

# Results of SurveyUSA Mkt Research Study #22951

Geography: North Carolina African American RBS

Data Collected: 06/20/2016 - 06/28/2016

Release Date: 06/28/2016

Percentages

**African American Voters in North Carolina Back School Choice, Opportunity Scholarships, Charter Schools:** SurveyUSA interviewed North Carolina African American likely voters on public education issues, exclusively for Parents for Educational Freedom in North Carolina. Key findings follow: 58% of African American likely voters say they pay "a lot" of attention to K-12 education issues. Among parents of school-aged children, 76% pay "a lot" of attention. 59% favor school choice; 23% oppose. 58% have a favorable opinion of the term "opportunity scholarship." Opposition to both increases with income and level of education; while those with annual household incomes below \$40,000 favor school choice by 46 points and by 5:1 have a favorable opinion of the term "opportunity scholarship," those with household incomes greater than \$80,000 favor school choice by a slim 4-point margin and split on opportunity scholarships. 65% say they would apply if eligible to receive a scholarship for their child to attend a private school. 64% say parents should have the ability to choose the K-12 school their child attends through state-funded scholarships. By 8:1, African American voters say state lawmakers need to do more to provide families more educational options for children. By 12:1, African American voters say the state government needs to do more to provide more educational options to African American parents. 59% would support legislation to expand the Opportunity Scholarship Program over the next ten years. 56% support favor public charter schools in North Carolina. 24% oppose. When asked which of six statements come closest to their personal opinion, a majority, 58% say "We should be working to better fund and improve already existing public schools in North Carolina." Older respondents and those with teachers in their immediate families are most likely to choose that statement. 17% say "School choice programs put educational choices back in the hands of parents who can decide what's best for their children," which has particular support among younger respondents and conservatives. 9% say "School choice programs are necessary because it is unfair for a child to be trapped in a failing school," again with significant support among the youngest respondents and among conservatives. 3 other statements trail with 5% or less selecting each. Full results follow.

**Cell-phone and home-phone respondents included in this research:** SurveyUSA interviewed 800 state of NC African American likely voters 06/20/16 through 06/28/16 using blended sample, mixed-mode. Respondents reachable on a home telephone (68% of voters) were interviewed on their home telephone in the recorded voice of a professional announcer. Voter list sample (or: Registration Based Sample, RBS) was provided by Aristotle of Washington, DC. The youngest-male method of respondent selection was used on calls to landlines. Respondents unreachable on a home telephone (32% of likely voters) were shown an HTML questionnaire on their smartphone, laptop, tablet, or other electronic device. Sample provided by Survey Sampling International of Shelton, CT. Responses were minimally weighted to U.S. Census targets for gender and age. Where necessary, answer choices were rotated to prevent order bias, recency and latency effects. SurveyUSA assigns to each question within the instrument a theoretical margin of sampling error, and while such error is useful in theory, and is 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 inability to contact some, the refusal of others to be interviewed and the inability of still others to speak the language. It is difficult to quantify non-sampling errors.

**1** How much attention do you pay to issues involving kindergarten to 12th grade, or K-12, education? No attention at all? Very little attention? Some attention? Or a lot of attention?

800 African American Likely Voters	All	Gender		Age				<50 / 50+		School-Aged Chi		Teacher in Imme		Party Affiliation		
		Male	Female	18-34	35-49	50-64	65+	18-49	50+	Yes	No	Yes	No	Republi	Democr	Indepen
Margin of Sampling Error: +/-3.5%																
No Attention	4%	5%	4%	0%	5%	3%	7%	4%	5%	2%	5%	2%	5%	5%	4%	1%
Very Little	6%	8%	6%	6%	3%	7%	10%	4%	8%	2%	9%	5%	7%	9%	6%	6%
Some	30%	30%	30%	36%	31%	29%	26%	33%	28%	20%	36%	25%	32%	23%	31%	29%
A Lot	58%	56%	60%	57%	60%	60%	55%	59%	58%	76%	49%	67%	55%	62%	58%	62%
Not Sure	1%	1%	1%	0%	0%	1%	3%	0%	2%	0%	1%	1%	1%	0%	1%	1%
Total	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Composition of African American Lik	100%	37%	63%	15%	27%	36%	22%	42%	58%	35%	63%	32%	67%	3%	85%	12%

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**1** How much attention do you pay to issues involving kindergarten to 12th grade, or K-12, education? No attention at all? Very little attention? Some attention? Or a lot of attention?

800 African American Likely Voters Margin of Sampling Error: +/-3.5%	All	Ideology			Education			Income			Cell Phone / Lan		Region			
		Conser	Moder	Liberal	High Sc	Some C	4-year	< \$40K	\$40K -	> \$80K	Cell Ph	Landlin	Charlott	Greens	Raleigh	Souther
No Attention	4%	5%	5%	2%	7%	3%	2%	4%	3%	4%	1%	6%	5%	4%	3%	5%
Very Little	6%	10%	5%	7%	8%	7%	5%	8%	6%	5%	6%	6%	4%	6%	7%	8%
Some	30%	30%	29%	34%	36%	35%	23%	38%	26%	25%	39%	26%	28%	29%	33%	28%
A Lot	58%	54%	60%	56%	46%	54%	69%	49%	65%	66%	54%	61%	62%	58%	57%	59%
Not Sure	1%	0%	1%	1%	2%	1%	0%	1%	1%	0%	0%	1%	1%	2%	0%	1%
Total	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Composition of African American Lik	100%	16%	45%	28%	20%	39%	41%	42%	38%	21%	32%	68%	23%	17%	44%	16%

**2** School choice gives parents the right to use the tax dollars associated with their child's education to send them to the public or private school which best serves their needs.

800 African American Likely Voters Margin of Sampling Error: +/-3.5%	All	Gender		Age				<50 / 50+		School-Aged Chi		Teacher in Imme		Party Affiliation		
		Male	Female	18-34	35-49	50-64	65+	18-49	50+	Yes	No	Yes	No	Republi	Democr	Indepen
Favor	59%	58%	59%	71%	63%	55%	50%	66%	53%	67%	54%	54%	61%	57%	59%	60%
Oppose	23%	29%	19%	16%	19%	27%	24%	18%	26%	19%	26%	28%	21%	27%	23%	20%
Not Sure	19%	14%	21%	13%	17%	17%	26%	16%	20%	14%	20%	18%	19%	16%	18%	19%
Total	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Composition of African American Lik	100%	37%	63%	15%	27%	36%	22%	42%	58%	35%	63%	32%	67%	3%	85%	12%

**2** School choice gives parents the right to use the tax dollars associated with their child's education to send them to the public or private school which best serves their needs.

800 African American Likely Voters Margin of Sampling Error: +/-3.5%	All	Ideology			Education			Income			Cell Phone / Lan		Region			
		Conser	Moder	Liberal	High Sc	Some C	4-year	< \$40K	\$40K -	> \$80K	Cell Ph	Landlin	Charlott	Greens	Raleigh	Souther
Favor	59%	74%	54%	58%	74%	63%	48%	62%	64%	45%	74%	51%	59%	59%	57%	61%
Oppose	23%	12%	27%	27%	10%	18%	34%	16%	21%	41%	14%	27%	23%	24%	24%	17%
Not Sure	19%	14%	19%	15%	17%	20%	18%	22%	15%	14%	11%	22%	18%	16%	19%	22%
Total	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Composition of African American Lik	100%	16%	45%	28%	20%	39%	41%	42%	38%	21%	32%	68%	23%	17%	44%	16%

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**3** How familiar are you with North Carolina's Opportunity Scholarship Program, which was passed in 2013 and provides up to \$4,200 in state funds to low-income and working class families to enroll their children in a private school of their choice? Very familiar? Somewhat familiar? Not very familiar? Or not at all familiar?

800 African American Likely Voters	All	Gender		Age				<50 / 50+		School-Aged Chi		Teacher in Imme		Party Affiliation		
		Male	Female	18-34	35-49	50-64	65+	18-49	50+	Yes	No	Yes	No	Republi	Democr	Indepen
Margin of Sampling Error: +/-3.5%																
Very	20%	23%	19%	10%	24%	22%	20%	19%	21%	26%	18%	23%	19%	12%	21%	21%
Somewhat	29%	29%	29%	34%	29%	27%	28%	31%	27%	30%	29%	30%	28%	44%	28%	31%
Not Very	26%	25%	26%	33%	23%	23%	30%	27%	25%	24%	27%	22%	27%	26%	27%	16%
Not At All	24%	21%	25%	21%	23%	27%	20%	22%	25%	19%	26%	22%	24%	19%	23%	31%
Not Sure	1%	2%	1%	1%	1%	1%	2%	1%	2%	1%	1%	1%	1%	0%	1%	1%
Total	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Composition of African American Lik	100%	37%	63%	15%	27%	36%	22%	42%	58%	35%	63%	32%	67%	3%	85%	12%

**3** How familiar are you with North Carolina's Opportunity Scholarship Program, which was passed in 2013 and provides up to \$4,200 in state funds to low-income and working class families to enroll their children in a private school of their choice? Very familiar? Somewhat familiar? Not very familiar? Or not at all familiar?

800 African American Likely Voters	All	Ideology			Education			Income			Cell Phone / Lan		Region			
		Conser	Moder	Liberal	High Sc	Some C	4-year	< \$40K	\$40K -	> \$80K	Cell Ph	Landlin	Charlott	Greens	Raleigh	Souther
Margin of Sampling Error: +/-3.5%																
Very	20%	29%	16%	26%	19%	16%	25%	15%	22%	27%	17%	22%	20%	20%	19%	25%
Somewhat	29%	22%	36%	25%	28%	26%	33%	26%	32%	30%	29%	29%	31%	27%	29%	27%
Not Very	26%	24%	22%	25%	32%	29%	18%	29%	25%	17%	30%	24%	23%	30%	24%	29%
Not At All	24%	23%	24%	23%	18%	27%	23%	27%	20%	25%	23%	24%	25%	23%	25%	18%
Not Sure	1%	2%	2%	0%	2%	1%	1%	2%	0%	1%	1%	1%	1%	1%	2%	0%
Total	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Composition of African American Lik	100%	16%	45%	28%	20%	39%	41%	42%	38%	21%	32%	68%	23%	17%	44%	16%

**4** The North Carolina Opportunity Scholarship Program allows the parents' tax dollars to follow the child. This fall, 6,200 low-income children will be using these scholarships to attend private schools. Do you have a favorable or unfavorable opinion of the term "Opportunity Scholarship"?

800 African American Likely Voters	All	Gender		Age				<50 / 50+		School-Aged Chi		Teacher in Imme		Party Affiliation		
		Male	Female	18-34	35-49	50-64	65+	18-49	50+	Yes	No	Yes	No	Republi	Democr	Indepen
Margin of Sampling Error: +/-3.5%																
Favorable	58%	55%	60%	77%	63%	52%	50%	68%	51%	63%	55%	53%	61%	38%	59%	63%
Unfavorable	24%	31%	19%	13%	19%	30%	26%	17%	28%	22%	25%	29%	21%	33%	23%	20%
Not Sure	18%	14%	20%	10%	18%	18%	24%	15%	20%	15%	19%	18%	18%	28%	18%	17%
Total	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Composition of African American Lik	100%	37%	63%	15%	27%	36%	22%	42%	58%	35%	63%	32%	67%	3%	85%	12%

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**4** The North Carolina Opportunity Scholarship Program allows the parents' tax dollars to follow the child. This fall, 6,200 low-income children will be using these scholarships to attend private schools. Do you have a favorable or unfavorable opinion of the term "Opportunity Scholarship"?

800 African American Likely Voters	All	Ideology			Education			Income			Cell Phone / Lan		Region			
		Conser	Moder	Liberal	High Sc	Some C	4-year	< \$40K	\$40K -	> \$80K	Cell Ph	Landlin	Charlott	Greens	Raleigh	Souther
Margin of Sampling Error: +/-3.5%																
Favorable	58%	73%	53%	63%	68%	65%	48%	66%	60%	42%	76%	50%	58%	56%	59%	60%
Unfavorable	24%	12%	28%	23%	12%	17%	36%	13%	24%	43%	10%	30%	23%	26%	24%	21%
Not Sure	18%	14%	20%	14%	20%	18%	16%	21%	16%	15%	13%	20%	18%	18%	18%	19%
Total	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Composition of African American Lik	100%	16%	45%	28%	20%	39%	41%	42%	38%	21%	32%	68%	23%	17%	44%	16%

**5** Over 22,000 Opportunity Scholarship applications have been received from families who want their children to receive a scholarship to attend a private school. If you were eligible to receive a scholarship for your child to attend a private school, would you apply?

800 African American Likely Voters	All	Gender		Age				<50 / 50+		School-Aged Chi		Teacher in Imme		Party Affiliation		
		Male	Female	18-34	35-49	50-64	65+	18-49	50+	Yes	No	Yes	No	Republi	Democr	Indepen
Margin of Sampling Error: +/-3.4%																
Yes	65%	64%	67%	76%	68%	62%	61%	71%	61%	72%	62%	60%	68%	66%	65%	72%
No	23%	27%	21%	12%	20%	27%	28%	17%	28%	21%	24%	27%	22%	26%	24%	16%
Not Sure	11%	9%	12%	11%	12%	11%	11%	12%	11%	6%	14%	13%	10%	8%	11%	12%
Total	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Composition of African American Lik	100%	37%	63%	15%	27%	36%	22%	42%	58%	35%	63%	32%	67%	3%	85%	12%

**5** Over 22,000 Opportunity Scholarship applications have been received from families who want their children to receive a scholarship to attend a private school. If you were eligible to receive a scholarship for your child to attend a private school, would you apply?

800 African American Likely Voters	All	Ideology			Education			Income			Cell Phone / Lan		Region			
		Conser	Moder	Liberal	High Sc	Some C	4-year	< \$40K	\$40K -	> \$80K	Cell Ph	Landlin	Charlott	Greens	Raleigh	Souther
Margin of Sampling Error: +/-3.4%																
Yes	65%	76%	62%	64%	71%	74%	55%	70%	66%	55%	77%	60%	73%	65%	62%	64%
No	23%	16%	25%	26%	18%	13%	35%	17%	22%	38%	12%	29%	18%	21%	27%	24%
Not Sure	11%	8%	13%	10%	12%	13%	9%	12%	12%	7%	12%	11%	9%	14%	11%	12%
Total	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Composition of African American Lik	100%	16%	45%	28%	20%	39%	41%	42%	38%	21%	32%	68%	23%	17%	44%	16%

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## 6 Do you think parents should or should not have the ability to choose the K-12 school their child attends through state-funded scholarships?

800 African American Likely Voters Margin of Sampling Error: +/-3.4%	All	Gender		Age				<50 / 50+		School-Aged Chi		Teacher in Imme		Party Affiliation		
		Male	Female	18-34	35-49	50-64	65+	18-49	50+	Yes	No	Yes	No	Republi	Democr	Indepen
Should	64%	59%	67%	78%	69%	62%	54%	72%	59%	73%	60%	58%	68%	71%	64%	65%
Should Not	20%	28%	16%	12%	16%	23%	27%	15%	25%	14%	25%	18%	28%	21%	18%	
Not Sure	15%	12%	17%	11%	15%	15%	19%	13%	16%	13%	16%	17%	14%	2%	15%	17%
Total	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Composition of African American Lik	100%	37%	63%	15%	27%	36%	22%	42%	58%	35%	63%	32%	67%	3%	85%	12%

## 6 Do you think parents should or should not have the ability to choose the K-12 school their child attends through state-funded scholarships?

800 African American Likely Voters Margin of Sampling Error: +/-3.4%	All	Ideology			Education			Income			Cell Phone / Lan		Region			
		Conser	Moder	Liberal	High Sc	Some C	4-year	< \$40K	\$40K -	> \$80K	Cell Ph	Landlin	Charlott	Greens	Raleigh	Souther
Should	64%	81%	60%	65%	71%	73%	54%	72%	68%	45%	79%	57%	66%	60%	65%	66%
Should Not	20%	11%	24%	24%	11%	15%	32%	10%	21%	41%	8%	26%	17%	21%	23%	18%
Not Sure	15%	7%	16%	11%	18%	12%	15%	18%	10%	14%	12%	16%	17%	19%	12%	16%
Total	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Composition of African American Lik	100%	16%	45%	28%	20%	39%	41%	42%	38%	21%	32%	68%	23%	17%	44%	16%

## 7 Are state lawmakers doing enough to provide families more educational options for their children? Or do they need to do more?

800 African American Likely Voters Margin of Sampling Error: +/-2.7%	All	Gender		Age				<50 / 50+		School-Aged Chi		Teacher in Imme		Party Affiliation		
		Male	Female	18-34	35-49	50-64	65+	18-49	50+	Yes	No	Yes	No	Republi	Democr	Indepen
Doing Enough	10%	12%	9%	15%	13%	8%	8%	14%	8%	11%	10%	13%	9%	17%	10%	9%
Need To Do More	82%	81%	83%	80%	76%	88%	83%	77%	86%	83%	82%	79%	84%	55%	83%	83%
Not Sure	7%	7%	8%	5%	11%	5%	9%	9%	6%	7%	8%	8%	7%	28%	6%	8%
Total	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Composition of African American Lik	100%	37%	63%	15%	27%	36%	22%	42%	58%	35%	63%	32%	67%	3%	85%	12%

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**7** Are state lawmakers doing enough to provide families more educational options for their children? Or do they need to do more?

800 African American Likely Voters Margin of Sampling Error: +/-2.7%	All	Ideology			Education			Income			Cell Phone / Lan		Region			
		Conser	Modera	Liberal	High Sc	Some C	4-year	< \$40K	\$40K -	> \$80K	Cell Ph	Landlin	Charlott	Greens	Raleigh	Souther
Doing Enough	10%	11%	10%	13%	15%	7%	11%	7%	13%	10%	11%	10%	10%	10%	10%	13%
Need To Do More	82%	82%	83%	79%	78%	86%	81%	85%	80%	82%	82%	83%	87%	78%	81%	82%
Not Sure	7%	7%	7%	8%	7%	6%	8%	7%	7%	8%	7%	8%	3%	13%	9%	5%
Total	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Composition of African American Lik	100%	16%	45%	28%	20%	39%	41%	42%	38%	21%	32%	68%	23%	17%	44%	16%

**8** Would you be more or less likely to vote for a candidate who supports giving parents more educational options for their children? Or would it make no difference either way?

800 African American Likely Voters Margin of Sampling Error: +/-3.4%	All	Gender		Age				<50 / 50+		School-Aged Chi		Teacher in Imme		Party Affiliation		
		Male	Female	18-34	35-49	50-64	65+	18-49	50+	Yes	No	Yes	No	Republi	Democr	Indepen
More Likely	65%	63%	67%	75%	70%	60%	62%	72%	61%	73%	61%	60%	68%	61%	65%	66%
Less Likely	14%	19%	10%	8%	10%	17%	17%	9%	17%	11%	15%	17%	12%	31%	13%	11%
No Difference	14%	13%	15%	14%	13%	16%	13%	13%	15%	11%	16%	16%	13%	9%	15%	12%
Not Sure	7%	5%	8%	4%	7%	7%	9%	6%	8%	5%	8%	7%	7%	0%	7%	11%
Total	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Composition of African American Lik	100%	37%	63%	15%	27%	36%	22%	42%	58%	35%	63%	32%	67%	3%	85%	12%

**8** Would you be more or less likely to vote for a candidate who supports giving parents more educational options for their children? Or would it make no difference either way?

800 African American Likely Voters Margin of Sampling Error: +/-3.4%	All	Ideology			Education			Income			Cell Phone / Lan		Region			
		Conser	Modera	Liberal	High Sc	Some C	4-year	< \$40K	\$40K -	> \$80K	Cell Ph	Landlin	Charlott	Greens	Raleigh	Souther
More Likely	65%	77%	59%	67%	73%	70%	56%	72%	63%	54%	75%	61%	66%	65%	65%	67%
Less Likely	14%	8%	17%	14%	9%	11%	18%	8%	14%	23%	6%	17%	12%	15%	14%	13%
No Difference	14%	10%	17%	12%	11%	12%	18%	13%	14%	17%	11%	16%	15%	13%	15%	13%
Not Sure	7%	5%	7%	7%	6%	7%	8%	6%	9%	6%	7%	7%	8%	7%	7%	7%
Total	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Composition of African American Lik	100%	16%	45%	28%	20%	39%	41%	42%	38%	21%	32%	68%	23%	17%	44%	16%

# Results of SurveyUSA Mkt Research Study #22951

Geography: North Carolina African American RBS

Data Collected: 06/20/2016 - 06/28/2016

Release Date: 06/28/2016

Percentages

**9** Which statement do you agree with more? Providing families with educational choice through state funded scholarships takes away from public schools. or Providing families with educational choice through state funded scholarships helps students and saves taxpayer money.

800 African American Likely Voters	All	Gender		Age				<50 / 50+		School-Aged Chi		Teacher in Imme		Party Affiliation		
		Male	Female	18-34	35-49	50-64	65+	18-49	50+	Yes	No	Yes	No	Republi	Democr	Indepen
Margin of Sampling Error: +/-3.5%																
Takes Away From Public Schools	34%	39%	31%	16%	29%	44%	37%	24%	41%	31%	37%	41%	31%	36%	35%	27%
Helps Students And Saves Taxpayer	52%	50%	53%	74%	57%	42%	47%	64%	44%	58%	48%	48%	54%	55%	52%	56%
Not Sure	14%	11%	15%	10%	13%	14%	16%	12%	15%	11%	15%	11%	15%	9%	13%	16%
Total	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Composition of African American Lik	100%	37%	63%	15%	27%	36%	22%	42%	58%	35%	63%	32%	67%	3%	85%	12%

**9** Which statement do you agree with more? Providing families with educational choice through state funded scholarships takes away from public schools. or Providing families with educational choice through state funded scholarships helps students and saves taxpayer money.

800 African American Likely Voters	All	Ideology			Education			Income			Cell Phone / Lan		Region			
		Conser	Moder	Liberal	High Sc	Some C	4-year	< \$40K	\$40K -	> \$80K	Cell Ph	Landlin	Charlott	Greens	Raleigh	Souther
Margin of Sampling Error: +/-3.5%																
Takes Away From Public Schools	34%	15%	40%	37%	16%	26%	51%	20%	39%	54%	19%	41%	28%	38%	37%	32%
Helps Students And Saves Taxpayer	52%	71%	45%	55%	66%	60%	37%	62%	52%	34%	68%	45%	54%	45%	52%	56%
Not Sure	14%	14%	15%	8%	18%	13%	12%	19%	9%	12%	13%	14%	17%	17%	11%	12%
Total	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Composition of African American Lik	100%	16%	45%	28%	20%	39%	41%	42%	38%	21%	32%	68%	23%	17%	44%	16%

**10** Focusing just on African American parents, now ... is the state government doing enough to provide educational options to African American parents? Or does the state need to do more?

800 African American Likely Voters	All	Gender		Age				<50 / 50+		School-Aged Chi		Teacher in Imme		Party Affiliation		
		Male	Female	18-34	35-49	50-64	65+	18-49	50+	Yes	No	Yes	No	Republi	Democr	Indepen
Margin of Sampling Error: +/-2.5%																
Doing Enough	7%	8%	7%	7%	13%	5%	5%	11%	5%	11%	5%	7%	7%	15%	7%	10%
Need To Do More	85%	85%	85%	87%	76%	88%	90%	80%	89%	82%	86%	82%	86%	59%	86%	79%
Not Sure	8%	6%	9%	7%	12%	7%	5%	10%	6%	7%	8%	11%	6%	26%	7%	11%
Total	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Composition of African American Lik	100%	37%	63%	15%	27%	36%	22%	42%	58%	35%	63%	32%	67%	3%	85%	12%

# Results of SurveyUSA Mkt Research Study #22951

Geography: North Carolina African American RBS

Data Collected: 06/20/2016 - 06/28/2016

Release Date: 06/28/2016

Percentages

**10** Focusing just on African American parents, now ... is the state government doing enough to provide educational options to African American parents? Or does the state need to do more?

800 African American Likely Voters Margin of Sampling Error: +/-2.5%	All	Ideology			Education			Income			Cell Phone / Lan		Region			
		Conser	Modera	Liberal	High Sc	Some C	4-year	< \$40K	\$40K -	> \$80K	Cell Ph	Landlin	Charlott	Greens	Raleigh	Souther
Doing Enough	7%	8%	7%	10%	7%	6%	9%	6%	8%	10%	9%	6%	6%	10%	7%	8%
Need To Do More	85%	85%	83%	83%	89%	86%	81%	87%	82%	85%	82%	86%	86%	83%	84%	88%
Not Sure	8%	7%	9%	7%	4%	8%	10%	7%	10%	5%	9%	7%	8%	7%	10%	4%
Total	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Composition of African American Lik	100%	16%	45%	28%	20%	39%	41%	42%	38%	21%	32%	68%	23%	17%	44%	16%

**11** In response to demand for the Opportunity Scholarship Program, the North Carolina State Senate is seeking to expand the Program over the next decade. Those students who entered the Program in kindergarten would be able to complete their K-12 education using the scholarship. The Program would also allow for almost 36,000 low-income students to enroll in private schools over those 10 years. Would you support or oppose such legislation?

800 African American Likely Voters Margin of Sampling Error: +/-3.5%	All	Gender		Age				<50 / 50+		School-Aged Chi		Teacher in Imme		Party Affiliation		
		Male	Female	18-34	35-49	50-64	65+	18-49	50+	Yes	No	Yes	No	Republi	Democr	Indepen
Support	59%	59%	59%	77%	60%	54%	52%	66%	53%	66%	55%	51%	63%	59%	59%	60%
Oppose	23%	29%	20%	13%	21%	27%	27%	18%	27%	20%	26%	30%	20%	32%	23%	18%
Not Sure	18%	12%	22%	10%	19%	19%	21%	16%	20%	14%	20%	19%	18%	10%	18%	22%
Total	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Composition of African American Lik	100%	37%	63%	15%	27%	36%	22%	42%	58%	35%	63%	32%	67%	3%	85%	12%

**11** In response to demand for the Opportunity Scholarship Program, the North Carolina State Senate is seeking to expand the Program over the next decade. Those students who entered the Program in kindergarten would be able to complete their K-12 education using the scholarship. The Program would also allow for almost 36,000 low-income students to enroll in private schools over those 10 years. Would you support or oppose such legislation?

800 African American Likely Voters Margin of Sampling Error: +/-3.5%	All	Ideology			Education			Income			Cell Phone / Lan		Region			
		Conser	Modera	Liberal	High Sc	Some C	4-year	< \$40K	\$40K -	> \$80K	Cell Ph	Landlin	Charlott	Greens	Raleigh	Souther
Support	59%	81%	54%	60%	68%	67%	47%	65%	62%	43%	78%	50%	60%	53%	60%	58%
Oppose	23%	10%	28%	26%	12%	15%	36%	15%	21%	43%	8%	30%	21%	23%	25%	21%
Not Sure	18%	9%	19%	14%	20%	18%	17%	20%	16%	15%	14%	20%	19%	24%	14%	21%
Total	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Composition of African American Lik	100%	16%	45%	28%	20%	39%	41%	42%	38%	21%	32%	68%	23%	17%	44%	16%



# Results of SurveyUSA Mkt Research Study #22951

Geography: North Carolina African American RBS

Data Collected: 06/20/2016 - 06/28/2016

Release Date: 06/28/2016

Percentages

**12** Public charter schools are independent public schools that are free to be more innovative and are held accountable for improved student achievement. Based on what you know, do you favor or oppose public charter schools in North Carolina?

800 African American Likely Voters	All	Gender		Age				<50 / 50+		School-Aged Chi		Teacher in Imme		Party Affiliation		
		Male	Female	18-34	35-49	50-64	65+	18-49	50+	Yes	No	Yes	No	Republi	Democr	Indepen
Margin of Sampling Error: +/-3.5%																
Favor	56%	53%	58%	65%	69%	51%	44%	67%	48%	69%	49%	51%	59%	68%	56%	60%
Oppose	24%	30%	21%	14%	15%	30%	34%	15%	31%	16%	29%	28%	22%	21%	25%	18%
Not Sure	20%	17%	21%	21%	16%	20%	23%	18%	21%	14%	22%	21%	19%	12%	19%	22%
Total	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Composition of African American Lik	100%	37%	63%	15%	27%	36%	22%	42%	58%	35%	63%	32%	67%	3%	85%	12%

**12** Public charter schools are independent public schools that are free to be more innovative and are held accountable for improved student achievement. Based on what you know, do you favor or oppose public charter schools in North Carolina?

800 African American Likely Voters	All	Ideology			Education			Income			Cell Phone / Lan		Region			
		Conser	Moder	Liberal	High Sc	Some C	4-year	< \$40K	\$40K -	> \$80K	Cell Ph	Landlin	Charlott	Greens	Raleigh	Souther
Margin of Sampling Error: +/-3.5%																
Favor	56%	64%	52%	63%	52%	61%	54%	55%	59%	54%	67%	51%	56%	55%	58%	53%
Oppose	24%	14%	31%	22%	19%	17%	34%	19%	24%	37%	13%	30%	24%	23%	25%	24%
Not Sure	20%	22%	18%	15%	29%	22%	12%	26%	17%	9%	20%	19%	20%	21%	18%	22%
Total	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Composition of African American Lik	100%	16%	45%	28%	20%	39%	41%	42%	38%	21%	32%	68%	23%	17%	44%	16%

**13** School choice gives parents the right to use the tax dollars associated with their child's education to send them to the public or private school which best serves their needs. Would you be more or less likely to support a candidate for the state legislature who supports school choice? Or would it make no difference either way?

800 African American Likely Voters	All	Gender		Age				<50 / 50+		School-Aged Chi		Teacher in Imme		Party Affiliation		
		Male	Female	18-34	35-49	50-64	65+	18-49	50+	Yes	No	Yes	No	Republi	Democr	Indepen
Margin of Sampling Error: +/-3.5%																
More Likely	53%	50%	55%	61%	60%	45%	51%	60%	47%	63%	47%	51%	54%	40%	54%	54%
Less Likely	23%	29%	19%	16%	17%	26%	30%	17%	27%	16%	27%	29%	20%	34%	23%	20%
No Difference	16%	16%	17%	17%	14%	20%	13%	15%	17%	13%	18%	13%	18%	26%	16%	15%
Not Sure	8%	6%	9%	6%	9%	9%	7%	8%	8%	7%	8%	7%	8%	0%	7%	11%
Total	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Composition of African American Lik	100%	37%	63%	15%	27%	36%	22%	42%	58%	35%	63%	32%	67%	3%	85%	12%

# Results of SurveyUSA Mkt Research Study #22951

Geography: North Carolina African American RBS

Data Collected: 06/20/2016 - 06/28/2016

Release Date: 06/28/2016

Percentages

**13** School choice gives parents the right to use the tax dollars associated with their child's education to send them to the public or private school which best serves their needs. Would you be more or less likely to support a candidate for the state legislature who supports school choice? Or would it make no difference either way?

800 African American Likely Voters	All	Ideology			Education			Income			Cell Phone / Lan		Region			
		Conser	Moder	Liberal	High Sc	Some C	4-year	< \$40K	\$40K -	> \$80K	Cell Ph	Landlin	Charlott	Greens	Raleigh	Souther
Margin of Sampling Error: +/-3.5%																
More Likely	53%	67%	49%	51%	60%	58%	45%	57%	51%	46%	62%	48%	57%	51%	49%	58%
Less Likely	23%	12%	25%	28%	12%	17%	33%	16%	22%	37%	10%	29%	22%	28%	23%	20%
No Difference	16%	14%	19%	16%	20%	17%	15%	18%	18%	14%	19%	15%	15%	12%	20%	14%
Not Sure	8%	7%	8%	6%	8%	8%	7%	9%	9%	2%	9%	8%	7%	9%	8%	9%
Total	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Composition of African American Lik	100%	16%	45%	28%	20%	39%	41%	42%	38%	21%	32%	68%	23%	17%	44%	16%

**14** Which one of the following six statements comes closest to your personal opinion:  
 We should be working to better fund and improve already existing public schools in North Carolina.  
 School choice programs only benefits a select, privileged few students.  
 School choice programs put educational choices back in the hands of parents who can decide what's best for their children.  
 School choice programs take money away from public schools as the money follows the child.  
 School choice programs create competition which, ultimately, makes all schools better.  
 Or School choice programs are necessary because it is unfair for a child to be trapped in a failing school.

800 African American Likely Voters	All	Gender		Age				<50 / 50+		School-Aged Chi		Teacher in Imme		Party Affiliation		
		Male	Female	18-34	35-49	50-64	65+	18-49	50+	Yes	No	Yes	No	Republi	Democr	Indepen
Margin of Sampling Error: +/-3.5%																
Fund / Improve Existing Schools	58%	59%	58%	41%	54%	63%	68%	49%	65%	52%	62%	64%	56%	42%	60%	47%
Benefits a Select, Privileged Few Stu	5%	5%	5%	13%	2%	4%	4%	6%	4%	5%	5%	5%	5%	13%	4%	7%
Puts Choices In Hands Of Parents	17%	15%	18%	23%	25%	10%	14%	24%	11%	19%	15%	14%	18%	11%	17%	20%
Take Money Away From Public Scho	4%	5%	3%	2%	5%	5%	1%	4%	4%	3%	4%	3%	4%	0%	4%	1%
Create Competition	4%	6%	3%	5%	4%	5%	3%	4%	5%	7%	3%	2%	5%	4%	4%	6%
Unfair For a Child To Be Trapped	9%	9%	9%	16%	6%	10%	7%	10%	9%	12%	8%	8%	10%	21%	8%	13%
Not Sure	3%	1%	4%	1%	4%	3%	3%	3%	3%	3%	3%	4%	2%	10%	2%	7%
Total	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Composition of African American Lik	100%	37%	63%	15%	27%	36%	22%	42%	58%	35%	63%	32%	67%	3%	85%	12%

# Results of SurveyUSA Mkt Research Study #22951

Geography: North Carolina African American RBS

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Percentages

14

Which one of the following six statements comes closest to your personal opinion:  
 We should be working to better fund and improve already existing public schools in North Carolina.  
 School choice programs only benefits a select, privileged few students.  
 School choice programs put educational choices back in the hands of parents who can decide what's best for their children.  
 School choice programs take money away from public schools as the money follows the child.  
 School choice programs create competition which, ultimately, makes all schools better.  
 Or School choice programs are necessary because it is unfair for a child to be trapped in a failing school.

800 African American Likely Voters	All	Ideology			Education			Income			Cell Phone / Lan		Region				
		Conser	Moder	Liberal	High Sc	Some C	4-year	< \$40K	\$40K -	> \$80K	Cell Ph	Landlin	Charlott	Greens	Raleigh	Souther	
Margin of Sampling Error: +/-3.5%																	
Fund / Improve Existing Schools	58%	49%	61%	58%	62%	51%	64%	58%	57%	61%	48%	63%	60%	53%	59%	59%	
Benefits a Select, Privileged Few Stu	5%	4%	7%	3%	5%	7%	3%	4%	7%	3%	6%	4%	5%	5%	4%	6%	
Puts Choices In Hands Of Parents	17%	23%	13%	19%	16%	18%	15%	19%	14%	16%	22%	14%	13%	17%	19%	15%	
Take Money Away From Public Scho	4%	3%	3%	5%	1%	3%	6%	2%	3%	6%	2%	4%	5%	3%	3%	4%	
Create Competition	4%	4%	4%	5%	3%	4%	5%	3%	5%	6%	4%	5%	3%	6%	4%	5%	
Unfair For a Child To Be Trapped	9%	14%	8%	7%	12%	13%	5%	11%	9%	5%	12%	8%	10%	13%	7%	10%	
Not Sure	3%	4%	3%	3%	1%	5%	2%	3%	4%	2%	5%	2%	3%	3%	3%	2%	
Total	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	
Composition of African American Lik	100%	16%	45%	28%	20%	39%	41%	42%	38%	21%	32%	68%	23%	17%	44%	16%	

## All Questions Crosstabbed By All Questions

1 How much attention do you pay to issues involving kindergarten to 12th grade, or K-12, education? No attention at all? Very little attention? Some attention? Or a lot of attention?

800 African American Likely Voters	All	K-12 Issues					School Choice			Familiar With Program					Opinion Of Term		
		No Atte	Very Lit	Some	A Lot	Not Sur	Favor	Oppose	Not Sur	Very	Somew	Not Ver	Not At	Not Sur	Favora	Unfavor	Not Sur
Margin of Sampling Error: +/-3.5%																	
No Attention	4%	-	-	-	-	-	4%	3%	5%	5%	3%	3%	6%	8%	4%	6%	2%
Very Little	6%	-	-	-	-	-	6%	5%	9%	6%	2%	10%	8%	0%	5%	4%	15%
Some	30%	-	-	-	-	-	32%	26%	30%	15%	27%	36%	41%	8%	31%	24%	35%
A Lot	58%	-	-	-	-	-	57%	65%	55%	72%	67%	52%	43%	77%	60%	64%	48%
Not Sure	1%	-	-	-	-	-	1%	0%	1%	2%	0%	0%	1%	8%	1%	1%	1%
Total	100%						100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Composition of African American Lik	100%						59%	23%	19%	20%	29%	26%	24%	1%	58%	24%	18%

# Results of SurveyUSA Mkt Research Study #22951

Geography: North Carolina African American RBS

Data Collected: 06/20/2016 - 06/28/2016

Release Date: 06/28/2016

Percentages

**1** How much attention do you pay to issues involving kindergarten to 12th grade, or K-12, education? No attention at all? Very little attention? Some attention? Or a lot of attention?

800 African American Likely Voters Margin of Sampling Error: +/-3.5%	All	Would You Apply?			Parents Choose			State Lawmakers			Likelihood: Give Parents Options				Statement About Choice		
		Yes	No	Not Sur	Should	Should	Not Sur	Doing E	Need T	Not Sur	More Li	Less Li	No Diffe	Not Sur	Takes	Helps S	Not Sur
No Attention	4%	4%	4%	6%	4%	6%	3%	7%	4%	6%	5%	2%	4%	5%	4%	5%	2%
Very Little	6%	6%	5%	12%	6%	8%	7%	6%	6%	14%	5%	9%	10%	7%	6%	6%	9%
Some	30%	32%	26%	29%	32%	25%	31%	33%	29%	38%	30%	30%	30%	34%	24%	31%	43%
A Lot	58%	58%	65%	51%	58%	61%	56%	53%	61%	40%	60%	56%	56%	53%	64%	58%	46%
Not Sure	1%	1%	1%	2%	1%	1%	2%	1%	1%	2%	1%	3%	0%	1%	1%	1%	1%
Total	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Composition of African American Lik	100%	65%	23%	11%	64%	20%	15%	10%	82%	7%	65%	14%	14%	7%	34%	52%	14%

**1** How much attention do you pay to issues involving kindergarten to 12th grade, or K-12, education? No attention at all? Very little attention? Some attention? Or a lot of attention?

800 African American Likely Voters Margin of Sampling Error: +/-3.5%	All	African American Options			Legislation			Public Charter Schools			Likelihood: Supports Choice			
		Doing E	Need T	Not Sur	Support	Oppose	Not Sur	Favor	Oppose	Not Sur	More Li	Less Li	No Diffe	Not Sur
No Attention	4%	6%	4%	2%	4%	6%	3%	4%	5%	5%	5%	5%	3%	3%
Very Little	6%	12%	6%	8%	6%	6%	9%	5%	4%	14%	4%	5%	13%	13%
Some	30%	29%	29%	38%	33%	22%	33%	30%	24%	39%	32%	19%	39%	33%
A Lot	58%	53%	60%	51%	57%	66%	53%	61%	67%	40%	59%	70%	45%	51%
Not Sure	1%	0%	1%	1%	0%	1%	2%	1%	0%	1%	1%	1%	1%	0%
Total	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Composition of African American Lik	100%	7%	85%	8%	59%	23%	18%	56%	24%	20%	53%	23%	16%	8%

# Results of SurveyUSA Mkt Research Study #22951

Geography: North Carolina African American RBS

Data Collected: 06/20/2016 - 06/28/2016

Release Date: 06/28/2016

Percentages

**1** How much attention do you pay to issues involving kindergarten to 12th grade, or K-12, education? No attention at all? Very little attention? Some attention? Or a lot of attention?

800 African American Likely Voters Margin of Sampling Error: +/-3.5%	All	Statement						
		Fund / I	Benefits	Puts Ch	Take M	Create	Unfair F	Not Sur
No Attention	4%	5%	5%	2%	6%	7%	0%	2%
Very Little	6%	6%	9%	7%	0%	6%	6%	11%
Some	30%	30%	29%	31%	33%	36%	21%	44%
A Lot	58%	57%	58%	60%	59%	50%	72%	39%
Not Sure	1%	1%	0%	0%	3%	2%	1%	3%
Total	100%	100%	100%	100%	100%	100%	100%	100%
Composition of African American Lik	100%	58%	5%	17%	4%	4%	9%	3%

**2** School choice gives parents the right to use the tax dollars associated with their child's education to send them to the public or private school which best serves their needs.

800 African American Likely Voters Margin of Sampling Error: +/-3.5%	All	K-12 Issues					School Choice			Familiar With Program					Opinion Of Term		
		No Atte	Very Lit	Some	A Lot	Not Sur	Favor	Oppose	Not Sur	Very	Somew	Not Ver	Not At	Not Sur	Favora	Unfavor	Not Sur
Favor	59%	63%	56%	61%	57%	65%	-	-	-	62%	56%	67%	51%	31%	78%	27%	39%
Oppose	23%	16%	18%	20%	26%	8%	-	-	-	30%	26%	16%	21%	11%	10%	57%	18%
Not Sure	19%	21%	26%	19%	17%	27%	-	-	-	8%	18%	17%	28%	58%	12%	16%	43%
Total	100%	100%	100%	100%	100%	100%				100%	100%	100%	100%	100%	100%	100%	100%
Composition of African American Lik	100%	4%	6%	30%	58%	1%				20%	29%	26%	24%	1%	58%	24%	18%

**2** School choice gives parents the right to use the tax dollars associated with their child's education to send them to the public or private school which best serves their needs.

800 African American Likely Voters Margin of Sampling Error: +/-3.5%	All	Would You Apply?			Parents Choose			State Lawmakers			Likelihood: Give Parents Options				Statement About Choice		
		Yes	No	Not Sur	Should	Should	Not Sur	Doing E	Need T	Not Sur	More Li	Less Li	No Diffe	Not Sur	Takes	Helps S	Not Sur
Favor	59%	74%	30%	26%	76%	16%	40%	53%	60%	48%	73%	24%	38%	37%	32%	78%	51%
Oppose	23%	11%	54%	29%	9%	66%	22%	37%	21%	18%	12%	62%	36%	20%	50%	9%	8%
Not Sure	19%	15%	15%	45%	14%	18%	37%	9%	18%	33%	15%	13%	26%	44%	18%	13%	41%
Total	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Composition of African American Lik	100%	65%	23%	11%	64%	20%	15%	10%	82%	7%	65%	14%	14%	7%	34%	52%	14%

# Results of SurveyUSA Mkt Research Study #22951

Geography: North Carolina African American RBS

Data Collected: 06/20/2016 - 06/28/2016

Release Date: 06/28/2016

Percentages

**2** School choice gives parents the right to use the tax dollars associated with their child's education to send them to the public or private school which best serves their needs.

800 African American Likely Voters Margin of Sampling Error: +/-3.5%	All	African American Options			Legislation			Public Charter Schools			Likelihood: Supports Choice			
		Doing E	Need T	Not Sur	Support	Oppose	Not Sur	Favor	Oppose	Not Sur	More Li	Less Li	No Diffe	Not Sur
Favor	59%	62%	60%	37%	76%	25%	46%	72%	29%	56%	79%	23%	56%	34%
Oppose	23%	32%	22%	22%	11%	59%	16%	14%	52%	13%	8%	61%	24%	8%
Not Sure	19%	6%	18%	41%	13%	17%	37%	14%	19%	31%	13%	16%	20%	58%
Total	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Composition of African American Lik	100%	7%	85%	8%	59%	23%	18%	56%	24%	20%	53%	23%	16%	8%

**2** School choice gives parents the right to use the tax dollars associated with their child's education to send them to the public or private school which best serves their needs.

800 African American Likely Voters Margin of Sampling Error: +/-3.5%	All	Statement						
		Fund / I	Benefits	Puts Ch	Take M	Create	Unfair F	Not Sur
Favor	59%	50%	60%	78%	37%	74%	80%	48%
Oppose	23%	31%	23%	5%	38%	9%	10%	10%
Not Sure	19%	19%	16%	17%	25%	17%	10%	43%
Total	100%	100%	100%	100%	100%	100%	100%	100%
Composition of African American Lik	100%	58%	5%	17%	4%	4%	9%	3%

**3** How familiar are you with North Carolina's Opportunity Scholarship Program, which was passed in 2013 and provides up to \$4,200 in state funds to low-income and working class families to enroll their children in a private school of their choice? Very familiar? Somewhat familiar? Not very familiar? Or not at all familiar?

800 African American Likely Voters Margin of Sampling Error: +/-3.5%	All	K-12 Issues					School Choice			Familiar With Program					Opinion Of Term		
		No Atte	Very Lit	Some	A Lot	Not Sur	Favor	Oppose	Not Sur	Very	Somew	Not Ver	Not At	Not Sur	Favora	Unfavor	Not Sur
Very	20%	22%	19%	10%	25%	44%	22%	27%	8%	-	-	-	-	-	20%	34%	2%
Somewhat	29%	24%	11%	26%	33%	8%	28%	33%	27%	-	-	-	-	-	29%	31%	28%
Not Very	26%	16%	40%	31%	23%	0%	29%	18%	24%	-	-	-	-	-	27%	19%	30%
Not At All	24%	35%	30%	32%	17%	36%	21%	22%	36%	-	-	-	-	-	23%	15%	37%
Not Sure	1%	2%	0%	0%	2%	12%	1%	1%	4%	-	-	-	-	-	1%	1%	3%
Total	100%	100%	100%	100%	100%	100%	100%	100%	100%						100%	100%	100%
Composition of African American Lik	100%	4%	6%	30%	58%	1%	59%	23%	19%						58%	24%	18%

# Results of SurveyUSA Mkt Research Study #22951

Geography: North Carolina African American RBS

Data Collected: 06/20/2016 - 06/28/2016

Release Date: 06/28/2016

Percentages

**3** How familiar are you with North Carolina's Opportunity Scholarship Program, which was passed in 2013 and provides up to \$4,200 in state funds to low-income and working class families to enroll their children in a private school of their choice? Very familiar? Somewhat familiar? Not very familiar? Or not at all familiar?

800 African American Likely Voters	All	Would You Apply?			Parents Choose			State Lawmakers			Likelihood: Give Parents Options				Statement About Choice			
		Yes	No	Not Sur	Should	Should	Not Sur	Doing E	Need T	Not Sur	More Li	Less Li	No Diffe	Not Sur	Takes	Helps S	Not Sur	
Margin of Sampling Error: +/-3.5%																		
Very	20%	18%	34%	8%	19%	31%	13%	34%	19%	13%	19%	30%	17%	20%	24%	21%	8%	
Somewhat	29%	29%	28%	31%	27%	35%	28%	39%	29%	19%	28%	37%	30%	17%	35%	27%	23%	
Not Very	26%	29%	19%	22%	28%	17%	27%	15%	27%	30%	29%	17%	22%	24%	22%	27%	30%	
Not At All	24%	24%	18%	35%	25%	17%	27%	12%	24%	34%	23%	15%	29%	36%	19%	24%	35%	
Not Sure	1%	1%	0%	4%	1%	0%	4%	1%	1%	4%	1%	1%	3%	3%	1%	1%	3%	
Total	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	
Composition of African American Lik	100%	65%	23%	11%	64%	20%	15%	10%	82%	7%	65%	14%	14%	7%	34%	52%	14%	

**3** How familiar are you with North Carolina's Opportunity Scholarship Program, which was passed in 2013 and provides up to \$4,200 in state funds to low-income and working class families to enroll their children in a private school of their choice? Very familiar? Somewhat familiar? Not very familiar? Or not at all familiar?

800 African American Likely Voters	All	African American Options			Legislation			Public Charter Schools			Likelihood: Supports Choice						
		Doing E	Need T	Not Sur	Support	Oppose	Not Sur	Favor	Oppose	Not Sur	More Li	Less Li	No Diffe	Not Sur			
Margin of Sampling Error: +/-3.5%																	
Very	20%	45%	19%	7%	19%	31%	9%	19%	32%	10%	21%	28%	12%	10%			
Somewhat	29%	33%	28%	37%	27%	33%	29%	30%	31%	24%	29%	32%	27%	21%			
Not Very	26%	14%	27%	23%	26%	19%	34%	26%	17%	36%	25%	20%	33%	30%			
Not At All	24%	8%	24%	30%	26%	16%	26%	25%	19%	27%	23%	18%	26%	38%			
Not Sure	1%	0%	1%	3%	1%	0%	2%	1%	0%	3%	1%	1%	2%	1%			
Total	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%			
Composition of African American Lik	100%	7%	85%	8%	59%	23%	18%	56%	24%	20%	53%	23%	16%	8%			

# Results of SurveyUSA Mkt Research Study #22951

Geography: North Carolina African American RBS

Data Collected: 06/20/2016 - 06/28/2016

Release Date: 06/28/2016

Percentages

**3** How familiar are you with North Carolina's Opportunity Scholarship Program, which was passed in 2013 and provides up to \$4,200 in state funds to low-income and working class families to enroll their children in a private school of their choice? Very familiar? Somewhat familiar? Not very familiar? Or not at all familiar?

800 African American Likely Voters	All	Statement						
		Fund / I	Benefits	Puts Ch	Take M	Create	Unfair F	Not Sur
Margin of Sampling Error: +/-3.5%								
Very	20%	22%	13%	16%	48%	18%	14%	6%
Somewhat	29%	28%	39%	26%	34%	29%	34%	29%
Not Very	26%	25%	24%	33%	8%	13%	32%	17%
Not At All	24%	24%	24%	23%	7%	38%	20%	40%
Not Sure	1%	1%	0%	2%	3%	2%	0%	8%
Total	100%	100%	100%	100%	100%	100%	100%	100%
Composition of African American Lik	100%	58%	5%	17%	4%	4%	9%	3%

**4** The North Carolina Opportunity Scholarship Program allows the parents' tax dollars to follow the child. This fall, 6,200 low-income children will be using these scholarships to attend private schools. Do you have a favorable or unfavorable opinion of the term "Opportunity Scholarship"?

800 African American Likely Voters	All	K-12 Issues					School Choice			Familiar With Program					Opinion Of Term		
		No Atte	Very Lit	Some	A Lot	Not Sur	Favor	Oppose	Not Sur	Very	Somew	Not Ver	Not At	Not Sur	Favora	Unfavor	Not Sur
Margin of Sampling Error: +/-3.5%																	
Favorable	58%	57%	42%	60%	59%	53%	77%	27%	37%	58%	57%	62%	56%	50%	-	-	-
Unfavorable	24%	36%	17%	19%	26%	27%	11%	59%	21%	40%	25%	18%	15%	11%	-	-	-
Not Sure	18%	7%	42%	21%	15%	20%	12%	14%	42%	2%	18%	21%	28%	39%	-	-	-
Total	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%			
Composition of African American Lik	100%	4%	6%	30%	58%	1%	59%	23%	19%	20%	29%	26%	24%	1%			

**4** The North Carolina Opportunity Scholarship Program allows the parents' tax dollars to follow the child. This fall, 6,200 low-income children will be using these scholarships to attend private schools. Do you have a favorable or unfavorable opinion of the term "Opportunity Scholarship"?

800 African American Likely Voters	All	Would You Apply?			Parents Choose			State Lawmakers			Likelihood: Give Parents Options				Statement About Choice		
		Yes	No	Not Sur	Should	Should	Not Sur	Doing E	Need T	Not Sur	More Li	Less Li	No Diffe	Not Sur	Takes	Helps S	Not Sur
Margin of Sampling Error: +/-3.5%																	
Favorable	58%	73%	28%	34%	76%	21%	36%	59%	60%	36%	74%	16%	36%	37%	29%	77%	61%
Unfavorable	24%	11%	60%	22%	10%	68%	22%	35%	22%	21%	11%	66%	38%	27%	51%	10%	7%
Not Sure	18%	16%	12%	44%	15%	11%	42%	6%	17%	43%	14%	18%	27%	36%	19%	14%	32%
Total	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Composition of African American Lik	100%	65%	23%	11%	64%	20%	15%	10%	82%	7%	65%	14%	14%	7%	34%	52%	14%



# Results of SurveyUSA Mkt Research Study #22951

Geography: North Carolina African American RBS

Data Collected: 06/20/2016 - 06/28/2016

Release Date: 06/28/2016

Percentages

**4** The North Carolina Opportunity Scholarship Program allows the parents' tax dollars to follow the child. This fall, 6,200 low-income children will be using these scholarships to attend private schools. Do you have a favorable or unfavorable opinion of the term "Opportunity Scholarship"?

800 African American Likely Voters	All	African American Options			Legislation			Public Charter Schools			Likelihood: Supports Choice						
		Doing E	Need T	Not Sur	Support	Oppose	Not Sur	Favor	Oppose	Not Sur	More Li	Less Li	No Diffe	Not Sur			
Margin of Sampling Error: +/-3.5%																	
Favorable	58%	51%	61%	36%	79%	17%	43%	73%	31%	49%	77%	27%	45%	48%			
Unfavorable	24%	35%	23%	18%	8%	68%	16%	12%	53%	19%	10%	59%	25%	9%			
Not Sure	18%	15%	16%	46%	12%	15%	41%	14%	15%	32%	13%	13%	29%	43%			
Total	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%			
Composition of African American Lik	100%	7%	85%	8%	59%	23%	18%	56%	24%	20%	53%	23%	16%	8%			

**4** The North Carolina Opportunity Scholarship Program allows the parents' tax dollars to follow the child. This fall, 6,200 low-income children will be using these scholarships to attend private schools. Do you have a favorable or unfavorable opinion of the term "Opportunity Scholarship"?

800 African American Likely Voters	All	Statement						
		Fund / I	Benefits	Puts Ch	Take M	Create	Unfair F	Not Sur
Margin of Sampling Error: +/-3.5%								
Favorable	58%	50%	64%	80%	29%	74%	82%	36%
Unfavorable	24%	32%	28%	4%	57%	14%	5%	2%
Not Sure	18%	19%	8%	16%	15%	13%	14%	62%
Total	100%	100%	100%	100%	100%	100%	100%	100%
Composition of African American Lik	100%	58%	5%	17%	4%	4%	9%	3%

**5** Over 22,000 Opportunity Scholarship applications have been received from families who want their children to receive a scholarship to attend a private school. If you were eligible to receive a scholarship for your child to attend a private school, would you apply?

800 African American Likely Voters	All	K-12 Issues					School Choice			Familiar With Program					Opinion Of Term		
		No Atte	Very Lit	Some	A Lot	Not Sur	Favor	Oppose	Not Sur	Very	Somew	Not Ver	Not At	Not Sur	Favora	Unfavor	Not Sur
Margin of Sampling Error: +/-3.4%																	
Yes	65%	64%	60%	69%	64%	61%	83%	31%	53%	57%	65%	73%	65%	60%	82%	31%	57%
No	23%	20%	19%	20%	26%	19%	12%	55%	19%	39%	23%	17%	18%	7%	11%	59%	16%
Not Sure	11%	16%	21%	11%	10%	20%	5%	14%	28%	5%	12%	10%	17%	33%	7%	11%	27%
Total	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Composition of African American Lik	100%	4%	6%	30%	58%	1%	59%	23%	19%	20%	29%	26%	24%	1%	58%	24%	18%

# Results of SurveyUSA Mkt Research Study #22951

Geography: North Carolina African American RBS

Data Collected: 06/20/2016 - 06/28/2016

Release Date: 06/28/2016

Percentages

**5** Over 22,000 Opportunity Scholarship applications have been received from families who want their children to receive a scholarship to attend a private school. If you were eligible to receive a scholarship for your child to attend a private school, would you apply?

800 African American Likely Voters	All	Would You Apply?			Parents Choose			State Lawmakers			Likelihood: Give Parents Options				Statement About Choice			
		Yes	No	Not Sur	Should	Should	Not Sur	Doing E	Need T	Not Sur	More Li	Less Li	No Diffe	Not Sur	Takes	Helps S	Not Sur	
Margin of Sampling Error: +/-3.4%																		
Yes	65%	-	-	-	80%	27%	53%	60%	68%	49%	80%	25%	44%	47%	40%	82%	67%	
No	23%	-	-	-	11%	64%	19%	38%	21%	23%	13%	62%	36%	17%	44%	11%	15%	
Not Sure	11%	-	-	-	8%	9%	28%	2%	11%	28%	7%	12%	19%	36%	16%	7%	18%	
Total	100%				100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	
Composition of African American Lik	100%				64%	20%	15%	10%	82%	7%	65%	14%	14%	7%	34%	52%	14%	

**5** Over 22,000 Opportunity Scholarship applications have been received from families who want their children to receive a scholarship to attend a private school. If you were eligible to receive a scholarship for your child to attend a private school, would you apply?

800 African American Likely Voters	All	African American Options			Legislation			Public Charter Schools			Likelihood: Supports Choice						
		Doing E	Need T	Not Sur	Support	Oppose	Not Sur	Favor	Oppose	Not Sur	More Li	Less Li	No Diffe	Not Sur			
Margin of Sampling Error: +/-3.4%																	
Yes	65%	70%	67%	47%	83%	28%	58%	77%	41%	63%	84%	32%	55%	62%			
No	23%	27%	23%	18%	10%	64%	14%	13%	50%	19%	9%	56%	28%	9%			
Not Sure	11%	3%	10%	35%	7%	8%	28%	10%	9%	19%	7%	11%	17%	29%			
Total	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%			
Composition of African American Lik	100%	7%	85%	8%	59%	23%	18%	56%	24%	20%	53%	23%	16%	8%			

**5** Over 22,000 Opportunity Scholarship applications have been received from families who want their children to receive a scholarship to attend a private school. If you were eligible to receive a scholarship for your child to attend a private school, would you apply?

800 African American Likely Voters	All	Statement						
		Fund / I	Benefits	Puts Ch	Take M	Create	Unfair F	Not Sur
Margin of Sampling Error: +/-3.4%								
Yes	65%	55%	73%	83%	54%	95%	90%	49%
No	23%	32%	13%	9%	44%	0%	6%	14%
Not Sure	11%	13%	15%	8%	3%	5%	4%	37%
Total	100%	100%	100%	100%	100%	100%	100%	100%
Composition of African American Lik	100%	58%	5%	17%	4%	4%	9%	3%

# Results of SurveyUSA Mkt Research Study #22951

Geography: North Carolina African American RBS

Data Collected: 06/20/2016 - 06/28/2016

Release Date: 06/28/2016

Percentages

**6** Do you think parents should or should not have the ability to choose the K-12 school their child attends through state-funded scholarships?

800 African American Likely Voters Margin of Sampling Error: +/-3.4%	All	K-12 Issues					School Choice			Familiar With Program					Opinion Of Term		
		No Atte	Very Lit	Some	A Lot	Not Sur	Favor	Oppose	Not Sur	Very	Somew	Not Ver	Not At	Not Sur	Favora	Unfavor	Not Sur
Should	64%	61%	57%	68%	64%	37%	84%	27%	49%	59%	61%	70%	68%	41%	84%	27%	52%
Should Not	20%	28%	26%	17%	21%	29%	6%	59%	20%	31%	25%	14%	14%	7%	7%	59%	13%
Not Sure	15%	12%	17%	16%	15%	35%	10%	15%	30%	10%	15%	16%	17%	52%	9%	14%	35%
Total	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Composition of African American Lik	100%	4%	6%	30%	58%	1%	59%	23%	19%	20%	29%	26%	24%	1%	58%	24%	18%

**6** Do you think parents should or should not have the ability to choose the K-12 school their child attends through state-funded scholarships?

800 African American Likely Voters Margin of Sampling Error: +/-3.4%	All	Would You Apply?			Parents Choose			State Lawmakers			Likelihood: Give Parents Options				Statement About Choice		
		Yes	No	Not Sur	Should	Should	Not Sur	Doing E	Need T	Not Sur	More Li	Less Li	No Diffe	Not Sur	Takes	Helps S	Not Sur
Should	64%	79%	31%	47%	-	-	-	58%	67%	48%	82%	18%	38%	48%	37%	83%	62%
Should Not	20%	9%	56%	16%	-	-	-	38%	18%	22%	8%	66%	36%	21%	48%	7%	3%
Not Sure	15%	12%	12%	37%	-	-	-	4%	15%	31%	11%	16%	26%	31%	15%	10%	35%
Total	100%	100%	100%	100%				100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Composition of African American Lik	100%	65%	23%	11%				10%	82%	7%	65%	14%	14%	7%	34%	52%	14%

**6** Do you think parents should or should not have the ability to choose the K-12 school their child attends through state-funded scholarships?

800 African American Likely Voters Margin of Sampling Error: +/-3.4%	All	African American Options			Legislation			Public Charter Schools			Likelihood: Supports Choice			
		Doing E	Need T	Not Sur	Support	Oppose	Not Sur	Favor	Oppose	Not Sur	More Li	Less Li	No Diffe	Not Sur
Should	64%	54%	67%	52%	84%	24%	54%	78%	38%	58%	83%	27%	56%	64%
Should Not	20%	37%	20%	11%	6%	63%	11%	11%	50%	11%	6%	62%	18%	3%
Not Sure	15%	10%	14%	37%	10%	13%	35%	11%	12%	31%	11%	11%	26%	33%
Total	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Composition of African American Lik	100%	7%	85%	8%	59%	23%	18%	56%	24%	20%	53%	23%	16%	8%

# Results of SurveyUSA Mkt Research Study #22951

Geography: North Carolina African American RBS

Data Collected: 06/20/2016 - 06/28/2016

Release Date: 06/28/2016

Percentages

**6** Do you think parents should or should not have the ability to choose the K-12 school their child attends through state-funded scholarships?

800 African American Likely Voters Margin of Sampling Error: +/-3.4%	All	Statement						
		Fund / I	Benefits	Puts Ch	Take M	Create	Unfair F	Not Sur
Should	64%	56%	59%	85%	44%	88%	86%	39%
Should Not	20%	29%	22%	4%	33%	0%	3%	10%
Not Sure	15%	15%	19%	11%	23%	12%	11%	51%
Total	100%	100%	100%	100%	100%	100%	100%	100%
Composition of African American Lik	100%	58%	5%	17%	4%	4%	9%	3%

**7** Are state lawmakers doing enough to provide families more educational options for their children? Or do they need to do more?

800 African American Likely Voters Margin of Sampling Error: +/-2.7%	All	K-12 Issues					School Choice			Familiar With Program					Opinion Of Term		
		No Atte	Very Lit	Some	A Lot	Not Sur	Favor	Oppose	Not Sur	Very	Somew	Not Ver	Not At	Not Sur	Favora	Unfavor	Not Sur
Doing Enough	10%	18%	10%	11%	9%	10%	9%	17%	5%	17%	14%	6%	5%	5%	10%	15%	3%
Need To Do More	82%	72%	73%	79%	86%	74%	85%	77%	81%	78%	81%	85%	84%	72%	85%	78%	79%
Not Sure	7%	10%	17%	9%	5%	16%	6%	6%	13%	5%	5%	9%	11%	23%	5%	7%	18%
Total	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Composition of African American Lik	100%	4%	6%	30%	58%	1%	59%	23%	19%	20%	29%	26%	24%	1%	58%	24%	18%

**7** Are state lawmakers doing enough to provide families more educational options for their children? Or do they need to do more?

800 African American Likely Voters Margin of Sampling Error: +/-2.7%	All	Would You Apply?			Parents Choose			State Lawmakers			Likelihood: Give Parents Options				Statement About Choice		
		Yes	No	Not Sur	Should	Should	Not Sur	Doing E	Need T	Not Sur	More Li	Less Li	No Diffe	Not Sur	Takes	Helps S	Not Sur
Doing Enough	10%	9%	17%	2%	9%	19%	3%	-	-	-	7%	27%	12%	2%	14%	10%	1%
Need To Do More	82%	85%	76%	79%	85%	73%	82%	-	-	-	87%	63%	81%	77%	80%	84%	81%
Not Sure	7%	6%	7%	19%	6%	8%	15%	-	-	-	6%	10%	7%	21%	6%	5%	18%
Total	100%	100%	100%	100%	100%	100%	100%				100%	100%	100%	100%	100%	100%	100%
Composition of African American Lik	100%	65%	23%	11%	64%	20%	15%				65%	14%	14%	7%	34%	52%	14%

# Results of SurveyUSA Mkt Research Study #22951

Geography: North Carolina African American RBS

Data Collected: 06/20/2016 - 06/28/2016

Release Date: 06/28/2016

Percentages

**7** Are state lawmakers doing enough to provide families more educational options for their children? Or do they need to do more?

800 African American Likely Voters Margin of Sampling Error: +/-2.7%	All	African American Options			Legislation			Public Charter Schools			Likelihood: Supports Choice			
		Doing E	Need T	Not Sur	Support	Oppose	Not Sur	Favor	Oppose	Not Sur	More Li	Less Li	No Diffe	Not Sur
Doing Enough	10%	53%	7%	8%	10%	16%	3%	10%	15%	5%	10%	16%	8%	0%
Need To Do More	82%	35%	89%	55%	84%	76%	85%	85%	79%	78%	86%	78%	81%	71%
Not Sure	7%	12%	4%	36%	6%	8%	12%	5%	6%	16%	4%	7%	11%	29%
Total	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Composition of African American Lik	100%	7%	85%	8%	59%	23%	18%	56%	24%	20%	53%	23%	16%	8%

**7** Are state lawmakers doing enough to provide families more educational options for their children? Or do they need to do more?

800 African American Likely Voters Margin of Sampling Error: +/-2.7%	All	Statement						
		Fund / I	Benefits	Puts Ch	Take M	Create	Unfair F	Not Sur
Doing Enough	10%	12%	21%	6%	11%	0%	6%	0%
Need To Do More	82%	80%	77%	88%	79%	93%	92%	54%
Not Sure	7%	7%	2%	6%	10%	7%	2%	46%
Total	100%	100%	100%	100%	100%	100%	100%	100%
Composition of African American Lik	100%	58%	5%	17%	4%	4%	9%	3%

**8** Would you be more or less likely to vote for a candidate who supports giving parents more educational options for their children? Or would it make no difference either way?

800 African American Likely Voters Margin of Sampling Error: +/-3.4%	All	K-12 Issues					School Choice			Familiar With Program					Opinion Of Term		
		No Atte	Very Lit	Some	A Lot	Not Sur	Favor	Oppose	Not Sur	Very	Somew	Not Ver	Not At	Not Sur	Favora	Unfavor	Not Sur
More Likely	65%	71%	52%	64%	67%	51%	81%	35%	54%	61%	64%	73%	64%	42%	83%	31%	52%
Less Likely	14%	7%	19%	14%	13%	39%	6%	37%	10%	20%	17%	9%	9%	8%	4%	38%	13%
No Difference	14%	14%	22%	14%	13%	0%	9%	22%	20%	12%	14%	12%	17%	33%	9%	23%	21%
Not Sure	7%	8%	8%	8%	6%	10%	4%	6%	16%	7%	4%	7%	11%	17%	4%	8%	14%
Total	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Composition of African American Lik	100%	4%	6%	30%	58%	1%	59%	23%	19%	20%	29%	26%	24%	1%	58%	24%	18%

# Results of SurveyUSA Mkt Research Study #22951

Geography: North Carolina African American RBS

Data Collected: 06/20/2016 - 06/28/2016

Release Date: 06/28/2016

Percentages

**8** Would you be more or less likely to vote for a candidate who supports giving parents more educational options for their children? Or would it make no difference either way?

800 African American Likely Voters Margin of Sampling Error: +/-3.4%	All	Would You Apply?			Parents Choose			State Lawmakers			Likelihood: Give Parents Options				Statement About Choice		
		Yes	No	Not Sur	Should	Should	Not Sur	Doing E	Need T	Not Sur	More Li	Less Li	No Diffe	Not Sur	Takes	Helps S	Not Sur
More Likely	65%	80%	36%	39%	83%	24%	47%	47%	69%	49%	-	-	-	-	38%	84%	60%
Less Likely	14%	5%	36%	15%	4%	44%	15%	36%	10%	18%	-	-	-	-	29%	6%	6%
No Difference	14%	10%	22%	24%	8%	25%	24%	16%	14%	13%	-	-	-	-	25%	7%	13%
Not Sure	7%	5%	5%	22%	5%	7%	14%	1%	7%	19%	-	-	-	-	8%	3%	21%
Total	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%					100%	100%	100%
Composition of African American Lik	100%	65%	23%	11%	64%	20%	15%	10%	82%	7%					34%	52%	14%

**8** Would you be more or less likely to vote for a candidate who supports giving parents more educational options for their children? Or would it make no difference either way?

800 African American Likely Voters Margin of Sampling Error: +/-3.4%	All	African American Options			Legislation			Public Charter Schools			Likelihood: Supports Choice			
		Doing E	Need T	Not Sur	Support	Oppose	Not Sur	Favor	Oppose	Not Sur	More Li	Less Li	No Diffe	Not Sur
More Likely	65%	56%	68%	47%	82%	31%	54%	80%	37%	59%	88%	36%	41%	46%
Less Likely	14%	28%	13%	12%	5%	40%	6%	6%	34%	10%	4%	40%	12%	5%
No Difference	14%	17%	13%	20%	9%	21%	22%	10%	21%	18%	6%	17%	41%	3%
Not Sure	7%	0%	6%	22%	3%	8%	17%	4%	8%	13%	2%	6%	6%	46%
Total	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Composition of African American Lik	100%	7%	85%	8%	59%	23%	18%	56%	24%	20%	53%	23%	16%	8%

**8** Would you be more or less likely to vote for a candidate who supports giving parents more educational options for their children? Or would it make no difference either way?

800 African American Likely Voters Margin of Sampling Error: +/-3.4%	All	Statement						
		Fund / I	Benefits	Puts Ch	Take M	Create	Unfair F	Not Sur
More Likely	65%	57%	51%	88%	52%	88%	88%	45%
Less Likely	14%	18%	25%	3%	19%	5%	0%	13%
No Difference	14%	17%	19%	8%	17%	4%	9%	10%
Not Sure	7%	8%	4%	1%	13%	2%	3%	33%
Total	100%	100%	100%	100%	100%	100%	100%	100%
Composition of African American Lik	100%	58%	5%	17%	4%	4%	9%	3%

# Results of SurveyUSA Mkt Research Study #22951

Geography: North Carolina African American RBS

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**9** Which statement do you agree with more? Providing families with educational choice through state funded scholarships takes away from public schools. or Providing families with educational choice through state funded scholarships helps students and saves taxpayer money.

800 African American Likely Voters	All	K-12 Issues					School Choice			Familiar With Program					Opinion Of Term		
		No Atte	Very Lit	Some	A Lot	Not Sur	Favor	Oppose	Not Sur	Very	Somew	Not Ver	Not At	Not Sur	Favora	Unfavor	Not Sur
Margin of Sampling Error: +/-3.5%																	
Takes Away From Public Schools	34%	34%	34%	28%	38%	31%	18%	75%	33%	41%	41%	29%	27%	14%	17%	74%	36%
Helps Students And Saves Taxpayer	52%	59%	46%	53%	52%	61%	70%	20%	37%	53%	48%	55%	53%	56%	68%	22%	39%
Not Sure	14%	7%	20%	19%	11%	8%	12%	5%	30%	6%	11%	16%	20%	31%	14%	4%	24%
Total	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Composition of African American Lik	100%	4%	6%	30%	58%	1%	59%	23%	19%	20%	29%	26%	24%	1%	58%	24%	18%

**9** Which statement do you agree with more? Providing families with educational choice through state funded scholarships takes away from public schools. or Providing families with educational choice through state funded scholarships helps students and saves taxpayer money.

800 African American Likely Voters	All	Would You Apply?			Parents Choose			State Lawmakers			Likelihood: Give Parents Options				Statement About Choice		
		Yes	No	Not Sur	Should	Should	Not Sur	Doing E	Need T	Not Sur	More Li	Less Li	No Diffe	Not Sur	Takes	Helps S	Not Sur
Margin of Sampling Error: +/-3.5%																	
Takes Away From Public Schools	34%	21%	65%	47%	20%	79%	35%	46%	33%	30%	20%	72%	61%	40%	-	-	-
Helps Students And Saves Taxpayer	52%	65%	26%	30%	67%	18%	33%	53%	53%	37%	67%	22%	27%	19%	-	-	-
Not Sure	14%	14%	9%	22%	13%	2%	32%	1%	13%	33%	13%	6%	12%	42%	-	-	-
Total	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%			
Composition of African American Lik	100%	65%	23%	11%	64%	20%	15%	10%	82%	7%	65%	14%	14%	7%			

**9** Which statement do you agree with more? Providing families with educational choice through state funded scholarships takes away from public schools. or Providing families with educational choice through state funded scholarships helps students and saves taxpayer money.

800 African American Likely Voters	All	African American Options			Legislation			Public Charter Schools			Likelihood: Supports Choice			
		Doing E	Need T	Not Sur	Support	Oppose	Not Sur	Favor	Oppose	Not Sur	More Li	Less Li	No Diffe	Not Sur
Margin of Sampling Error: +/-3.5%														
Takes Away From Public Schools	34%	43%	33%	36%	15%	81%	36%	24%	68%	22%	17%	76%	37%	19%
Helps Students And Saves Taxpayer	52%	51%	54%	34%	73%	14%	34%	65%	24%	49%	70%	21%	48%	31%
Not Sure	14%	6%	13%	30%	12%	5%	30%	11%	7%	29%	13%	2%	14%	49%
Total	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Composition of African American Lik	100%	7%	85%	8%	59%	23%	18%	56%	24%	20%	53%	23%	16%	8%

# Results of SurveyUSA Mkt Research Study #22951

Geography: North Carolina African American RBS

Data Collected: 06/20/2016 - 06/28/2016

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**9** Which statement do you agree with more? Providing families with educational choice through state funded scholarships takes away from public schools. or Providing families with educational choice through state funded scholarships helps students and saves taxpayer money.

800 African American Likely Voters	All	Statement						
		Fund / I	Benefits	Puts Ch	Take M	Create	Unfair F	Not Sur
Margin of Sampling Error: +/-3.5%								
Takes Away From Public Schools	34%	46%	46%	8%	72%	13%	5%	16%
Helps Students And Saves Taxpayer	52%	42%	48%	78%	24%	71%	80%	31%
Not Sure	14%	13%	6%	14%	4%	16%	14%	53%
Total	100%	100%	100%	100%	100%	100%	100%	100%
Composition of African American Lik	100%	58%	5%	17%	4%	4%	9%	3%

**10** Focusing just on African American parents, now ... is the state government doing enough to provide educational options to African American parents? Or does the state need to do more?

800 African American Likely Voters	All	K-12 Issues					School Choice			Familiar With Program					Opinion Of Term		
		No Atte	Very Lit	Some	A Lot	Not Sur	Favor	Oppose	Not Sur	Very	Somew	Not Ver	Not At	Not Sur	Favora	Unfavor	Not Sur
Margin of Sampling Error: +/-2.5%																	
Doing Enough	7%	11%	13%	7%	6%	0%	8%	10%	2%	16%	8%	4%	2%	0%	6%	11%	6%
Need To Do More	85%	85%	77%	83%	87%	92%	87%	82%	80%	81%	82%	89%	88%	82%	89%	83%	74%
Not Sure	8%	4%	9%	10%	7%	8%	5%	8%	18%	3%	10%	7%	10%	18%	5%	6%	20%
Total	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Composition of African American Lik	100%	4%	6%	30%	58%	1%	59%	23%	19%	20%	29%	26%	24%	1%	58%	24%	18%

**10** Focusing just on African American parents, now ... is the state government doing enough to provide educational options to African American parents? Or does the state need to do more?

800 African American Likely Voters	All	Would You Apply?			Parents Choose			State Lawmakers			Likelihood: Give Parents Options				Statement About Choice		
		Yes	No	Not Sur	Should	Should	Not Sur	Doing E	Need T	Not Sur	More Li	Less Li	No Diffe	Not Sur	Takes	Helps S	Not Sur
Margin of Sampling Error: +/-2.5%																	
Doing Enough	7%	8%	8%	2%	6%	13%	5%	38%	3%	11%	6%	15%	8%	0%	9%	7%	3%
Need To Do More	85%	87%	86%	73%	88%	83%	76%	56%	92%	50%	88%	78%	81%	76%	83%	88%	79%
Not Sure	8%	6%	6%	25%	6%	4%	19%	6%	5%	38%	6%	7%	11%	24%	8%	5%	17%
Total	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Composition of African American Lik	100%	65%	23%	11%	64%	20%	15%	10%	82%	7%	65%	14%	14%	7%	34%	52%	14%



# Results of SurveyUSA Mkt Research Study #22951

Geography: North Carolina African American RBS

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Percentages

**10** Focusing just on African American parents, now ... is the state government doing enough to provide educational options to African American parents? Or does the state need to do more?

800 African American Likely Voters Margin of Sampling Error: +/-2.5%	All	African American Options			Legislation			Public Charter Schools			Likelihood: Supports Choice			
		Doing E	Need T	Not Sur	Support	Oppose	Not Sur	Favor	Oppose	Not Sur	More Li	Less Li	No Diffe	Not Sur
Doing Enough	7%	-	-	-	7%	11%	3%	7%	9%	5%	7%	9%	8%	1%
Need To Do More	85%	-	-	-	87%	81%	81%	87%	86%	77%	87%	86%	81%	77%
Not Sure	8%	-	-	-	6%	7%	16%	5%	5%	18%	6%	5%	11%	22%
Total	100%				100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Composition of African American Lik	100%				59%	23%	18%	56%	24%	20%	53%	23%	16%	8%

**10** Focusing just on African American parents, now ... is the state government doing enough to provide educational options to African American parents? Or does the state need to do more?

800 African American Likely Voters Margin of Sampling Error: +/-2.5%	All	Statement						
		Fund / I	Benefits	Puts Ch	Take M	Create	Unfair F	Not Sur
Doing Enough	7%	8%	15%	5%	3%	1%	8%	0%
Need To Do More	85%	85%	85%	87%	89%	95%	87%	44%
Not Sure	8%	7%	0%	8%	8%	4%	5%	56%
Total	100%	100%	100%	100%	100%	100%	100%	100%
Composition of African American Lik	100%	58%	5%	17%	4%	4%	9%	3%

**11** In response to demand for the Opportunity Scholarship Program, the North Carolina State Senate is seeking to expand the Program over the next decade. Those students who entered the Program in kindergarten would be able to complete their K-12 education using the scholarship. The Program would also allow for almost 36,000 low-income students to enroll in private schools over those 10 years. Would you support or oppose such legislation?

800 African American Likely Voters Margin of Sampling Error: +/-3.5%	All	K-12 Issues					School Choice			Familiar With Program					Opinion Of Term		
		No Atte	Very Lit	Some	A Lot	Not Sur	Favor	Oppose	Not Sur	Very	Somew	Not Ver	Not At	Not Sur	Favora	Unfavor	Not Sur
Support	59%	55%	53%	63%	58%	29%	76%	27%	43%	56%	56%	59%	64%	62%	80%	21%	40%
Oppose	23%	31%	22%	17%	26%	26%	10%	60%	21%	36%	27%	17%	16%	7%	7%	67%	19%
Not Sure	18%	14%	25%	20%	16%	46%	14%	13%	36%	8%	18%	24%	20%	31%	13%	12%	41%
Total	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Composition of African American Lik	100%	4%	6%	30%	58%	1%	59%	23%	19%	20%	29%	26%	24%	1%	58%	24%	18%

# Results of SurveyUSA Mkt Research Study #22951

Geography: North Carolina African American RBS

Data Collected: 06/20/2016 - 06/28/2016

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Percentages

**11** In response to demand for the Opportunity Scholarship Program, the North Carolina State Senate is seeking to expand the Program over the next decade. Those students who entered the Program in kindergarten would be able to complete their K-12 education using the scholarship. The Program would also allow for almost 36,000 low-income students to enroll in private schools over those 10 years. Would you support or oppose such legislation?

800 African American Likely Voters	All	Would You Apply?			Parents Choose			State Lawmakers			Likelihood: Give Parents Options				Statement About Choice			
		Yes	No	Not Sur	Should	Should	Not Sur	Doing E	Need T	Not Sur	More Li	Less Li	No Diffe	Not Sur	Takes	Helps S	Not Sur	
Margin of Sampling Error: +/-3.5%																		
Support	59%	74%	25%	39%	76%	19%	38%	58%	60%	47%	74%	22%	38%	28%	26%	82%	52%	
Oppose	23%	10%	64%	16%	9%	71%	20%	37%	21%	24%	11%	69%	34%	28%	55%	6%	9%	
Not Sure	18%	16%	11%	45%	15%	10%	42%	5%	19%	29%	15%	8%	28%	44%	19%	12%	40%	
Total	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	
Composition of African American Lik	100%	65%	23%	11%	64%	20%	15%	10%	82%	7%	65%	14%	14%	7%	34%	52%	14%	

**11** In response to demand for the Opportunity Scholarship Program, the North Carolina State Senate is seeking to expand the Program over the next decade. Those students who entered the Program in kindergarten would be able to complete their K-12 education using the scholarship. The Program would also allow for almost 36,000 low-income students to enroll in private schools over those 10 years. Would you support or oppose such legislation?

800 African American Likely Voters	All	African American Options			Legislation			Public Charter Schools			Likelihood: Supports Choice						
		Doing E	Need T	Not Sur	Support	Oppose	Not Sur	Favor	Oppose	Not Sur	More Li	Less Li	No Diffe	Not Sur			
Margin of Sampling Error: +/-3.5%																	
Support	59%	56%	61%	41%	-	-	-	75%	29%	49%	79%	25%	49%	43%			
Oppose	23%	37%	22%	21%	-	-	-	11%	60%	12%	8%	66%	19%	8%			
Not Sure	18%	7%	17%	38%	-	-	-	14%	11%	39%	13%	9%	32%	49%			
Total	100%	100%	100%	100%				100%	100%	100%	100%	100%	100%	100%			
Composition of African American Lik	100%	7%	85%	8%				56%	24%	20%	53%	23%	16%	8%			

**11** In response to demand for the Opportunity Scholarship Program, the North Carolina State Senate is seeking to expand the Program over the next decade. Those students who entered the Program in kindergarten would be able to complete their K-12 education using the scholarship. The Program would also allow for almost 36,000 low-income students to enroll in private schools over those 10 years. Would you support or oppose such legislation?

800 African American Likely Voters	All	Statement						
		Fund / I	Benefits	Puts Ch	Take M	Create	Unfair F	Not Sur
Margin of Sampling Error: +/-3.5%								
Support	59%	50%	65%	82%	12%	92%	82%	27%
Oppose	23%	32%	28%	4%	71%	1%	0%	2%
Not Sure	18%	18%	7%	14%	18%	6%	18%	72%
Total	100%	100%	100%	100%	100%	100%	100%	100%
Composition of African American Lik	100%	58%	5%	17%	4%	4%	9%	3%

# Results of SurveyUSA Mkt Research Study #22951

Geography: North Carolina African American RBS

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Release Date: 06/28/2016

Percentages

12 Public charter schools are independent public schools that are free to be more innovative and are held accountable for improved student achievement. Based on what you know, do you favor or oppose public charter schools in North Carolina?																	
800 African American Likely Voters	All	K-12 Issues					School Choice			Familiar With Program					Opinion Of Term		
Margin of Sampling Error: +/-3.5%		No Atte	Very Lit	Some	A Lot	Not Sur	Favor	Oppose	Not Sur	Very	Somew	Not Ver	Not At	Not Sur	Favora	Unfavor	Not Sur
Favor	56%	51%	41%	55%	59%	63%	69%	34%	43%	52%	58%	56%	58%	49%	71%	30%	44%
Oppose	24%	26%	15%	19%	28%	7%	12%	55%	24%	38%	26%	16%	19%	7%	13%	55%	21%
Not Sure	20%	23%	44%	25%	14%	30%	19%	11%	33%	10%	16%	27%	22%	44%	16%	16%	35%
Total	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Composition of African American Lik	100%	4%	6%	30%	58%	1%	59%	23%	19%	20%	29%	26%	24%	1%	58%	24%	18%

12 Public charter schools are independent public schools that are free to be more innovative and are held accountable for improved student achievement. Based on what you know, do you favor or oppose public charter schools in North Carolina?																	
800 African American Likely Voters	All	Would You Apply?			Parents Choose			State Lawmakers			Likelihood: Give Parents Options				Statement About Choice		
Margin of Sampling Error: +/-3.5%		Yes	No	Not Sur	Should	Should	Not Sur	Doing E	Need T	Not Sur	More Li	Less Li	No Diffe	Not Sur	Takes	Helps S	Not Sur
Favor	56%	66%	32%	48%	68%	30%	40%	54%	58%	38%	69%	25%	40%	35%	39%	70%	45%
Oppose	24%	15%	52%	20%	14%	59%	19%	35%	23%	19%	14%	61%	35%	28%	48%	11%	13%
Not Sure	20%	19%	16%	32%	18%	11%	40%	10%	19%	43%	18%	14%	25%	37%	13%	18%	41%
Total	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Composition of African American Lik	100%	65%	23%	11%	64%	20%	15%	10%	82%	7%	65%	14%	14%	7%	34%	52%	14%

12 Public charter schools are independent public schools that are free to be more innovative and are held accountable for improved student achievement. Based on what you know, do you favor or oppose public charter schools in North Carolina?															
800 African American Likely Voters	All	African American Options			Legislation			Public Charter Schools			Likelihood: Supports Choice				
Margin of Sampling Error: +/-3.5%		Doing E	Need T	Not Sur	Support	Oppose	Not Sur	Favor	Oppose	Not Sur	More Li	Less Li	No Diffe	Not Sur	
Favor	56%	57%	58%	39%	72%	28%	43%	-	-	-	75%	31%	44%	32%	
Oppose	24%	29%	25%	17%	12%	62%	15%	-	-	-	11%	60%	23%	10%	
Not Sure	20%	14%	18%	45%	16%	10%	43%	-	-	-	14%	10%	33%	58%	
Total	100%	100%	100%	100%	100%	100%	100%				100%	100%	100%	100%	
Composition of African American Lik	100%	7%	85%	8%	59%	23%	18%				53%	23%	16%	8%	

# Results of SurveyUSA Mkt Research Study #22951

Geography: North Carolina African American RBS

Data Collected: 06/20/2016 - 06/28/2016

Release Date: 06/28/2016

Percentages

**12** Public charter schools are independent public schools that are free to be more innovative and are held accountable for improved student achievement. Based on what you know, do you favor or oppose public charter schools in North Carolina?

800 African American Likely Voters	All	Statement						
		Fund / I	Benefits	Puts Ch	Take M	Create	Unfair F	Not Sur
Margin of Sampling Error: +/-3.5%								
Favor	56%	48%	57%	79%	36%	78%	75%	22%
Oppose	24%	33%	31%	6%	48%	4%	4%	7%
Not Sure	20%	19%	12%	15%	16%	19%	21%	71%
Total	100%	100%	100%	100%	100%	100%	100%	100%
Composition of African American Lik	100%	58%	5%	17%	4%	4%	9%	3%

**13** School choice gives parents the right to use the tax dollars associated with their child's education to send them to the public or private school which best serves their needs. Would you be more or less likely to support a candidate for the state legislature who supports school choice? Or would it make no difference either way?

800 African American Likely Voters	All	K-12 Issues					School Choice			Familiar With Program				Opinion Of Term			
		No Atte	Very Lit	Some	A Lot	Not Sur	Favor	Oppose	Not Sur	Very	Somew	Not Ver	Not At	Not Sur	Favora	Unfavor	Not Sur
Margin of Sampling Error: +/-3.5%																	
More Likely	53%	57%	33%	55%	53%	71%	71%	18%	38%	54%	53%	52%	52%	54%	70%	22%	38%
Less Likely	23%	26%	18%	15%	28%	19%	9%	62%	20%	32%	25%	18%	18%	15%	11%	58%	17%
No Difference	16%	12%	33%	21%	13%	10%	16%	18%	18%	10%	15%	21%	18%	25%	13%	17%	27%
Not Sure	8%	5%	16%	9%	7%	0%	5%	3%	25%	4%	6%	9%	13%	5%	7%	3%	19%
Total	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Composition of African American Lik	100%	4%	6%	30%	58%	1%	59%	23%	19%	20%	29%	26%	24%	1%	58%	24%	18%

**13** School choice gives parents the right to use the tax dollars associated with their child's education to send them to the public or private school which best serves their needs. Would you be more or less likely to support a candidate for the state legislature who supports school choice? Or would it make no difference either way?

800 African American Likely Voters	All	Would You Apply?			Parents Choose			State Lawmakers			Likelihood: Give Parents Options				Statement About Choice		
		Yes	No	Not Sur	Should	Should	Not Sur	Doing E	Need T	Not Sur	More Li	Less Li	No Diffe	Not Sur	Takes	Helps S	Not Sur
Margin of Sampling Error: +/-3.5%																	
More Likely	53%	67%	22%	32%	68%	16%	37%	52%	55%	25%	71%	15%	23%	13%	27%	71%	50%
Less Likely	23%	11%	56%	23%	10%	69%	17%	35%	22%	20%	13%	67%	28%	21%	51%	9%	4%
No Difference	16%	14%	20%	24%	14%	14%	29%	13%	16%	24%	10%	15%	47%	15%	18%	15%	17%
Not Sure	8%	8%	3%	20%	8%	1%	17%	0%	7%	31%	6%	3%	2%	52%	4%	5%	29%
Total	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Composition of African American Lik	100%	65%	23%	11%	64%	20%	15%	10%	82%	7%	65%	14%	14%	7%	34%	52%	14%

# Results of SurveyUSA Mkt Research Study #22951



Geography: North Carolina African American RBS  
 Data Collected: 06/20/2016 - 06/28/2016  
 Release Date: 06/28/2016  
 Percentages

Sponsor:  
 Parents for Educational Freedom in North Carolina ()

**13** School choice gives parents the right to use the tax dollars associated with their child's education to send them to the public or private school which best serves their needs. Would you be more or less likely to support a candidate for the state legislature who supports school choice? Or would it make no difference either way?

800 African American Likely Voters	All	African American Options			Legislation			Public Charter Schools			Likelihood: Supports Choice				
		Doing E	Need T	Not Sur	Support	Oppose	Not Sur	Favor	Oppose	Not Sur	More Li	Less Li	No Diffe	Not Sur	
Margin of Sampling Error: +/-3.5%															
More Likely	53%	53%	54%	41%	71%	19%	38%	70%	25%	38%	-	-	-	-	
Less Likely	23%	29%	23%	13%	10%	65%	11%	12%	56%	11%	-	-	-	-	
No Difference	16%	17%	16%	24%	14%	13%	30%	13%	15%	27%	-	-	-	-	
Not Sure	8%	1%	7%	22%	6%	3%	22%	5%	3%	24%	-	-	-	-	
Total	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%					
Composition of African American Lik	100%	7%	85%	8%	59%	23%	18%	56%	24%	20%					

**13** School choice gives parents the right to use the tax dollars associated with their child's education to send them to the public or private school which best serves their needs. Would you be more or less likely to support a candidate for the state legislature who supports school choice? Or would it make no difference either way?

800 African American Likely Voters	All	Statement						
		Fund / I	Benefits	Puts Ch	Take M	Create	Unfair F	Not Sur
Margin of Sampling Error: +/-3.5%								
More Likely	53%	44%	41%	77%	37%	84%	78%	9%
Less Likely	23%	30%	35%	4%	45%	2%	8%	9%
No Difference	16%	18%	18%	12%	10%	6%	12%	44%
Not Sure	8%	8%	7%	7%	7%	7%	2%	38%
Total	100%	100%	100%	100%	100%	100%	100%	100%
Composition of African American Lik	100%	58%	5%	17%	4%	4%	9%	3%

# Results of SurveyUSA Mkt Research Study #22951

Geography: North Carolina African American RBS

Data Collected: 06/20/2016 - 06/28/2016

Release Date: 06/28/2016

Percentages

14

Which one of the following six statements comes closest to your personal opinion:  
 We should be working to better fund and improve already existing public schools in North Carolina.  
 School choice programs only benefits a select, privileged few students.  
 School choice programs put educational choices back in the hands of parents who can decide what's best for their children.  
 School choice programs take money away from public schools as the money follows the child.  
 School choice programs create competition which, ultimately, makes all schools better.  
 Or School choice programs are necessary because it is unfair for a child to be trapped in a failing school.

800 African American Likely Voters	All	K-12 Issues					School Choice			Familiar With Program					Opinion Of Term		
		Margin of Sampling Error: +/-3.5%	No Atte	Very Lit	Some	A Lot	Not Sur	Favor	Oppose	Not Sur	Very	Somew	Not Ver	Not At	Not Sur	Favora	Unfavor
Fund / Improve Existing Schools	58%	75%	56%	58%	57%	62%	50%	78%	60%	64%	56%	57%	58%	37%	50%	78%	60%
Benefits a Select, Privileged Few Stu	5%	5%	7%	5%	5%	0%	5%	5%	4%	3%	7%	4%	5%	0%	5%	6%	2%
Puts Choices In Hands Of Parents	17%	7%	19%	17%	17%	0%	23%	4%	15%	13%	15%	22%	17%	30%	23%	3%	15%
Take Money Away From Public Scho	4%	5%	0%	4%	4%	12%	2%	6%	5%	9%	4%	1%	1%	8%	2%	9%	3%
Create Competition	4%	7%	4%	5%	4%	8%	5%	2%	4%	4%	4%	2%	7%	7%	5%	2%	3%
Unfair For a Child To Be Trapped	9%	0%	9%	6%	11%	8%	12%	4%	5%	6%	11%	11%	8%	0%	13%	2%	7%
Not Sure	3%	1%	5%	4%	2%	10%	2%	1%	7%	1%	3%	2%	5%	18%	2%	0%	10%
Total	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Composition of African American Lik	100%	4%	6%	30%	58%	1%	59%	23%	19%	20%	29%	26%	24%	1%	58%	24%	18%

# Results of SurveyUSA Mkt Research Study #22951

Geography: North Carolina African American RBS

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800 African American Likely Voters	All	Would You Apply?			Parents Choose			State Lawmakers			Likelihood: Give Parents Options				Statement About Choice			
		Yes	No	Not Sur	Should	Should	Not Sur	Doing E	Need T	Not Sur	More Li	Less Li	No Diffe	Not Sur	Takes	Helps S	Not Sur	
Margin of Sampling Error: +/-3.5%																		
Fund / Improve Existing Schools	58%	49%	80%	66%	51%	82%	57%	71%	57%	55%	50%	78%	70%	68%	78%	47%	53%	
Benefits a Select, Privileged Few Stu	5%	5%	3%	6%	4%	5%	6%	10%	5%	1%	4%	9%	7%	3%	7%	4%	2%	
Puts Choices In Hands Of Parents	17%	21%	6%	12%	22%	4%	12%	10%	18%	13%	23%	3%	10%	3%	4%	25%	17%	
Take Money Away From Public Scho	4%	3%	7%	1%	3%	6%	6%	4%	4%	5%	3%	5%	4%	7%	8%	2%	1%	
Create Competition	4%	6%	0%	2%	6%	0%	4%	0%	5%	4%	6%	2%	1%	1%	2%	6%	5%	
Unfair For a Child To Be Trapped	9%	13%	2%	3%	12%	1%	6%	5%	10%	3%	12%	0%	6%	4%	1%	14%	10%	
Not Sure	3%	2%	2%	9%	2%	1%	10%	0%	2%	18%	2%	3%	2%	13%	1%	2%	11%	
Total	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	
Composition of African American Lik	100%	65%	23%	11%	64%	20%	15%	10%	82%	7%	65%	14%	14%	7%	34%	52%	14%	

# Results of SurveyUSA Mkt Research Study #22951

Geography: North Carolina African American RBS

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Release Date: 06/28/2016

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800 African American Likely Voters	All	African American Options			Legislation			Public Charter Schools			Likelihood: Supports Choice				
		Doing E	Need T	Not Sur	Support	Oppose	Not Sur	Favor	Oppose	Not Sur	More Li	Less Li	No Diffe	Not Sur	
Margin of Sampling Error: +/-3.5%															
Fund / Improve Existing Schools	58%	67%	58%	51%	50%	79%	59%	50%	79%	57%	48%	78%	64%	59%	
Benefits a Select, Privileged Few Stu	5%	10%	5%	0%	5%	6%	2%	5%	6%	3%	4%	7%	5%	4%	
Puts Choices In Hands Of Parents	17%	11%	17%	17%	23%	3%	13%	24%	4%	13%	25%	3%	13%	14%	
Take Money Away From Public Scho	4%	1%	4%	4%	1%	11%	4%	2%	7%	3%	3%	7%	2%	3%	
Create Competition	4%	1%	5%	2%	7%	0%	1%	6%	1%	4%	7%	0%	2%	4%	
Unfair For a Child To Be Trapped	9%	10%	9%	6%	13%	0%	9%	12%	2%	10%	13%	3%	7%	2%	
Not Sure	3%	0%	2%	20%	1%	0%	12%	1%	1%	10%	0%	1%	8%	14%	
Total	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	
Composition of African American Lik	100%	7%	85%	8%	59%	23%	18%	56%	24%	20%	53%	23%	16%	8%	



# Results of SurveyUSA Mkt Research Study #22951



Sponsor:

Parents for Educational Freedom in North Carolina ()

Geography: North Carolina African American RBS

Data Collected: 06/20/2016 - 06/28/2016

Release Date: 06/28/2016

Percentages

14

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800 African American Likely Voters	All	Statement						
		Fund / I	Benefits	Puts Ch	Take M	Create	Unfair F	Not Sur
Margin of Sampling Error: +/-3.5%								
Fund / Improve Existing Schools	58%	-	-	-	-	-	-	-
Benefits a Select, Privileged Few Stu	5%	-	-	-	-	-	-	-
Puts Choices In Hands Of Parents	17%	-	-	-	-	-	-	-
Take Money Away From Public Scho	4%	-	-	-	-	-	-	-
Create Competition	4%	-	-	-	-	-	-	-
Unfair For a Child To Be Trapped	9%	-	-	-	-	-	-	-
Not Sure	3%	-	-	-	-	-	-	-
Total	100%							
Composition of African American Lik	100%							

# Results of SurveyUSA Mkt Research Study #22951



Geography: North Carolina African American RBS

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**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. For surveys using random-digit-dial (RDD) to call landline phones, sample is purchased from SSI of Shelton CT. For surveys using voter-list (RBS) sample to call landline phones, 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 SSI, 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. If sample of adults is drawn from SSI, responses are minimally weighted to U.S. Census targets for gender, age and race. If sample of voters is drawn from Aristotle, responses are minimally weighted to the known demographics of the voter file, which include gender and age but, typically, not 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. SurveyUSA assigns to each question within the instrument a theoretical margin of sampling error, but such error is useful only in theory. 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 (NCP). Questions about SurveyUSA research can be addressed to [editor@surveyusa.com](mailto:editor@surveyusa.com).