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TO: INTERESTED PARTIES
FROM: TREVOR K. SMITH, PH.D.
SUBJECT: SCHOOL CHOICE SUPPORT IN TEXAS INCREASES
DATE: JULY 10, 2023

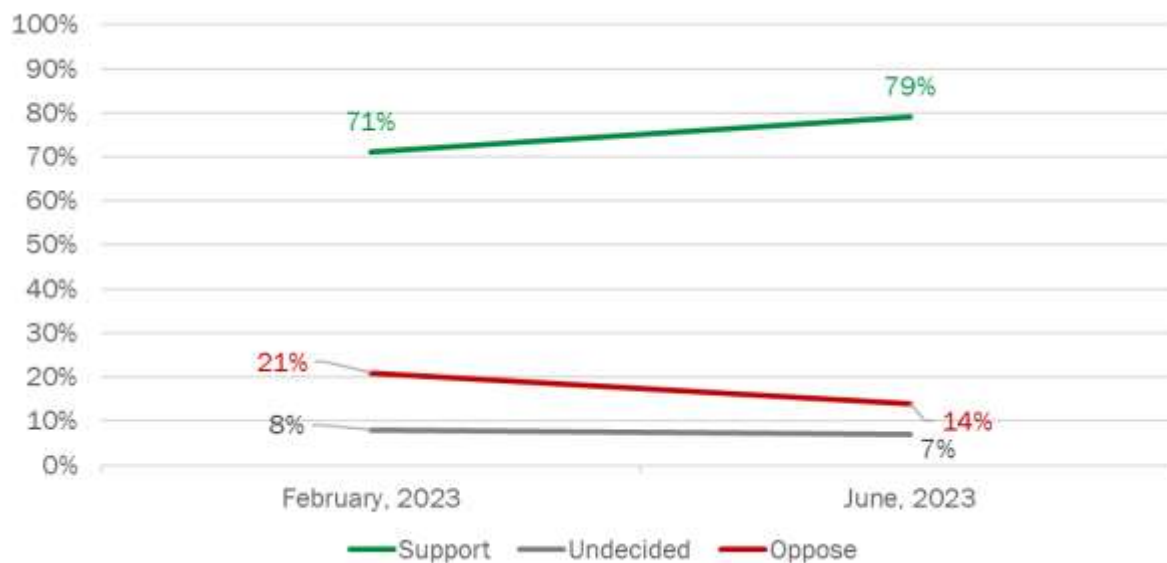
A new poll by WPA Intelligence conducted on behalf of the yes. every kid. foundation. in Texas found that support for school choice has increased this year and most voters would support a state legislator who also supports school choice. While the culture war matters, voters will support school choice policy for a host of other reasons.

Texans Support Parents Choosing the Best School For Their Children

Just under four-fifths (79%) of voters in Texas support school choice compared to 71% five months prior.

- Opposition against school choice has dropped seven points (21%-14%).

Do you support or oppose school choice, where the parent, instead of the government, is allowed to choose the best school for their child?

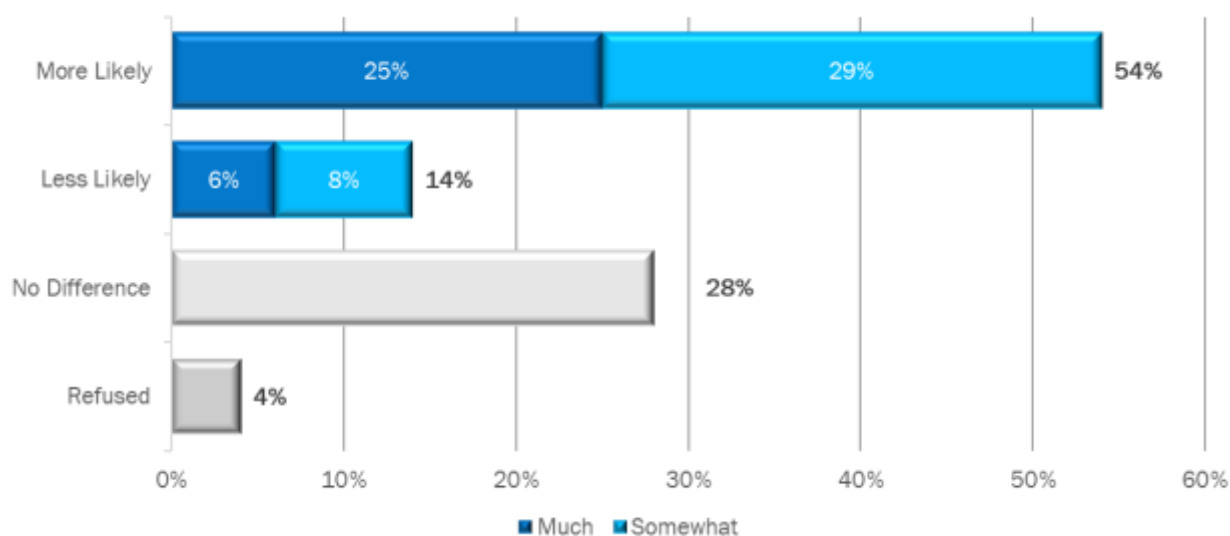


Texans Support Legislators Who Support School Choice

A majority of voters (54%) say they are more likely to support a state legislator who supports school choice.

- A quarter of voters (25%) say they are much more likely to support a state legislator who supports school choice.
- Very few voters (14%) say they are less likely to support a state legislator who supports school choice.

Would you say you are more likely or less likely to vote for a state legislator who supports school choice, or does it make no difference to you?



School Choice is Supported Regardless of Circumstance

A majority of voters support school choice in almost every possible instance.

	Support	Oppose	Net Support
A child has special needs	88%	4%	84%
A nearby school offers training in special skills specifically suited to that child	87%	4%	83%
A student wants to learn a subject or skill that is not taught at their current school	81%	9%	73%
For a low-income family	69%	16%	53%
A school has issues with safety	69%	21%	48%
The school is failing to meet basic standards	67%	22%	44%
A child is being bullied	67%	25%	42%
A school is teaching controversial topics such as transgenderism	52%	35%	17%
A school is teaching controversial topics such as Critical Race Theory	50%	34%	17%
A school is teaching against the values of the parents	48%	40%	7%

Methodology

WPAi selected a random sample of registered voters via an online panel of voters tied to the voter file from the Texas voter file using Registration Based sampling (RBS). WPAi conducted a poll of n=600 registered voters in Texas. Data were collected via an online survey between July 6-9, 2023.

The sample for this survey was stratified based on geography, age, gender, partisanship, and ethnicity. This methodology allows us to avoid post-survey "weighting" which can reduce the reliability of survey results. The survey has a margin of error of $\pm 4.0\%$ at the 95% confidence level.

About WPA Intelligence

WPA Intelligence is a leading provider of survey research, predictive analytics and application-based data management technology. WPAi clients win at a rate that exceeds the industry standard by double-digits.

WPAi has been the data team behind the RNC voter scores program, the polling/data team for the 2016 Cruz for President effort, the providers of data strategy for the Las Vegas Raiders relocation and, most recently, the team behind the analytics and polling for Glenn Youngkin's 2021 Virginia Gubernatorial campaign.

WPAi has been nationally recognized for providing cutting-edge intelligence to help our clients win. The American Association of Political Consultants (AAPC) has awarded WPAi with eleven Pollies including Best in Show. In 2022, CEO Chris Wilson and Principal Amanda Iovino were awarded Pollster of the Year for our polling and analytics work on the Youngkin for Governor Campaign. We have also been recognized by Campaigns & Elections' Reed Awards for the Best Use of Data Analytics/Machine Learning, Best New Research Technique, Best Application of AI Technology to Optimize Targeting, and Best Data Analytics Solutions.

The cornerstone of WPAi is our personnel. Our methodological approaches are dictated by advanced statistical guidelines as determined by our PhD-led team of researchers and data scientists. Our team has consistently been recognized as some of the best in the industry: CEO Chris Wilson was named Campaigns & Elections' Technology Leader of the Year; Amanda Iovino, Principal, Matt Knee, Vice President and Director of Analytics, Trevor K. Smith, Ph.D., Chief Research Officer, and Conor Maguire, Principal and Managing Director, each have been recognized amongst the American Association of Political Consultants (AAPC)'s prestigious 40 Under 40 list.