter	Private	Home	Other	Not Sur
Doing a Good Job Of Expanding Edu		13%	60%	20%	22%	12%	0%	10%	0%	22%	9%	14%	10%	0%	9%
Need To Do More To Expand Educat		67%	40%	59%	55%	79%	0%	75%	0%	57%	87%	74%	74%	71%	60%
Should Stop Expanding Educational		7%	0%	11%	9%	5%	0%	0%	0%	10%	2%	4%	2%	0%	9%
Not Sure		13%	0%	10%	15%	3%	0%	15%	0%	11%	3%	8%	14%	29%	23%
Total		100%	100%	100%	100%	100%	0%	100%	0%	100%	100%	100%	100%	100%	100%
Composition of Registered Voters		100%	4%	31%	34%	23%	0%	8%	0%	28%	13%	45%	9%	2%	3%

# Results of SurveyUSA Mkt Research Study #24579

Geography: North Carolina

Data Collected: 01/15/2019 - 01/18/2019

Release Date: 01/21/2019

Percentages

**14** Which of the following statements best reflects your views on how well the legislature is meeting the needs of families for educational options?  
 State lawmakers are doing a good job of expanding educational options for families  
 State lawmakers need to do more to expand educational options for families  
 State lawmakers should stop expanding educational options for families

804 Registered Voters	All	Ability To Choose					Choice Statement					Parental Choice				
Credibility Interval: +/-3.2 pct points		Strongl	Somew	Somew	Strongl	Not Sur	Lets Pa	Provide	Other E	Higher	Not Sur	Hurt Th	Leave	Encour	Don't L	Not Sur
Doing a Good Job Of Expanding Edu	13%	14%	10%	13%	0%	10%	17%	9%	11%	10%	8%	0%	0%	0%	22%	22%
Need To Do More To Expand Educat	67%	69%	64%	58%	61%	52%	65%	73%	70%	74%	51%	26%	55%	70%	55%	70%
Should Stop Expanding Educational	7%	5%	8%	21%	28%	0%	5%	6%	9%	7%	6%	74%	30%	12%	16%	8%
Not Sure	13%	12%	17%	8%	12%	38%	12%	12%	11%	9%	35%	0%	15%	18%	8%	0%
Total	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Composition of Registered Voters	100%	70%	22%	4%	2%	1%	50%	20%	9%	15%	6%	14%	12%	32%	22%	20%

**14** Which of the following statements best reflects your views on how well the legislature is meeting the needs of families for educational options?  
 State lawmakers are doing a good job of expanding educational options for families  
 State lawmakers need to do more to expand educational options for families  
 State lawmakers should stop expanding educational options for families

804 Registered Voters	All	Best Suited To Decide						Opportunity Scholarship Program					Charter Schools				
Credibility Interval: +/-3.2 pct points		Parents	Local S	State G	Federal	Someo	Not Sur	Strongl	Somew	Somew	Strongl	Not Sur	Strongl	Somew	Somew	Strongl	Not Sur
Doing a Good Job Of Expanding Edu	13%	13%	16%	5%	14%	38%	0%	16%	11%	8%	13%	4%	18%	11%	11%	9%	4%
Need To Do More To Expand Educat	67%	69%	51%	54%	54%	27%	63%	73%	66%	57%	42%	47%	69%	67%	67%	56%	67%
Should Stop Expanding Educational	7%	5%	18%	34%	32%	35%	10%	2%	7%	22%	40%	7%	4%	7%	11%	24%	3%
Not Sure	13%	13%	16%	7%	0%	0%	27%	10%	17%	13%	6%	42%	9%	15%	11%	11%	26%
Total	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Composition of Registered Voters	100%	88%	5%	2%	1%	0%	4%	51%	34%	7%	5%	3%	33%	43%	11%	5%	8%

# Results of SurveyUSA Mkt Research Study #24579



Sponsor:

Civitas Institute (Raleigh, NC)

Geography: North Carolina

Data Collected: 01/15/2019 - 01/18/2019

Release Date: 01/21/2019

Percentages

**14** Which of the following statements best reflects your views on how well the legislature is meeting the needs of families for educational options?  
 State lawmakers are doing a good job of expanding educational options for families  
 State lawmakers need to do more to expand educational options for families  
 State lawmakers should stop expanding educational options for families

804 Registered Voters	All	ESA Programs					ESA Statement						Legislature Statement			
		Strongl	Somew	Somew	Strongl	Not Sur	Expand	Expand	Expand	Expand	Don't E	Not Sur	Doing a	Need T	Should	Not Sur
Credibility Interval: +/-3.2 pct points																
Doing a Good Job Of Expanding Edu	13%	18%	10%	9%	17%	7%	14%	14%	20%	10%	11%	7%	-	-	-	-
Need To Do More To Expand Educat	67%	71%	73%	52%	25%	55%	78%	72%	66%	72%	29%	45%	-	-	-	-
Should Stop Expanding Educational	7%	2%	6%	15%	47%	8%	2%	5%	4%	6%	41%	5%	-	-	-	-
Not Sure	13%	8%	12%	24%	11%	30%	6%	9%	11%	12%	19%	42%	-	-	-	-
Total	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%				
Composition of Registered Voters	100%	39%	40%	8%	4%	9%	41%	20%	6%	13%	8%	12%				

**14** Which of the following statements best reflects your views on how well the legislature is meeting the needs of families for educational options?  
 State lawmakers are doing a good job of expanding educational options for families  
 State lawmakers need to do more to expand educational options for families  
 State lawmakers should stop expanding educational options for families

804 Registered Voters	All	Candidate Who Supports Options					
		Much M	Somew	Somew	Much L	Makes	Not Sur
Credibility Interval: +/-3.2 pct points							
Doing a Good Job Of Expanding Edu	13%	17%	10%	15%	5%	13%	0%
Need To Do More To Expand Educat	67%	75%	74%	45%	16%	41%	47%
Should Stop Expanding Educational	7%	1%	4%	26%	66%	11%	10%
Not Sure	13%	7%	11%	14%	13%	34%	43%
Total	100%	100%	100%	100%	100%	100%	100%
Composition of Registered Voters	100%	42%	37%	5%	3%	8%	5%



# Results of SurveyUSA Mkt Research Study #24579

Geography: North Carolina

Data Collected: 01/15/2019 - 01/18/2019

Release Date: 01/21/2019

Percentages

**15** Would you be more likely or less likely to support a candidate for the state legislature who supports programs giving parents and families more educational options for their children? Or would it make no difference at all?

804 Registered Voters	All	Children				School					Reason Attends Public							
Credibility Interval: +/-3.4 pct points		None	One	Two Or	Not Sur	Traditio	Charter	Private	Home	Not Sur	Closest	Assigne	Chose	Chose	Safe En	Lack R	Other	Not Sur
Much More Likely To Support	42%	35%	47%	51%	28%	51%	30%	53%	50%	0%	56%	39%	61%	54%	63%	54%	29%	81%
Somewhat More Likely	37%	40%	34%	31%	41%	33%	51%	20%	31%	53%	24%	39%	34%	33%	37%	38%	60%	0%
Somewhat Less Likely	5%	5%	7%	5%	9%	4%	8%	17%	8%	0%	5%	6%	3%	12%	0%	0%	0%	0%
Much Less Likely	3%	3%	1%	3%	10%	3%	0%	0%	4%	0%	2%	5%	0%	0%	0%	4%	5%	0%
Makes No Difference	8%	11%	5%	5%	12%	4%	7%	11%	4%	47%	6%	6%	0%	0%	0%	0%	0%	19%
Not Sure	5%	5%	5%	4%	0%	5%	4%	0%	3%	0%	7%	5%	3%	0%	0%	4%	6%	0%
Total	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Composition of Registered Voters	100%	50%	26%	23%	1%	76%	7%	10%	7%	0%	38%	27%	11%	3%	4%	9%	6%	2%

**15** Would you be more likely or less likely to support a candidate for the state legislature who supports programs giving parents and families more educational options for their children? Or would it make no difference at all?

804 Registered Voters	All	Reason Attends							Would Select					
Credibility Interval: +/-3.4 pct points		Closest	Chose	Chose	Safe En	Lack R	Other	Not Sur	Traditio	Charter	Private	Home	Other	Not Sur
Much More Likely To Support	42%	80%	35%	50%	50%	0%	30%	0%	40%	52%	56%	51%	31%	28%
Somewhat More Likely	37%	0%	40%	28%	32%	0%	41%	0%	31%	28%	31%	42%	42%	63%
Somewhat Less Likely	5%	20%	22%	12%	0%	0%	0%	0%	8%	10%	5%	2%	0%	0%
Much Less Likely	3%	0%	0%	0%	5%	0%	0%	0%	4%	0%	2%	0%	0%	9%
Makes No Difference	8%	0%	4%	9%	9%	0%	15%	0%	9%	4%	4%	3%	13%	0%
Not Sure	5%	0%	0%	0%	4%	0%	14%	0%	7%	5%	3%	2%	14%	0%
Total	100%	100%	100%	100%	100%	0%	100%	0%	100%	100%	100%	100%	100%	100%
Composition of Registered Voters	100%	4%	31%	34%	23%	0%	8%	0%	28%	13%	45%	9%	2%	3%

# Results of SurveyUSA Mkt Research Study #24579

Geography: North Carolina

Data Collected: 01/15/2019 - 01/18/2019

Release Date: 01/21/2019

Percentages

**15** Would you be more likely or less likely to support a candidate for the state legislature who supports programs giving parents and families more educational options for their children? Or would it make no difference at all?

804 Registered Voters	All	Ability To Choose					Choice Statement					Parental Choice				
Credibility Interval: +/-3.4 pct points		Strongl	Somew	Somew	Strongl	Not Sur	Lets Pa	Provide	Other E	Higher	Not Sur	Hurt Th	Leave	Encour	Don't L	Not Sur
Much More Likely To Support	42%	52%	18%	15%	23%	10%	50%	41%	39%	41%	20%	0%	20%	7%	20%	39%
Somewhat More Likely	37%	33%	51%	30%	23%	20%	34%	43%	40%	42%	39%	26%	35%	51%	18%	0%
Somewhat Less Likely	5%	4%	8%	11%	6%	0%	5%	5%	8%	4%	8%	0%	15%	14%	9%	8%
Much Less Likely	3%	2%	3%	15%	15%	17%	2%	2%	2%	2%	6%	43%	15%	6%	16%	10%
Makes No Difference	8%	5%	12%	23%	25%	41%	7%	7%	4%	6%	12%	30%	15%	16%	37%	21%
Not Sure	5%	3%	8%	6%	7%	13%	3%	2%	7%	6%	15%	0%	0%	6%	0%	21%
Total	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Composition of Registered Voters	100%	70%	22%	4%	2%	1%	50%	20%	9%	15%	6%	14%	12%	32%	22%	20%

**15** Would you be more likely or less likely to support a candidate for the state legislature who supports programs giving parents and families more educational options for their children? Or would it make no difference at all?

804 Registered Voters	All	Best Suited To Decide						Opportunity Scholarship Program					Charter Schools				
Credibility Interval: +/-3.4 pct points		Parents	Local S	State G	Federal	Someo	Not Sur	Strongl	Somew	Somew	Strongl	Not Sur	Strongl	Somew	Somew	Strongl	Not Sur
Much More Likely To Support	42%	46%	16%	0%	14%	27%	10%	62%	25%	12%	10%	12%	63%	34%	35%	12%	28%
Somewhat More Likely	37%	37%	28%	55%	54%	0%	32%	29%	49%	43%	22%	35%	27%	46%	33%	34%	36%
Somewhat Less Likely	5%	4%	19%	18%	11%	38%	12%	2%	7%	15%	20%	2%	3%	6%	10%	4%	4%
Much Less Likely	3%	2%	12%	14%	8%	35%	10%	0%	2%	11%	25%	3%	1%	3%	2%	20%	0%
Makes No Difference	8%	8%	18%	6%	14%	0%	14%	4%	10%	13%	21%	30%	3%	6%	18%	23%	20%
Not Sure	5%	4%	7%	7%	0%	0%	22%	3%	7%	6%	2%	17%	2%	6%	2%	6%	12%
Total	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Composition of Registered Voters	100%	88%	5%	2%	1%	0%	4%	51%	34%	7%	5%	3%	33%	43%	11%	5%	8%

# Results of SurveyUSA Mkt Research Study #24579



**Geography:** North Carolina  
**Data Collected:** 01/15/2019 - 01/18/2019  
**Release Date:** 01/21/2019  
**Percentages**

**Sponsor:**  
 Civitas Institute (Raleigh, NC)

**15** Would you be more likely or less likely to support a candidate for the state legislature who supports programs giving parents and families more educational options for their children? Or would it make no difference at all?

804 Registered Voters	All	ESA Programs					ESA Statement						Legislature Statement			
		Strongl	Somew	Somew	Strongl	Not Sur	Expand	Expand	Expand	Expand	Don't E	Not Sur	Doing a	Need T	Should	Not Sur
Credibility Interval: +/-3.4 pct points																
Much More Likely To Support	42%	66%	31%	19%	10%	23%	59%	42%	23%	36%	9%	20%	55%	47%	8%	22%
Somewhat More Likely	37%	26%	51%	26%	21%	38%	32%	42%	50%	47%	26%	33%	30%	41%	23%	32%
Somewhat Less Likely	5%	3%	7%	10%	19%	1%	2%	4%	19%	3%	20%	4%	6%	4%	20%	6%
Much Less Likely	3%	0%	2%	17%	18%	0%	1%	1%	2%	4%	20%	2%	1%	1%	27%	3%
Makes No Difference	8%	4%	7%	20%	24%	17%	4%	7%	3%	8%	20%	20%	8%	5%	14%	22%
Not Sure	5%	2%	3%	8%	7%	21%	1%	4%	2%	2%	5%	22%	0%	3%	7%	15%
Total	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Composition of Registered Voters	100%	39%	40%	8%	4%	9%	41%	20%	6%	13%	8%	12%	13%	67%	7%	13%

**15** Would you be more likely or less likely to support a candidate for the state legislature who supports programs giving parents and families more educational options for their children? Or would it make no difference at all?

804 Registered Voters	All	Candidate Who Supports Options					
		Much M	Somew	Somew	Much L	Makes	Not Sur
Credibility Interval: +/-3.4 pct points							
Much More Likely To Support	42%	-	-	-	-	-	-
Somewhat More Likely	37%	-	-	-	-	-	-
Somewhat Less Likely	5%	-	-	-	-	-	-
Much Less Likely	3%	-	-	-	-	-	-
Makes No Difference	8%	-	-	-	-	-	-
Not Sure	5%	-	-	-	-	-	-
Total	100%						
Composition of Registered Voters	100%						

# Results of SurveyUSA Mkt Research Study #24579



Sponsor:

Civitas Institute (Raleigh, NC)

Geography: North Carolina

Data Collected: 01/15/2019 - 01/18/2019

Release Date: 01/21/2019

Percentages

**Statement of Methodology:** SurveyUSA is an independent, non-partisan, apolitical research company that conducts opinion surveys for media, academic institutions, commercial clients, non-profits, governments, agencies, and elected officials. SurveyUSA opinion research is conducted using a methodology optimized for each particular project. In some cases, this means data is collected 100% by telephone; in some cases, 100% online; and in other cases, a blend of the two. For those projects that are conducted “mixed-mode” (or “multi-mode”): Respondents who have a home (landline) telephone are interviewed by phone, sometimes using live interviewers, other times using the recorded voice of a professional announcer. The youngest male is requested on approximately 30% of calls to home phones, the youngest adult is requested on approximately 70% of calls. This method of intra-household selection reduces the potential for age and gender imbalance in the unweighted sample. Re-attempts are made to busy signals, no-answers, and answering machines. Landline telephone sample is purchased from Aristotle of Washington DC. Respondents who do not use a home telephone are interviewed on an electronic device, which means, for some projects, that call-center employees hand-dial cell phones and interview respondents verbally on the respondent’s cell phone, and means, for other projects, that SurveyUSA displays the questions visually on the respondent’s phone, tablet, or other device. Sample for respondents who do not use a home telephone is purchased from Aristotle or from one of several other research companies that provide access to cell respondents. Where meaningful, SurveyUSA indicates the percentage of respondents who use a home phone and the percentage who do not, and crosstabs by this distinction. Responses are minimally weighted to U.S. Census or voter file targets for gender, age and race. Target (cell) weighting is used. On questionnaires that ask about political party identification, SurveyUSA may or may not weight to Party ID, depending on client preference. Where necessary, questions and answer choices are rotated to prevent order bias, recency, and latency effects. On some studies, certain populations are over-sampled, so that the number of unweighted respondents exceeds the number of weighted respondents. Each individual SurveyUSA release contains the date(s) on which interviews are conducted and a release date. If interviewing for a particular study is conducted in Spanish, or in any other foreign language, it will be noted on the specific release. If no notation appears, interviews are conducted in English. Where respondents are filtered, such as adults, filtered to registered voters, in turn filtered to likely voters, SurveyUSA describes the filtering on the specific release. On pre-election polls in geographies with early voting, SurveyUSA differentiates between respondents who have already voted and those who are likely to vote but have not yet done so. On research completed prior to 12/31/16, SurveyUSA assigned to each question within the instrument a theoretical margin of sampling error. Effective 01/01/17, SurveyUSA assigns to each question within the instrument a credibility interval, which better reflects the sampling uncertainties associated with gathering some percentage of respondent answers using non-probability sample. Though commonly cited in the presentation of research results, “sampling error” is only one of many types of error that may influence the outcome of an opinion research study. More practical concerns include the way in which questions are worded and ordered, the inability to contact some, the refusal of others to be interviewed, and the difficulty of translating each questionnaire into all possible languages and dialects. Non-sampling errors cannot be quantified. This statement conforms to the principals of disclosure as recommended by the National Council on Public Polls (NCPP). Questions about SurveyUSA research can be addressed to [editor@surveyusa.com](mailto:editor@surveyusa.com).