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Messaging on Education Equity and Critical Race Theory

Full Report

November 2021

Survey 1: Online dial survey of 1000 RV nationwide with additional samples of 100 Black RV, 100 Latinx RV, 100 AAPI RV, 200 RV in California, 200 RV in North Carolina, 200 RV in Maryland, and 200 RV in Washington state, fielded 9/24 through 10/1, 2021.

Survey 2: Online dial survey of 1000 RV nationwide, fielded 10/29 through 11/3, 2021

Methodology

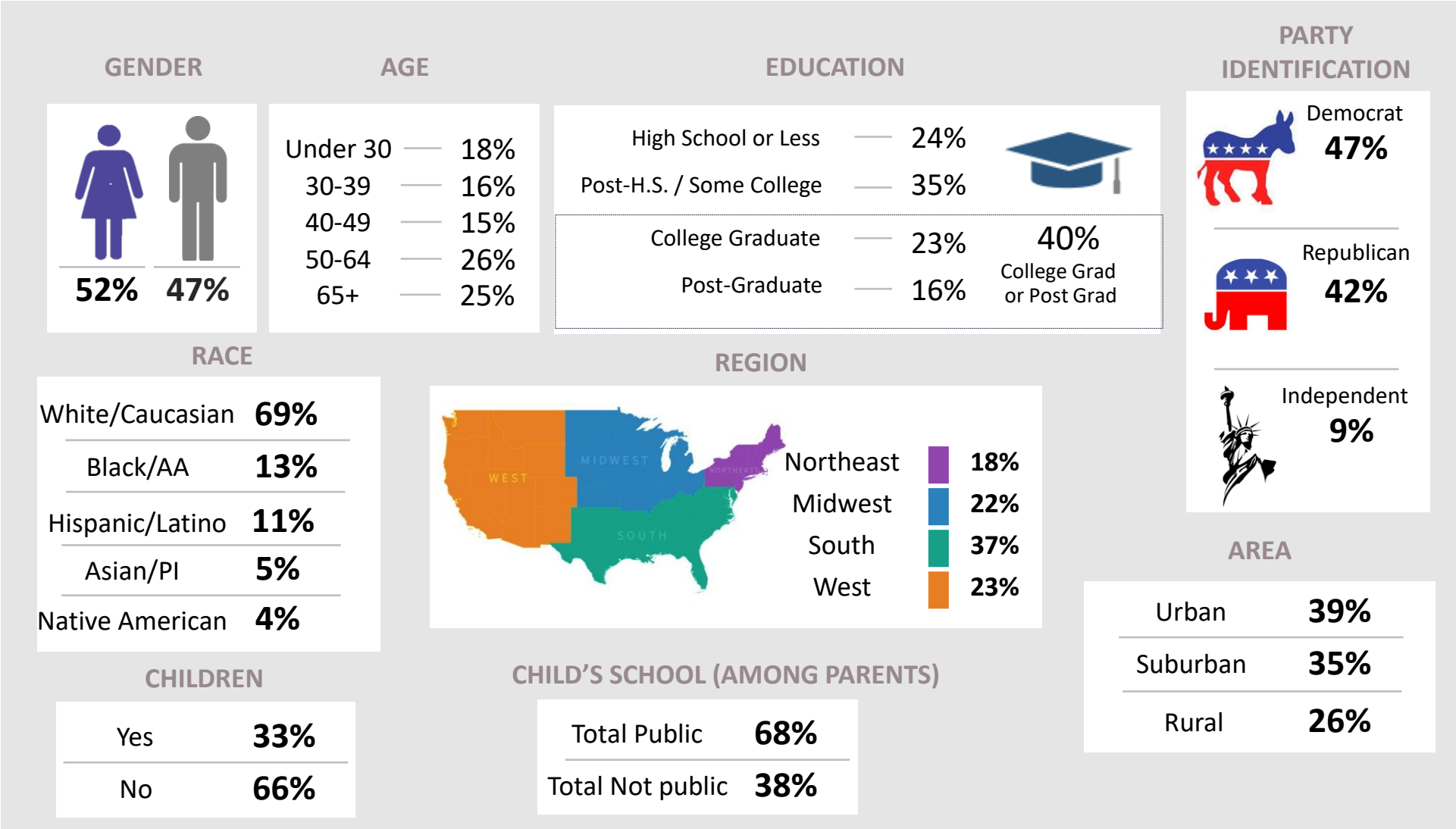
Survey One:

- Lake Research Partners designed and administered this survey that was conducted online from September 24 – October 1, 2021. The survey reached a total of 1000 registered voters nationwide with additional samples of 100 Black registered voters, 100 Latinx registered voters, and 100 Asian American and Pacific Islander voters nationwide as well as 200 registered voters in California, 200 registered voters in North Carolina, 200 registered voters in Maryland, and 200 registered voters in Washington.
- The data were weighted slightly by gender, region, region by gender, race and ethnicity, race and ethnicity by gender, and party identification; the Black sample was weighted by age and party identification; the Latinx sample was weighted by age; and the AAPI sample was weighted by age to reflect attributes of registered voters nationwide. The California data were weighted slightly by gender, region, age, educational attainment, and race and ethnicity to reflect the attributes of registered voters in California. The Maryland data were weighted slightly by gender, region, age, and educational attainment to reflect the attributes of registered voters in Maryland. The North Carolina data were weighted slightly by gender, region, age, educational attainment, and party identification to reflect the attributes of registered voters in North Carolina. The Washington data were weighted slightly by gender, region, age, educational attainment, and party identification to reflect the attributes of registered voters in Washington. The additional samples of Black, Latinx, and AAPI registered voters were weighted down into the base to reflect their actual proportion of registered voters nationwide.
- The margin of error for the total sample is +/- 3.1 percentage points.
- LRP also administered a survey to 1239 members in Washington State North Carolina from September 30th through October 16th. The data was weighted to reflect an equal proportion of members from WA and NC. They are referred to throughout this report as “members”

Survey Two:

- Lake Research Partners designed and administered this survey that was conducted online from October 29 – November 3, 2021. The survey reached a total of 1000 registered voters nationwide.
- The data were weighted slightly by region, region by gender, age, educational attainment, race and ethnicity, race and ethnicity by gender, race and ethnicity by age and party identification to reflect attributes of registered voters nationwide.
- The margin of error for the total sample is +/- 3.1 percentage points.

Demographics of Registered Voters Nationwide





Survey 1 Findings

Defining Base, Opposition, and Persuadables

Throughout the report we refer to targets as base, opposition, and persuadables. These targets are based on views toward providing more resources to schools, why children do well in school, how schools should be funded, and views toward teachers' unions.

Base – 28% of registered voters

- Believe providing more resources to schools that need the most help ensures every child can get a quality education
- Believe that how well children do in school is largely due to attending schools with more resources, experienced teachers, nicer facilities, and more engaging classes
- Believe schools should be funded so that each child has an equal right to a quality education
- Are favorable of teachers' unions
- More likely to be under the age of 40, more likely to be Black and Latinx voters, live in the Northeast, and Democratic

Opposition – 18% of registered voters

- Believe that spending more taxpayer money on failing schools will not help if parents are not involved in their children's education
- Believe that how well children do in school is largely due to how hard they work & parental involvement.
- Believe both that schools should be funded so every child has an equal right to a quality education and through local property taxes
- Unfavorable of teachers' unions
- More likely to be men, over the age of 50, more likely to be white voters, live in the Midwest, and Republican

Persuadable – 54% of registered voters

- Divided on whether or not spending more money on failing schools will improve the quality of education
- Slightly more likely to think hard work and parental involvement determines how well children do in school.
- Believe schools should be funded so that each child has an equal right to a quality education
- Are favorable of teachers' unions
- More likely to be women and independent but otherwise reflect the demographics of voters nationwide.

Demographics	Total	Base	Opp.	Pers.
Men	47	48	54	45
Women	52	51	46	55
Under 30	18	22	9	18
30-39	16	23	6	16
40-49	15	18	11	15
50-64	26	22	31	27
Over 65	25	15	43	24
White	69	61	82	68
Black	13	16	7	13
Latino	11	13	7	12
Asian	5	5	4	5
Indigenous	4	6	3	3
Northeast	18	21	15	17
Midwest	22	22	24	21
South	37	38	39	36
West	23	20	21	25
Democrat	47	65	20	46
Indep/DK	10	8	7	10
Republican	42	26	70	41
PS fathers	36	32	53	36
PS mothers	31	32	17	34
Non-public parents	38	44	32	34

Purpose of Education

- Overall, voters see the purpose of education as (1) imparting the skills needed to pursue jobs and careers, (2) ensuring that children in families struggling to make ends meet can get the same education as children in wealthy families, and (3) learning from mistakes, especially in the context of history lessons, in order to navigate challenges and create a better future.
- We can and should talk about skills, including *critical thinking skills*, and also not stop there. This is the top purpose of education, and a sentiment shared across audiences. However, tapping into skills alone does not assure that we are making the case for our policies because it is also a top value for opposition voters, who reject our approach to education. We need to connect skill building to other values that are equally strong with our base and persuadables, such as helping children pursue their dreams and ensuring that “children in families struggling to make ends meet can get the same education as children in wealthy families.”
- Facing challenging situations, correcting mistakes, and reckoning with our past are effective formulations for presenting the purpose of education in a way that contends with anti-critical race theory (CRT) attacks and make the case for the kind of curriculum we favor. In this, connecting the past – when discussing history teaching – to our desired future stands out as an approach.
- Focus groups revealed that most people talk about public education using individualistic language, about the impacts to a child or student, rather than to society. We set out in the survey to assess whether framing the beneficiary as “children” or as “our country” impacts support for increased funding. Overall, there is no statistically significant impact on views toward funding in either formulation. We do, however, increase the view among our base that funding should be increased when we profile “country,” suggesting that expressing the purpose of education through a collective frame increases the priority our base places on funding. Although beyond the scope of what was presently surveyed, it is worth further exploration into whether collectivizing the payoff of education also helps bolster the argument for not just increased but also more equitably distributed funding.

School Closings

- Majorities of voters believe that when a school is failing, it should receive the support needed to ensure that every child can receive a quality education. We win this argument easily against the alternatives of both closing a struggling school or providing parents with vouchers. This has been true for some time and is even stronger today.
- A few demographics are more responsive to calls for vouchers, such as younger Latinos and younger Black voters. A third of each agree more that “parents should be given a voucher to attend the school of their choice” if a school is struggling, instead of “*the school should receive the support needed to ensure that every child can receive a quality education.*” This is still a minority position, and voters across demographics prefer the latter option.

Equity and Funding

- A 55 percent majority of voters think that funding for public schools in their state should be increased. Views differ by party lines, as 73 percent of Democrats say funding should be increased, 3 percent say it should be decreased, and 18 percent say it should stay the same. Among Republicans, 41 percent say funding should be increased, 9 percent say it should be decreased, and 41 percent say it should stay the same.
- People who want to increase school funding are overwhelmingly OK with personally paying higher taxes to do so. More than 4 in 5 of voters (81 percent) who say funding should be increased hold that view even if it meant they (personally) had to pay more in taxes. Similarly, more than 4 in 5 of voters (82 percent) who say funding should be increased hold that view if it meant having the richest households and large corporations pay more in state taxes.
- We bolster our calls for equitable funding by contending with right-wing dog whistles blaming parents and teachers.
 - However, persuadable voters are cross-pressured. When we ask voters to choose between funding equity and the opposition suggestion that spending more money on failing schools won't help if the parents aren't more involved, we divide persuadables nearly evenly.
 - We win when we connect the idea of equity to deliberate division, *"Certain politicians try to turn us against schools and teachers, or point the finger at parents, to keep us from coming together to demand that every school gets the resources to provide every child a quality education, not just the children of the wealthy few."* Half of persuadables agree, 13 points more than those who credit an opposition argument about parenting and teachers.
- Across racial lines, evoking freedom as an aspirational value increases agreement with expressions of equity against opposition claims about parental freedom and choice. Talking about the *"freedom for children to pursue their dreams"* wins by big margins. Indeed, making children the protagonists in freedom-based framing is more effective than casting teachers in this role by discussing their freedom to determine what they teach.
 - We win 65-27 when we frame equity through an aspirational goal that names freedom: *"Most of us believe all children should have the freedom to pursue their dreams so we must equip every school with the resources to deliver quality education that prepares every child for the future, no matter their color, background or zip code."* We win this among persuadables by a 67-23 margin.
 - When we don't explicitly name freedom, we win by a lower 57-36 margin overall and 58-32 with persuadables with a statement that begins *"Most of us believe where you live shouldn't limit how far you can go..."* before ending the same as the statement above. Voters agree with both of these statements more than an opposition argument that says, *"We need to give parents the freedom to choose where and how their kids learn and that means expanding charter schools and providing parents with vouchers to help them afford the school that is best for their child."*

Critical Race Theory

- Just over half (53 percent) of voters have heard of critical race theory (CRT), with opposition voters more likely to have heard about it. While CRT is not being taught in K-12, gauging responses to this proposition provides us important insights. Prior to reading any information about the topic, we found voters unsure of their support for teaching CRT, with over a third in support (34 percent), just under a third opposed (29 percent), and a plurality (37 percent) of voters neutral or unsure.
- Simply defining CRT as *“a way to explore and analyze the role race and racism has played in our society”* increases support for teaching it from 34 to 40 percent. That information alone moves Latinas, AAPI women, Black women, weak Democrats, and younger Democrats more than others. Weak Republicans and Republicans under 50 are most likely to move toward the opposition after reading that description.
- Arguments in favor of banning CRT largely fall flat. Their strongest argument is that CRT *“brings politics into the classroom and divides our country.”* However, only 54 percent say this is convincing; 34 percent say it is very convincing.
- Three arguments stand out as convincing from our side against the bans:
 - First, saying *“children deserve an honest and accurate education”* works with voters across demographics. Further defining this as *“children deserve an honest and accurate education that enables them to learn from the mistakes of our past to help create a better future”* resonates strongly with our base and persuadables, while marginalizing opposition voters. When we leave out mention of learning from the mistakes of our past, opposition voters likely hear the demand for honest and accurate education as in support of the bans instead of against them.
 - Secondly, voters find it convincing when we link learning from and avoiding past mistakes with a future aspiration: *“To prepare children for the future, we need to teach them both the good and the bad of our history so we can avoid making the same mistakes.”*
 - Thirdly, positioning bans as shortchanging children of the skills they need for the future proves effective. Our base and persuadables respond to the idea that *“these bans shortchange [children] from developing critical thinking skills.”*
- Arguments that center educators are not as effective, even among members. Saying *“we need to give teachers the freedom to determine what and how to teach, not censor them”* or *“we need to trust teachers and curriculum development experts to determine what and how to teach, not censor them”* are lower-tier statements in opposition to bans.

Linking CRT to Equity

- When we criticize politicians solely on CRT – as “*whitewashing history to control a political narrative*” – everyone across demographics agrees, including our opposition. The idea of controlling a political narrative emerged in focus groups as a way to talk about the politicians who are seeking these bans; however, it is a contested space that reflects much of the existing right-wing rhetoric.
- However, when we juxtapose educators with politicians, framing the latter as wanting to exclude certain kids – both by denying funding and by writing people out of history books – our base, Democrats, and persuadables all agree strongly. Only opposition voters move away. For example:
 - Educators want to provide every child an accurate and quality education, while politicians want to whitewash parts of our history so they can control a political narrative.
 - Educators want to provide every child an accurate and quality education, while politicians want to exclude certain kids, denying their schools funding and writing people who look like them out of our history books.
- Linking CRT to the debate around masks and vaccines also resonates strongly with our base and persuadables, as well as Democrats. “*Educators are working hard to provide a quality education, while the same politicians opposing masks and lying about vaccines refuse to equitably fund our schools, and deny resources to certain schools that communities, parents and kids want to improve.*”

Messaging and Movement

- We tested a “softer” opposition message than their current, largely unpersuasive vitriol around CRT, and it proved strong with persuadables and even some of our base voters. It is a warning that even with our advantages on CRT and funding, there is appeal in evoking racial dog whistles in conjunction with the narrative that the way to improve public schools is to remove underperforming teachers.
- Despite this, we have two effective messages that garner strong agreement with our base and which regression analysis shows increases support for CRT, more education funding and even the likelihood of people to attend their school board meeting, and these messages out-performed the opposition when revised.
- “Future” is the most convincing message with Latinx voters, and it is tied for most convincing with Black and Democratic voters. It is tied for most convincing of our messages with persuadable voters, though still short of the opposition message, and is among the top messages with base voters.
- “Tell Hard Truths” is the top message with base, AAPI, and Democratic voters. It is tied for most convincing with Black voters. It also has the highest dial rating with Latinx voters.
- We looked at several pre and post measures across messages as well. First, we re-assessed if people think funding should be increased and their support for CRT after they had heard the opposition message and just one of our messages. By this analysis, “Tell Hard Truths” moved persuadables toward believing education funding should be increased and also heightened support for teaching Critical Race Theory. In the revised messages, “Tell Hard Truths” increased persuadables’ support for increasing funding for public schools, even if it means they pay more in taxes, and “Future” increased persuadables’ support for increasing funding for public schools, even if it means they pay more in taxes, increased support for the base to hold candidates accountable who oppose more funding for public schools, and increases the base’s support for the idea that people who show up at local school board meetings are people that politicians have fired up (though it has the opposite impact on persuadables).
- We also re-asked voters at the end of the survey after they had heard ALL of the messages. Regression analysis shows that “Tell Hard Truths” generated increased support for greater public school funding and for CRT. “Future” drove increased intent to show up to a school board meeting.
- On funding, we increase the percentage of people who think funding for public schools should be increased even if they had to pay more in taxes from 45 to 48 percent, increasing among base voters from 66 to 72 percent, and persuadable voters from 41 to 46 percent. We increased the percentage of people who think funding should be increased by having the rich pay more in taxes from 45 to 50 percent, among our base voters from 70 to 77 percent, and among persuadables from 42 to 46 percent.
- On CRT, we increase support by the end of the survey to 48 percent, up from an initial 34 percent (a further 8-point increase from the informed 40 percent support). We increased support from the informed support among base voters by 10 points, from 59 to 69, and among persuadables by 10 points, from 37 to 47.
- On engagement, there is little change in the percent who say they are extremely likely to attend a school board meeting, from 17 percent initially to 19 percent. But we do increase this among base voters, from an initial 21 percent to a final 27 percent.

Messaging Recommendations

- ✓ Assert the core purposes for education as means to create a better future: as overcoming challenges, ensuring that children in families struggling to make ends meet can get the same education as children in wealthy families, and imparting skills for the real world.
- ✓ Express the purpose of education through collective terms, as helping “our country,” to generate greater desire for increased funding among base voters.
 - “To help **our country** by providing children the skills they need to pursue the jobs and career they want.”
 - “To help **our country** reckon with the mistakes of our past so we can repair them and create a better future for all.”
 - “To help **our country** learn from mistakes in our past so we can solve problems in our future.”
- ✓ Express the outcomes of our desired policies as benefiting children, not schools.
 - “We need to change how we fund public schools, so that the **children** in communities that some politicians have shortchanged get the resources they need.”
- ✓ Characterize efforts to blame parents, teachers, and unions as a means to keep us from uniting for desirable, equitable outcomes.
 - “***Certain politicians try to turn us against schools and teachers, or point the finger at parents, to keep us from coming together*** to demand that every school gets the resources to provide every child a quality education, not just the children of the wealthy few.”
- ✓ Contest opposition messaging on parental choice by explicitly naming freedom for children in our vision for public schools.
 - “***Most of us believe all children should have the freedom to pursue their dreams*** so we must equip every school with the resources to deliver quality education that prepares every child for the future, no matter their color, background or zip code.”

On Critical Race Theory

- ✓ Remember that despite the volume on the other side, we are on the winning side of this debate. Voters agree more with our values and our vision for public schools. In order to persuade the middle, we need to get our base engaged to match the volume of our opponents.
- ✓ **When we say what we are for, always connect it to outcomes.** When we don't connect our values to our outcomes, our message can be mistaken by some for our opposition's message.
 - "Children deserve an honest and accurate education *that enables them to learn from the mistakes of our past to help create a better future.*"
- ✓ **Connect the importance of *learning history to improving the future* when arguing against bans.** People understand the purpose of education through a future orientation.
 - "We need to teach children the truth of our history so they can reckon with our mistakes and *make our future more just and equitable.*"
 - "To *prepare children for the future*, we need to teach them both the good and the bad of our history so we can *avoid making the same mistakes.*"
 - "To *prepare children for the future*, we need to teach them both the good and the bad of our history so that they better understand the lives, cultures and experiences of different people."
- ✓ **Make curriculum about *children's futures* instead of about retaining teacher control.** Voters, and members alike, respond more to the importance of curriculum for children and protecting their freedom to pursue their dreams than to protecting the freedom of teachers to determine curriculum.

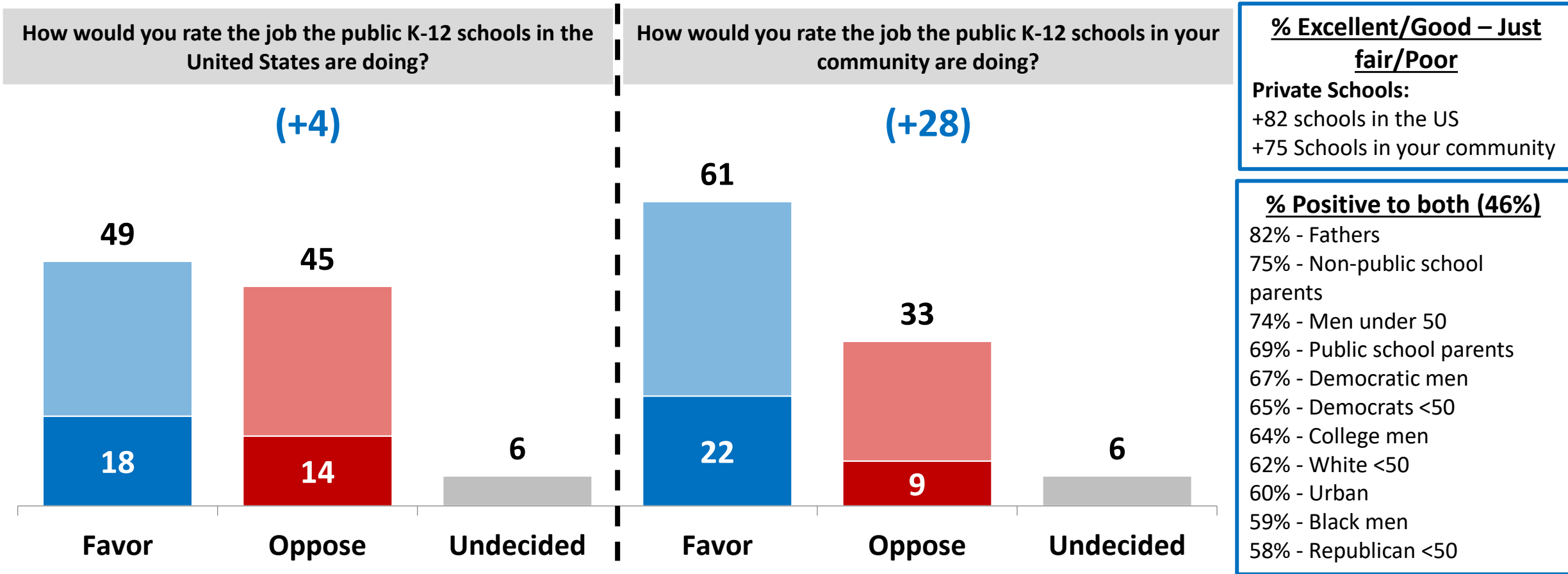
On Critical Race Theory

- ✓ **Remind voters that certain politicians drive the push for bans.** People don't want politicians making decisions on curriculum. The opposition is trying hard to present *parents* as the lead driving force. Going up against parents as messengers for the other side is our toughest terrain. We have to contest that space and call out politicians' motivations.
- ✓ **Link this fight to funding by talking about who the opposition excludes and remind people the politicians pushing bans also deny schools funding.** Our messages are stronger when we situate anti-CRT efforts within a larger context.
 - "Educators want to provide every child an accurate and quality education, while politicians want to exclude certain kids, denying their schools funding and writing people who look like them out of our history books."
- ✓ **Characterize the politicians behind these bans as the same politicians blocking masks and lying about vaccines.**
 - "Educators are working hard to provide a quality education, while the same politicians opposing masks and lying about vaccines refuse to equitably fund our schools, and deny resources to certain schools that communities, parents and kids want to improve."
- ✓ **Empower people with a clear call to action that has concrete steps they can take to combat cynicism.** In focus groups and the dial testing, messaging that tells people the steps they can take provides a sense of efficacy and helps beat back cynicism.
 - "By joining together and *speaking up at school board meetings and voting in local elections*, we can make our schools places where every child belongs and can thrive, and this a country where we respect and support each other across our differences."
 - "Together, we can demand every child have the same quality education we want for our own and finally give all of our schools the resources they need *by speaking up at meetings, contacting our elected leaders, and voting in every election from school board to Senate.*"



Context

Voters view schools in their own community positively compared to schools in the US. Several subgroups of men are more likely to have positive ratings of both public schools in their community and nationwide.

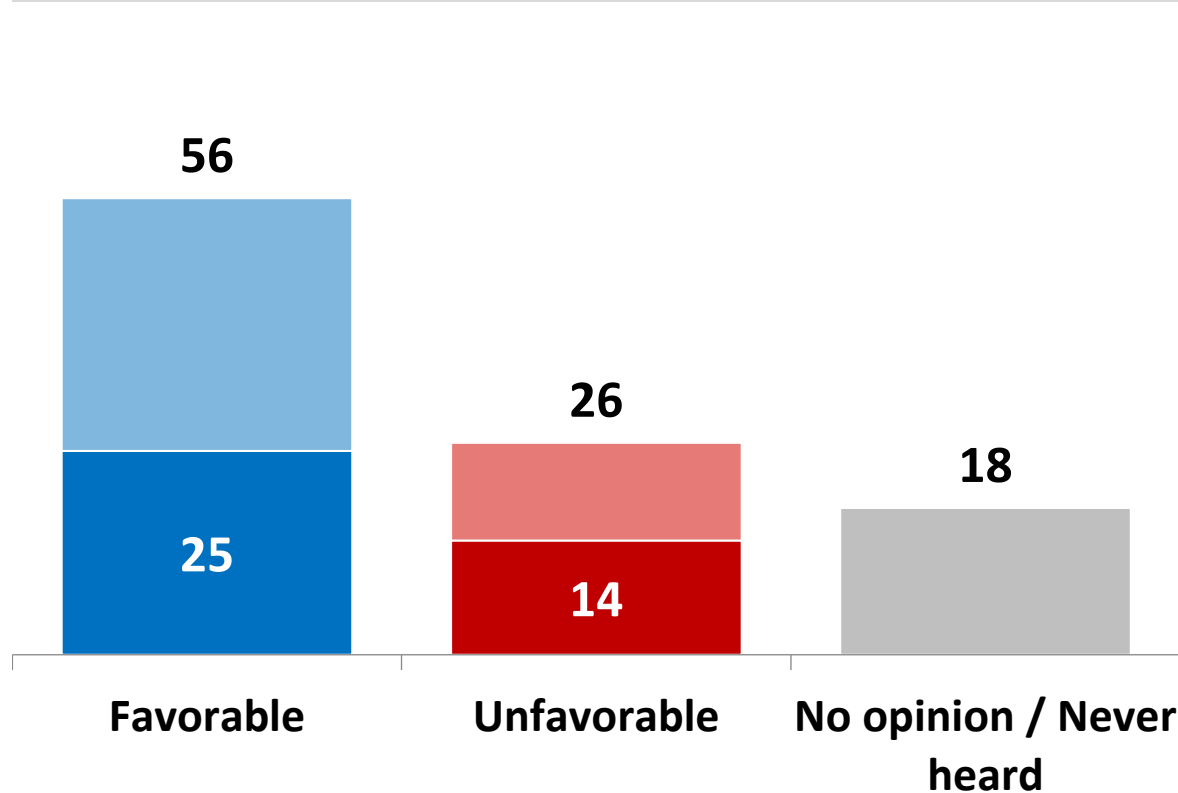


Good
Excellent

Just fair
Poor

Over half of voters are favorable toward teachers' unions, while over a quarter are unfavorable and one in five have no opinion. Men, Democrats, and parents are most likely to have favorable views of teachers' unions. There is a correlation between opposing mask requirements in schools and being unfavorable toward teachers' unions.

Generally speaking, do you have a favorable or unfavorable view of teachers' unions?

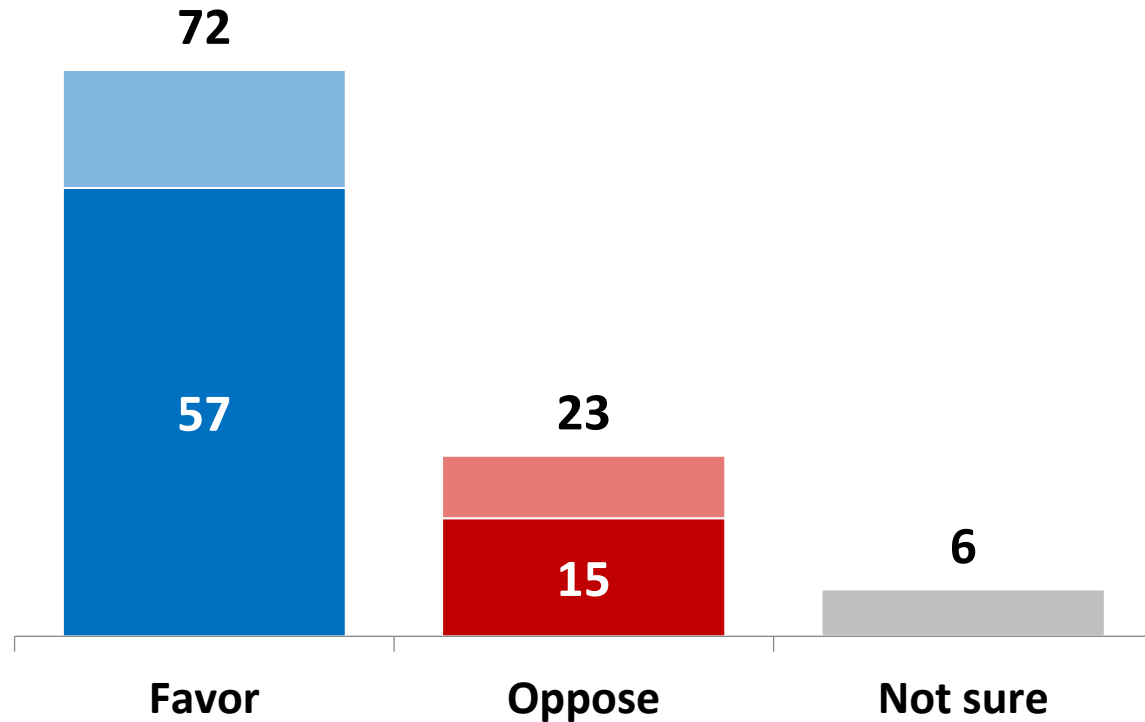


	Favorable	Unfavorable
Men	66	25
Women	48	27
White	53	29
Black	62	18
Latinx	64	24
AAPI	58	25
Base	74	14
Persuadable	60	15
Opposition	18	79
Democrat	75	9
Independent	34	24
Republican	41	44
PS Fathers	84	11
PS Mothers	63	20
All non-public	78	14
Solid likely to attend SB	88	8
Shift to likely to attend SB	64	23
Favor mask requirement	69	14
Oppose mask requirement	24	64
Regular Fox News Viewer	63	28
Irregular Fox News Viewer	51	24



Over 7 in 10 voters favor school districts requiring people to wear masks inside schools. Black and AAPI voters, base voters, Democrats, parents, and those likely to attend school board meetings are most favorable. Parents with children not in public schools are even more likely to favor mask requirements. Fox News viewership does not correlate with views. Persuadable voters are more likely to resemble the base.

Do you favor or oppose school districts requiring people to wear masks inside schools?



	Favorable	Unfavorable
Men	73	21
Women	70	24
White	68	26
Black	82	14
Latinx	75	19
AAPI	79	15
Base	87	11
Persuasion	74	18
Opposition	41	55
Democrat	94	4
Independent	61	19
Republican	50	44
PS Fathers	80	17
PS Mothers	74	20
All non-public	85	12
Solid likely to attend SB	88	11
Shift to likely to attend SB	75	21
Regular Fox News Viewer	72	24
Irregular Fox News Viewer	72	22
Members	86	12

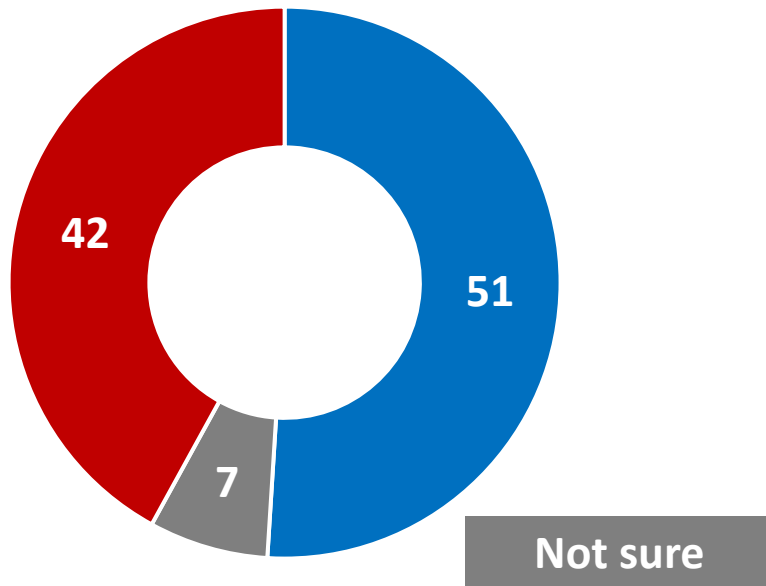


A slim majority agrees providing more resources is key to quality education and rejects a narrative blaming parents. Voters of color, Democrats, parents, and NEA members more likely to support greater resources.

Which of the following is closer to your opinion?

Spending more taxpayer money on failing schools will not help if the parents in those communities are not involved in their children's education

Providing more resources to the schools that need the most help ensures every child can get a quality education



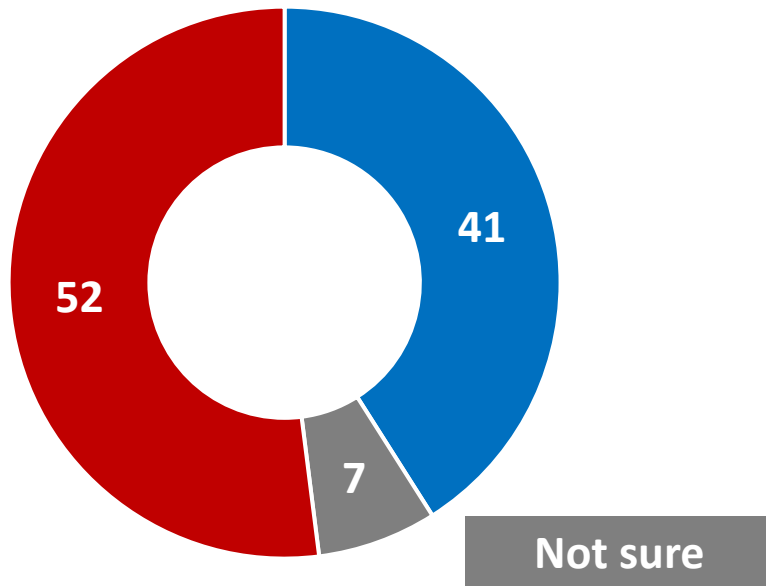
	Resources	Parents
Men	50	43
Women	52	40
White	46	46
Black	63	29
Latinx	64	30
AAPI	56	37
Urban	56	36
Suburban	49	45
Rural	46	45
Democrat	64	31
Independent	43	38
Republican	39	54
PS Fathers	59	40
PS Mothers	67	28
All non-public	71	27
Solid likely to attend SB	58	40
Shift to likely to attend SB	64	28
Members	69	23

But a majority believes child's work ethic and parental involvement determines outcomes more than school resources. Black, Latinx, urban residents, Democrats, public school moms and non-public school parents, and members more likely to see resources as key.

In your opinion, which of the following is the primary reason why some students do well in school where others do not?

Whether children do well is largely due to how hard they work and how much more involved their parents are in motivating them

Whether children do well is largely due to attending schools with more resources, experienced teachers, nicer facilities and more engaging classes



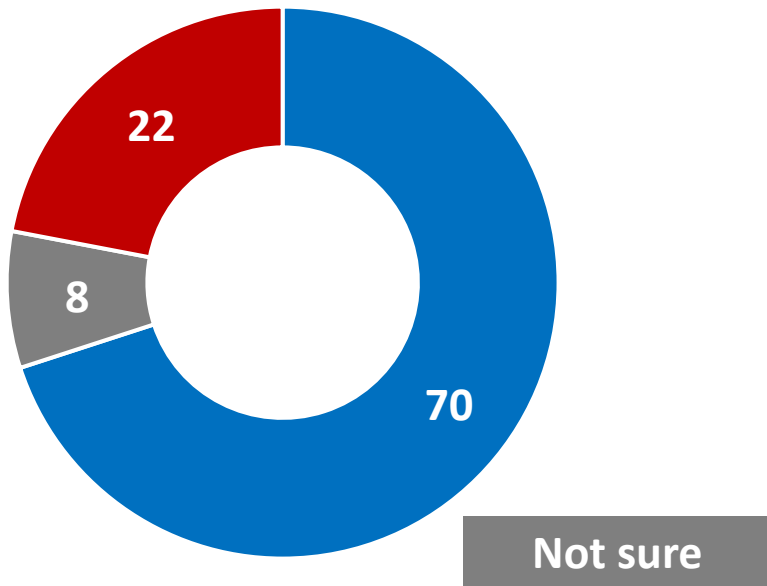
	Resources	Work ethic
Men	41	53
Women	41	51
White	38	56
Black	49	44
Latinx	48	47
AAPI	44	49
Urban	49	45
Suburban	38	57
Rural	34	56
Democrat	53	43
Independent	37	48
Republican	30	64
PS Fathers	45	55
PS Mothers	55	41
All non-public	56	43
Solid likely to attend SB	55	44
Shift to likely to attend SB	51	45
Members	53	36

7 in 10 voters want schools funded so each child has an equal right to quality education and reject local funding approach. Women, Black voters, Democrats, rural residents, and members are most likely to believe in equity.

If you had to choose, would you prefer...

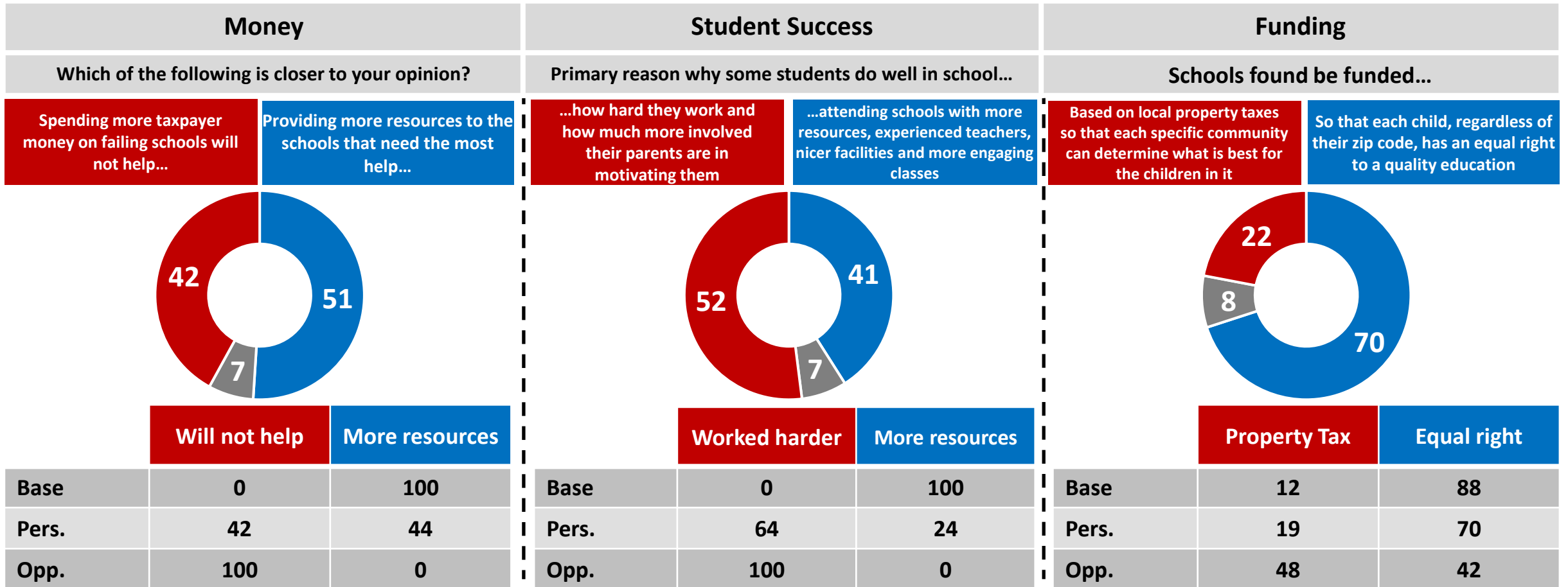
Schools should be funded based on local property taxes so that each specific community can determine what is best for the children in it

Schools should be funded so that each child, regardless of their zip code, has an equal right to a quality education



	Equal	Property tax
Men	64	29
Women	75	16
White	68	23
Black	73	20
Latinx	71	26
AAPI	68	28
Urban	69	27
Suburban	68	21
Rural	74	17
Democrat	78	20
Independent	65	15
Republican	62	27
PS Fathers	61	38
PS Mothers	76	20
All non-public	64	31
Solid likely to attend SB	62	36
Shift to likely to attend SB	76	16
Members	90	6

Base, persuadable, and opposition voters are defined by their attitudes toward spending money on resources for failing schools, well-resourced schools as the driver of student success, and funding mechanisms as well as views toward teachers' unions. Persuadables are cross-pressured on spending more money on schools, but feel that parents and hard work matter most. They believe that all children should have an equal right to a quality education.



Gray is not sure



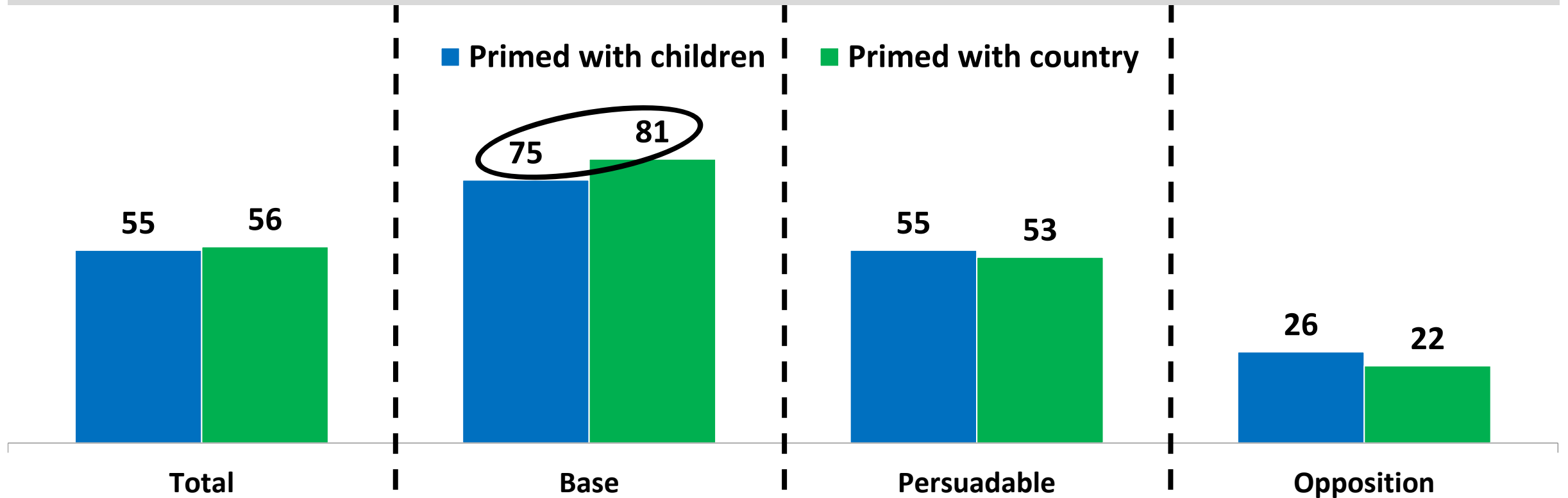
Purpose of Education

All voters believe it is important to help children get the skills they need to pursue the jobs and careers they want. Base and persuadable voters value at similar levels ensuring that children in families struggling to make ends meet can get the same education as children in wealthy families. For the base, referring to the benefits for children is stronger than referring to the benefits for the country, except for when we talk about the mistakes of the past.

% Extremely Important, Sorted by Importance with Base Voters	All	B	P	O	Mem
To ensure that children in families struggling to make ends meet can get the same education as children in wealthy families	50	60	49	37	76
To help <u>children</u> learn from mistakes, navigate challenges, and solve problems*	50	60	49	36	72
To help <u>our country</u> learn from mistakes in our past so we can solve problems in our future*	39	55	20	36	52
To help <u>our country</u> by providing children the skills they need to pursue the jobs & career they want*	53	57	51	57	77
To help <u>our children</u> get the skills they need to pursue the jobs and careers they want*	55	56	52	59	69
To develop respect and understanding for other people's life experiences*	42	56	39	27	62
To <u>enable our children</u> to understand and respect other people's life experiences*	41	51	40	29	61
To empower <u>our children</u> to face challenging situations and correct mistakes*	42	52	42	30	62
To empower <u>our country</u> to face challenging situations and correct mistakes*	37	49	38	14	51
To help <u>our country</u> reckon with the mistakes of our past so we can repair them and create a better future for all*	35	55	32	10	45
To help <u>our children</u> reckon with the mistakes of our past in order to one day help repair them and create a better future for all*	36	47	35	23	42
To impart moral values and respect for our country, traditions and beliefs	43	46	38	54	23

Expressing the purpose of education through collective terms produces increase among base voters for increasing funding.

Priming Experiment: Half the sample heard statements centering children, while the other half centered country.
Percent who say funding should be increased based on their priming condition (Children, Country)

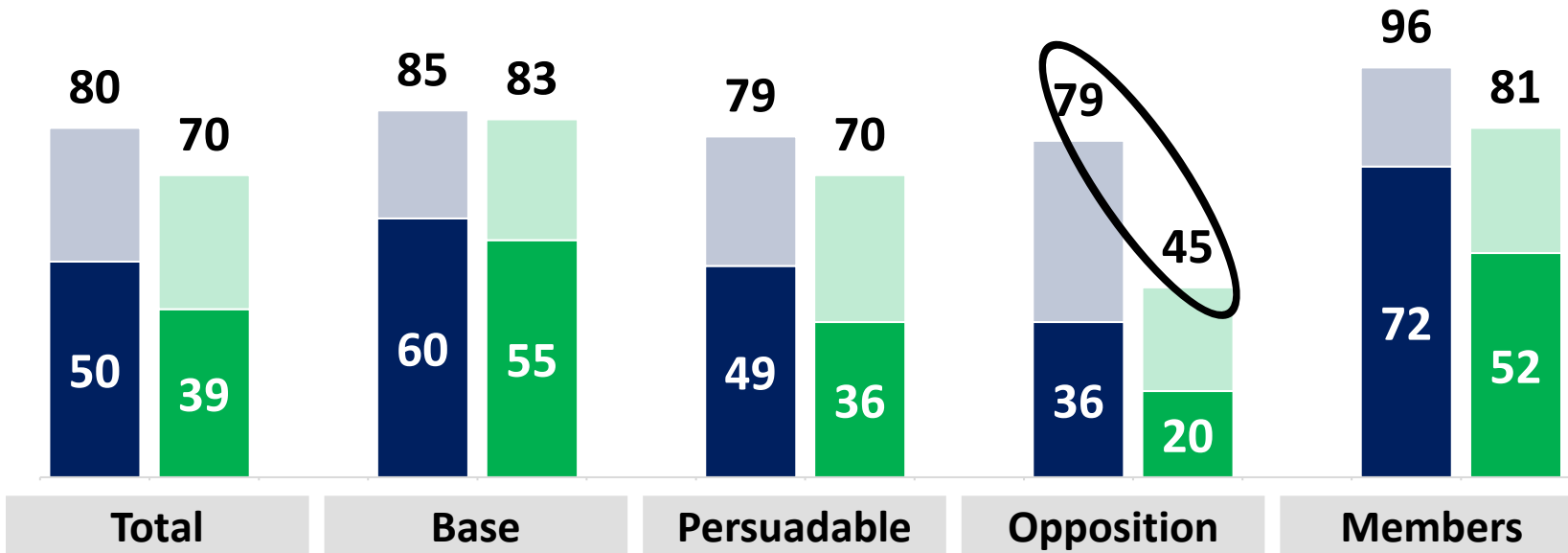


Voters and members prioritize learning from mistakes to solve problems. Base voters also see importance at the societal level.

Thinking about the purpose of public education in your view, how important are each of the following goals?

To help children learn from mistakes, navigate challenges, and solve problems*

To help our country learn from mistakes in our past so we can solve problems in our future*



% Extremely Important	Children	Country
White	49	41
Black	53	40
Latinx	51	36
AAPI	48	28
CA B+P	56	47
MD B+P	60	44
NC B+P	52	47
WA B+P	52	42
Democrats	52	46
Republicans	46	34

Extremely + Very Important
Extremely important

Providing children skills to pursue jobs and career is a strong value across demographics, alluring to base and opposition. Thus, messaging that evokes this must also make argument for equity, in order to clearly be making case for our policy agenda and not merely bolstering the opposition's. It is a strong value to tap into but lacks any differentiation with an opposition perspective. By itself it does little to advance our policy agenda. Messaging can evoke this value but needs to connect it to others that differentiate our policy agenda from the opposition's, like expressions of equity that turn off only opposition voters.

Thinking about the purpose of public education in your view, how important are each of the following goals?

% Extremely Important	Voter	Mem.	BPO			Race and Ethnicity				State (Base + Pers)			
			Base	Pers.	Oppo	White	Black	Latinx	AAPI	CA	MD	NC	WA
To help our children get the skills they need to pursue the jobs and careers they want*	55	69	56	52	59	57	47	41	43	57	64	62	51
To help our country by providing children the skills they need to pursue the jobs and career they want*	53	77	57	51	57	57	52	42	42	54	51	56	46
To ensure that children in families struggling to make ends meet can get the same education as children in wealthy families	50	76	60	49	37	50	58	50	38	53	60	60	59

*split sampled

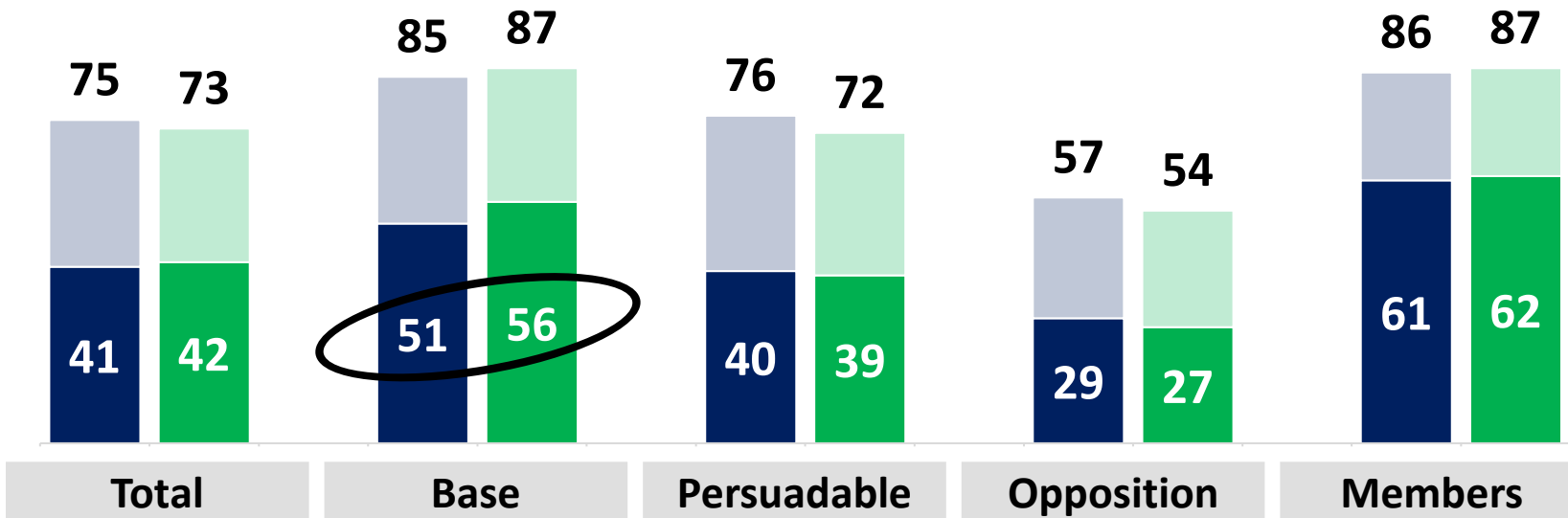


Base voters and Democrats are slightly more likely to say the purpose of education is to collectively develop respect and understanding for other people's life experiences. Black, Latinx, and AAPI voters all respond more to their children.

Thinking about the purpose of public education in your view, how important are each of the following goals?

To enable our children to understand and respect other people's life experiences*

To develop respect and understanding for other people's life experiences*



% Extremely Important	Children	Country
White	39	43
Black	48	43
Latinx	40	35
AAPI	47	36
CA B+P	53	47
MD B+P	55	44
NC B+P	46	57
WA B+P	50	38
Democrats	43	50
Republicans	39	36

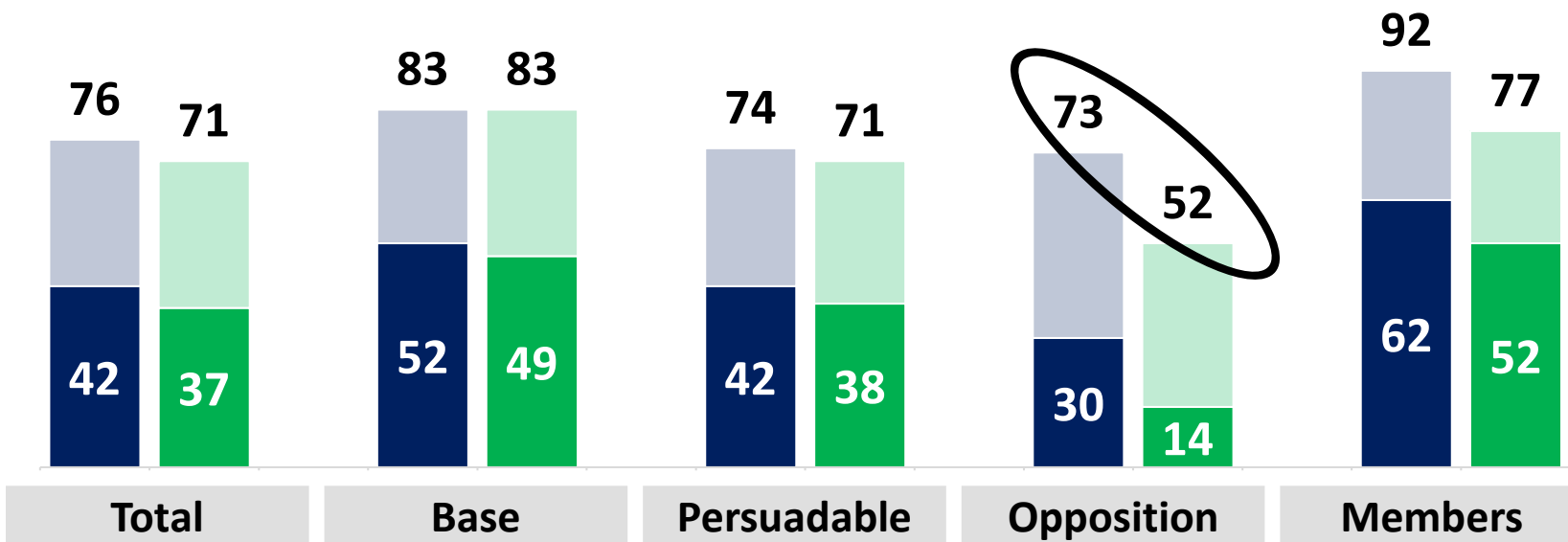
Extremely + Very Important
Extremely important

Talking about education in terms of empowering our country to face challenging situations and correct mistakes alienates the opposition. Latinx voters, AAPI voters, and members prefer the focus on their children facing challenging situations and correcting mistakes.

Thinking about the purpose of public education in your view, how important are each of the following goals?

To empower our children to face challenging situations and correct mistakes*

To empower our country to face challenging situations and correct mistakes



% Extremely Important	Children	Country
White	41	40
Black	51	40
Latinx	42	29
AAPI	40	27
CA B+P	51	42
MD B+P	60	41
NC B+P	59	38
WA B+P	44	37
Democrats	52	49
Republicans	42	38

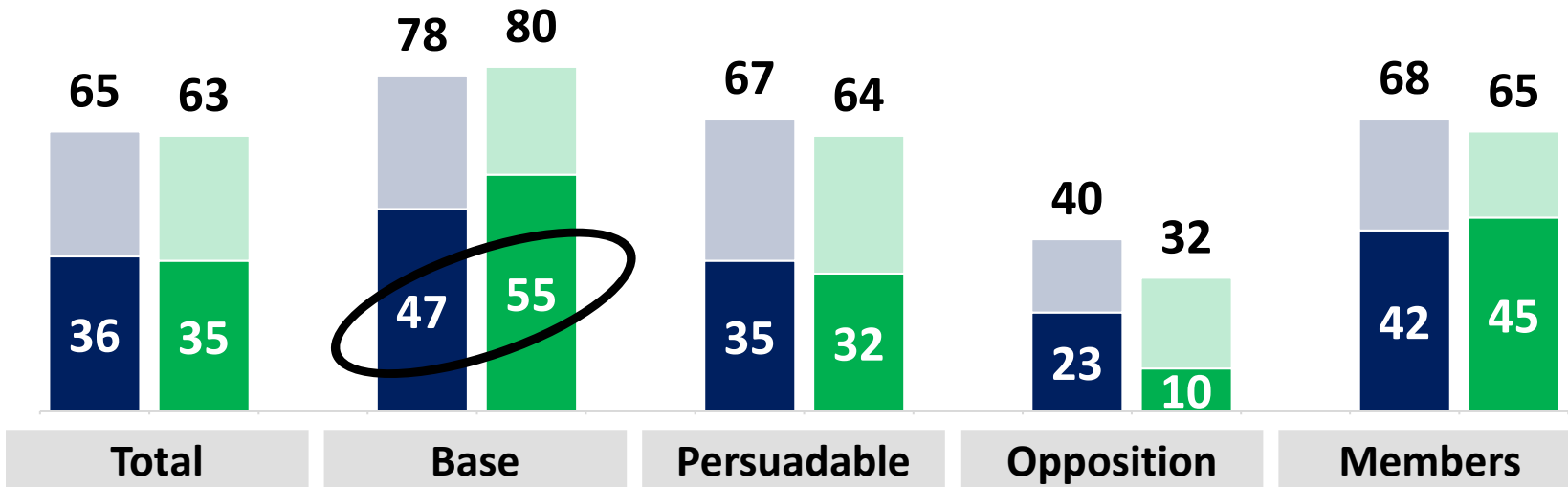
Extremely + Very Important
Extremely important

Base voters and Democrats agree more that the country should pay for the mistakes of our past, and education will help the country reckon with those mistakes so we can repair them and create a better future. Focusing on the country rather than on children's mistakes also helps to alienate the opposition.

Thinking about the purpose of public education in your view, how important are each of the following goals?

To help our children reckon with the mistakes of our past in order to one day help repair them and create a better future for all*

To help our country reckon with the mistakes of our past so we can repair them and create a better future for all*



% Extremely Important	Children	Country
White	35	35
Black	41	39
Latinx	33	31
AAPI	31	27
CA B+P	43	36
MD B+P	38	41
NC B+P	34	34
WA B+P	31	32
Democrats	40	44
Republicans	34	27

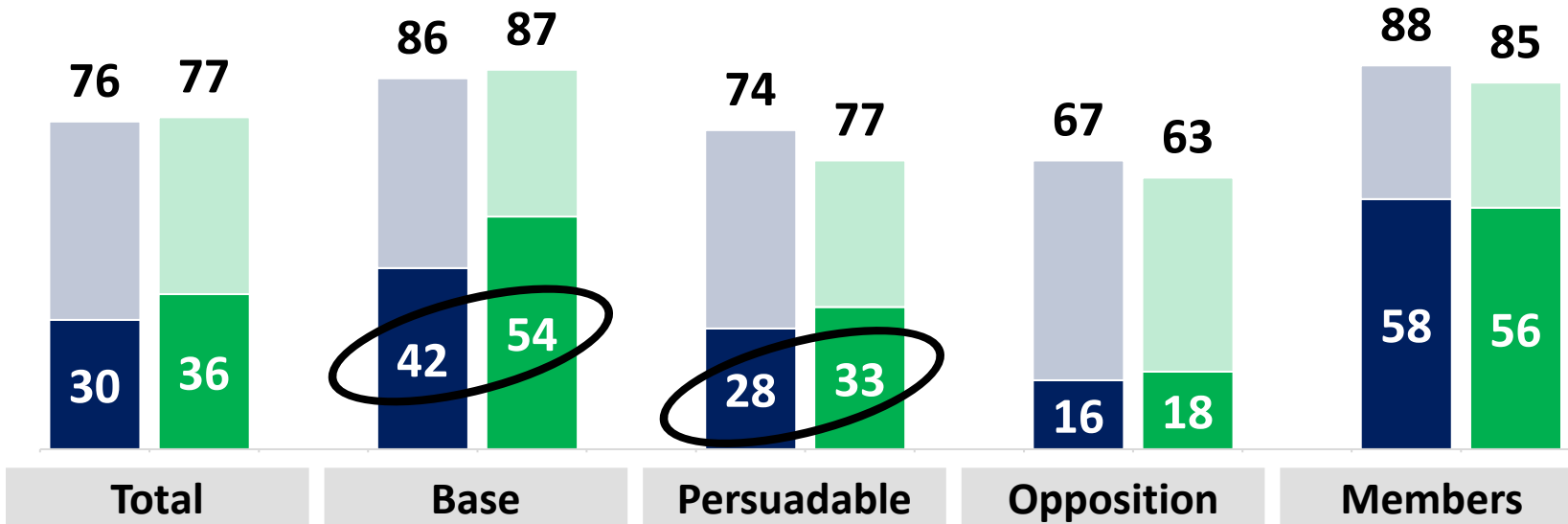
Extremely + Very Important
Extremely important

Making children the focus instead of schools increases strong agreement among the base, persuadables, and Democrats that we need to change how we fund schools.

Please indicate if you agree or disagree with each of the following statements

We need to change how we fund public schools, so that the schools in communities that some politicians have shortchanged get the resources they need*

We need to change how we fund public schools, so that the children in communities that some politicians have shortchanged get the resources they need*



% Strongly Agree	Schools	Children
White	28	35
Black	40	47
Latinx	35	35
AAPI	19	22
CA B+P	40	35
MD B+P	30	28
NC B+P	39	36
WA B+P	41	39
Democrats	37	46
Republicans	28	24

Rated 6-9, Agree
Rated 10, Strongly Agree



Funding and Resources

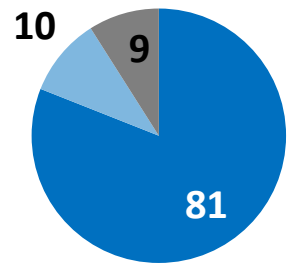


A majority of voters say funding for public schools in their state should be increased.

Generally speaking, do you think funding for public schools in your state should be increased, decreased, or stay about the same?

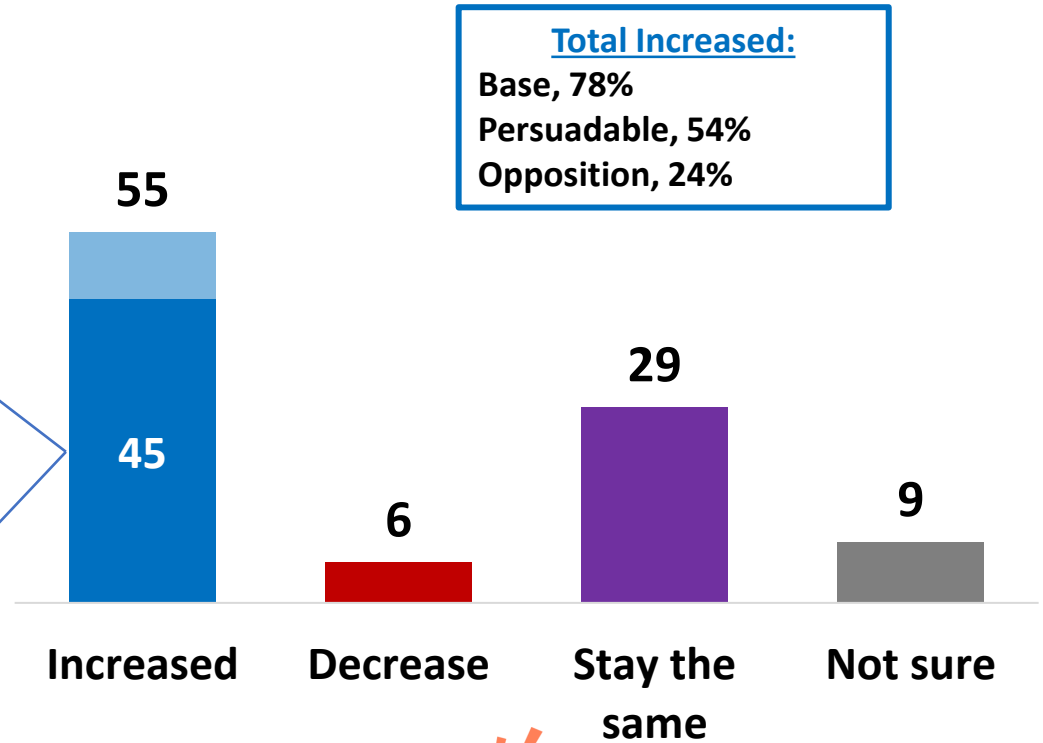
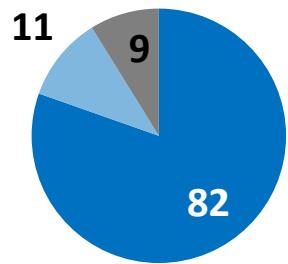
[ASKED IF INCREASED] And do you think funding for public schools in your state should be increased even if it means you would pay more in state taxes?

- Increase, even if I had to pay more in taxes
- Not if I had to pay more in taxes
- Not sure



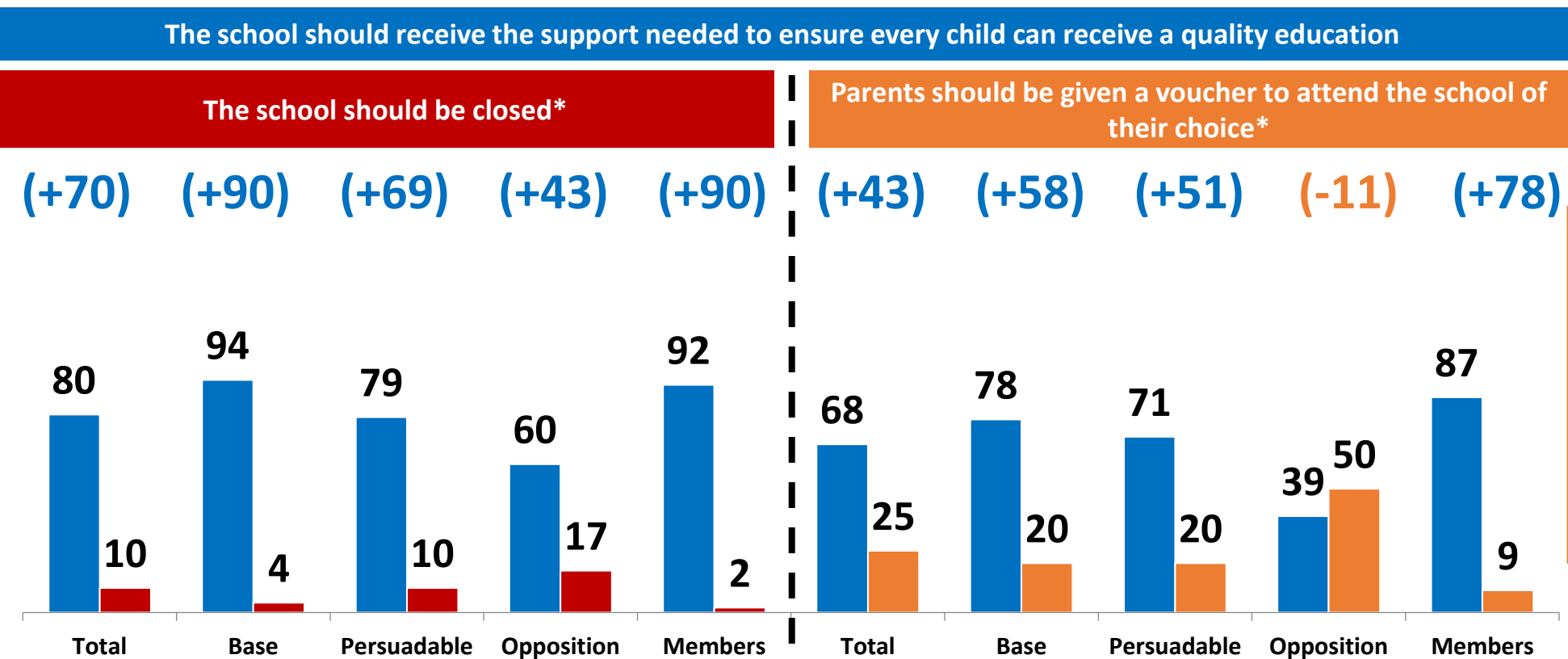
[ASKED IF INCREASED] And do you think funding for public schools in your state should be increased by having the richest households and large corporations pay more in state taxes?

- Increase, by having richest HH and corp pay more in taxes
- Not if richest HH and corp paid more in taxes
- Not sure



Base and persuadable voters by large margins agree that a school should receive the support needed to ensure every child can receive a quality education over closing schools or giving parents vouchers. Those most likely to favor vouchers are also unfavorable of teachers' unions, oppose mask mandates, and oppose teaching critical race theory. Over a third of younger Black and Latinx voters favor vouchers.

Generally speaking, which of the following approaches would you take toward a struggling public school?



Most likely to favor vouchers:

- 46% - Unfav of teachers unions
- 40% - Oppose mask mandates
- 39% - Oppose teaching CRT
- 35% - Latinos
- 35% - Republican 50+
- 34% - Black <50
- 34% - Latinx <50
- 32% - Fathers

*split sampled

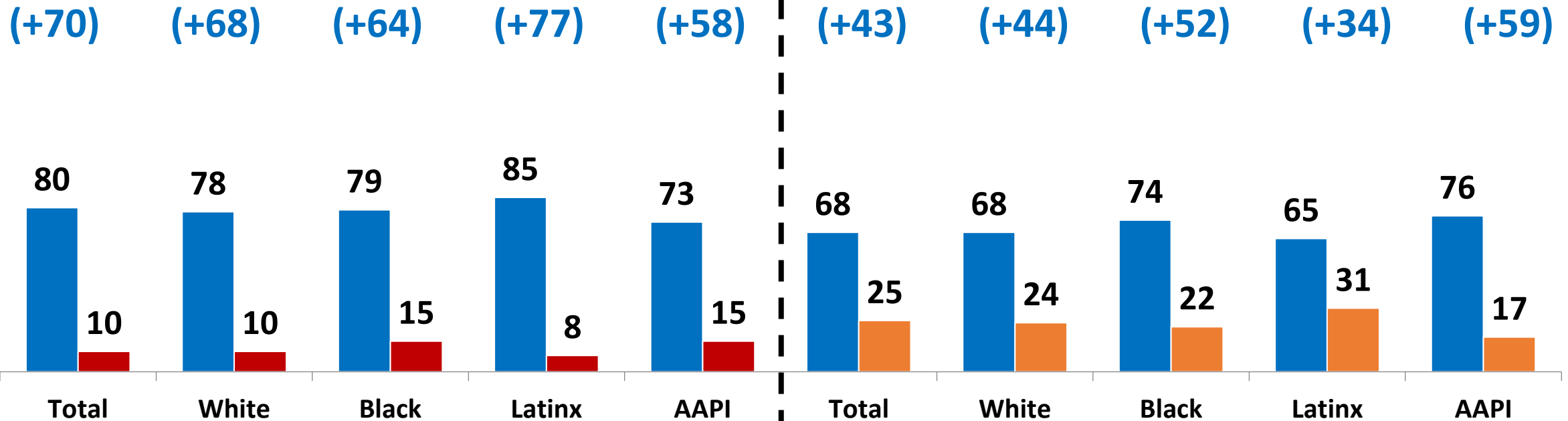
Across race and ethnicity voters prefer schools receiving the support needed to ensure every child can receive a quality education over closing schools or giving vouchers. Providing vouchers attracts nearly one in three Latinx voters. Black voters are not in favor of vouchers.

Generally speaking, which of the following approaches would you take toward a struggling public school?

The school should receive the support needed to ensure every child can receive a quality education

The school should be closed*

Parents should be given a voucher to attend the school of their choice*



*split sampled

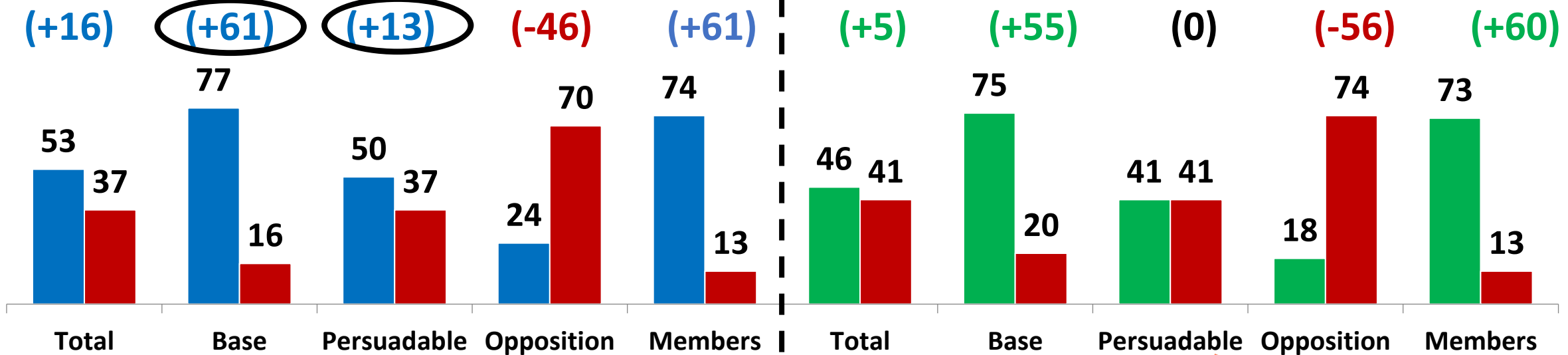
Combat the blaming of parents and unions by characterizing it as a means to keep us from uniting.

Which of the following statements is closer to your opinion?

No matter how much money we throw at the problem, we continue to have failing schools because certain parents do not believe in disciplining their children and because teachers unions make it impossible to fire bad teachers

Certain politicians try to turn us against schools and teachers, or point the finger at parents, to keep us from coming together to demand that every school gets the resources to provide every child a quality education, not just the children of the wealthy few*

The same politicians who hand kickbacks to donors and let them avoid paying taxes try to turn us against parents and teachers to keep us from coming together to demand that every school gets the resources to provide every child a quality education, not just the children of the wealthy few*



*split sampled

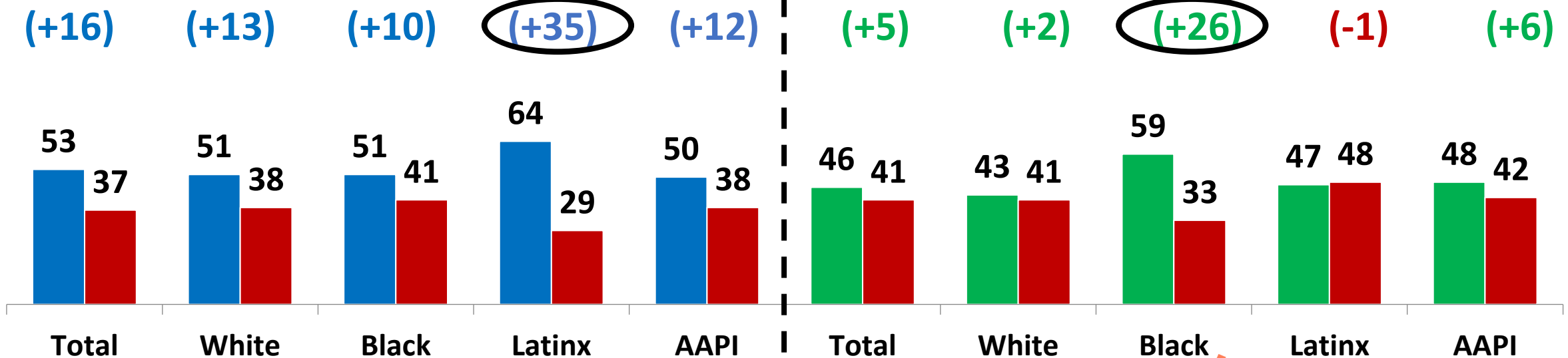
Black voters respond strongly to linking deliberate division to efforts to benefit donors. Latinx voters respond more to deliberate division without linking it to taxes.

Which of the following statements is closer to your opinion?

No matter how much money we throw at the problem, we continue to have failing schools because certain parents do not believe in disciplining their children and because teachers unions make it impossible to fire bad teachers

Certain politicians try to turn us against schools and teachers, or point the finger at parents, to keep us from coming together to demand that every school gets the resources to provide every child a quality education, not just the children of the wealthy few*

The same politicians who hand kickbacks to donors and let them avoid paying taxes try to turn us against parents and teachers to keep us from coming together to demand that every school gets the resources to provide every child a quality education, not just the children of the wealthy few*



*split sampled

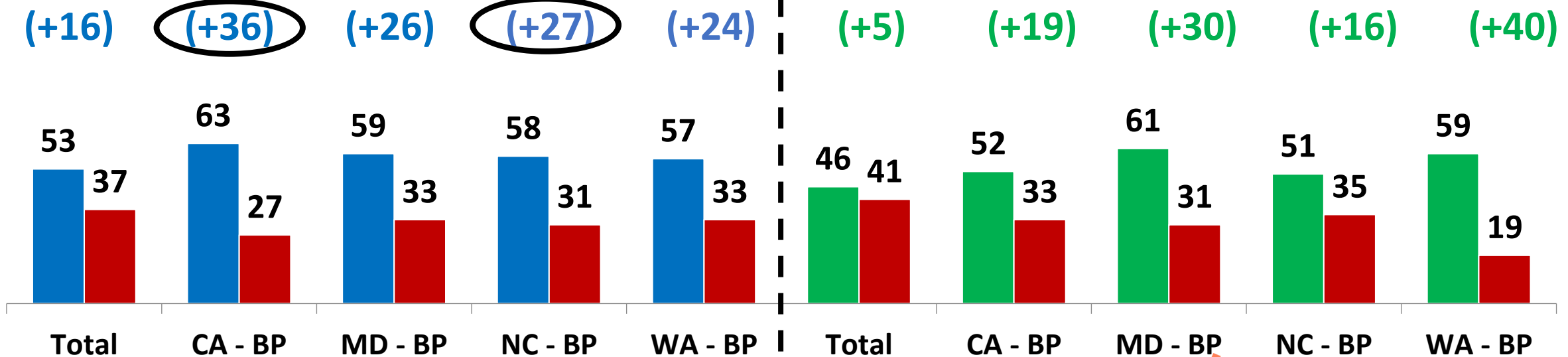
Base and persuadable voters in California and North Carolina respond more to deliberate division that does not link to taxes.

Which of the following statements is closer to your opinion?

No matter how much money we throw at the problem, we continue to have failing schools because certain parents do not believe in disciplining their children and because teachers unions make it impossible to fire bad teachers

Certain politicians try to turn us against schools and teachers, or point the finger at parents, to keep us from coming together to demand that every school gets the resources to provide every child a quality education, not just the children of the wealthy few*

The same politicians who hand kickbacks to donors and let them avoid paying taxes try to turn us against parents and teachers to keep us from coming together to demand that every school gets the resources to provide every child a quality education, not just the children of the wealthy few*



*split sampled

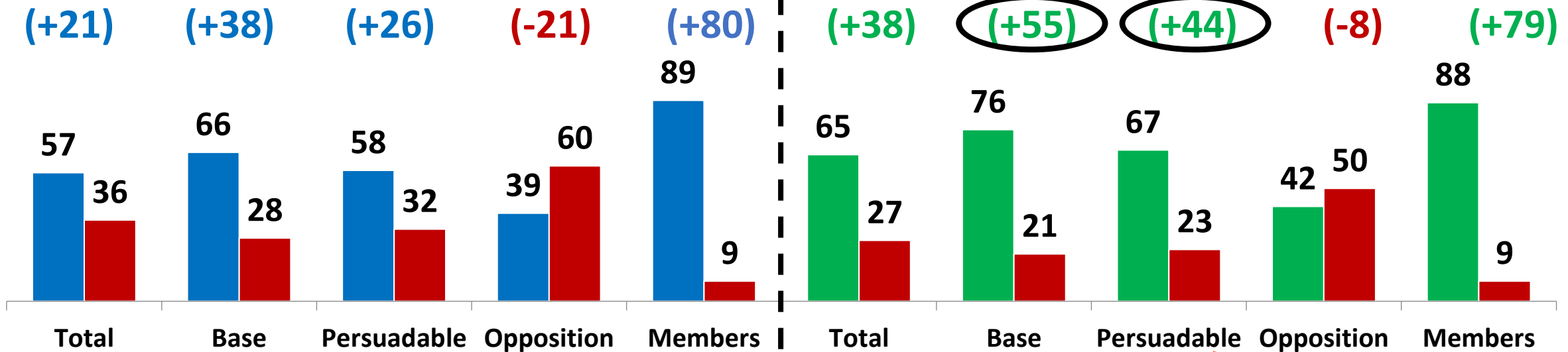
To combat opposition on freedom for parents, explicitly naming freedom for children works better than hinting at it with a journey metaphor.

Which of the following statements is closer to your opinion?

We need to give parents the freedom to choose where and how their kids learn and that means expanding charter schools and providing parents with vouchers to help them afford the school that is best for their child

Most of us believe where you live shouldn't limit how far you can go, so we must equip every school with the resources to deliver quality education that prepares every child for the future, no matter their color, background or zip code*

Most of us believe all children should have the freedom to pursue their dreams so we must equip every school with the resources to deliver quality education that prepares every child for the future, no matter their color, background or zip code*



*split sampled

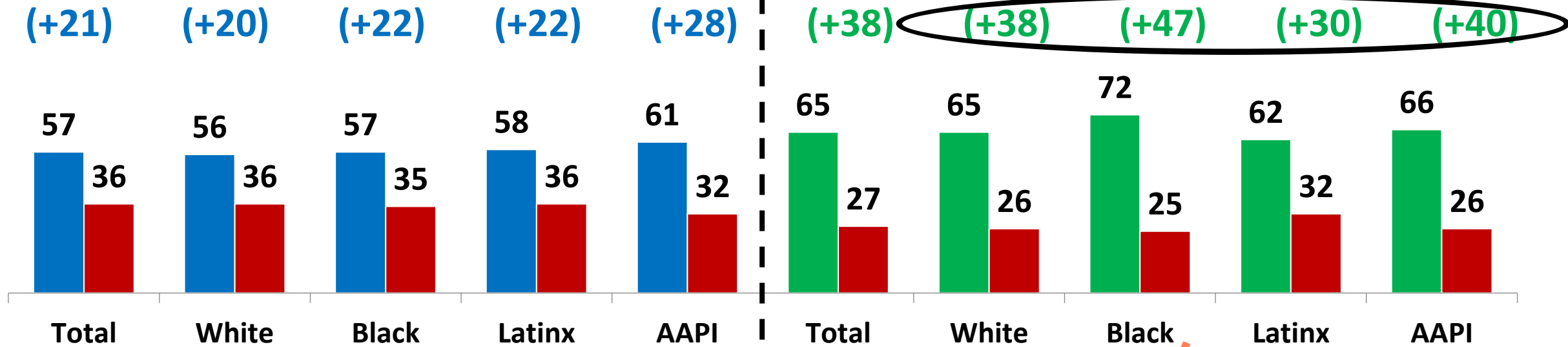
Voters across race and ethnicity respond more to equity when we evoke freedom explicitly.

Which of the following statements is closer to your opinion?

We need to give parents the freedom to choose where and how their kids learn and that means expanding charter schools and providing parents with vouchers to help them afford the school that is best for their child

Most of us believe where you live shouldn't limit how far you can go, so we must equip every school with the resources to deliver quality education that prepares every child for the future, no matter their color, background or zip code*

Most of us believe all children should have the freedom to pursue their dreams so we must equip every school with the resources to deliver quality education that prepares every child for the future, no matter their color, background or zip code*



*split sampled

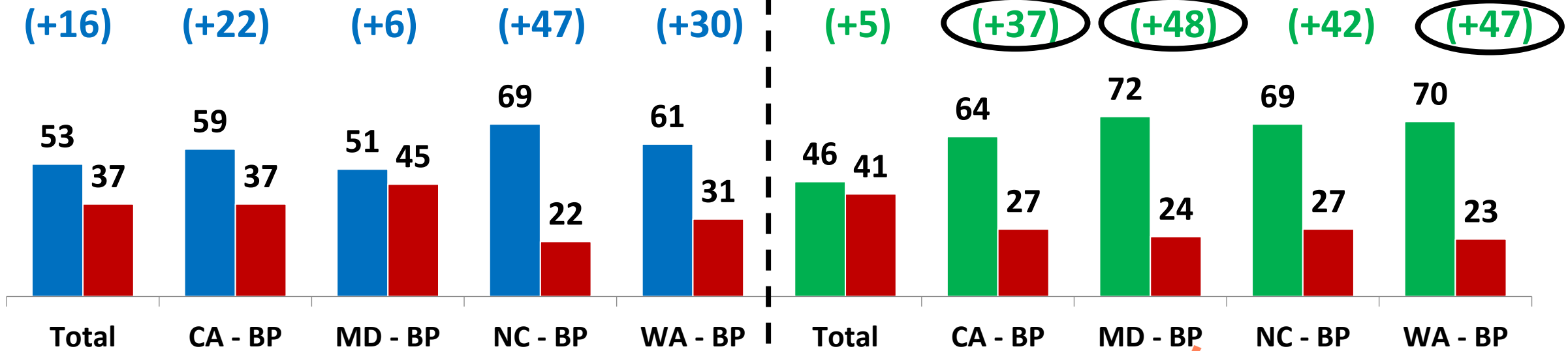
Evoking freedom works more effectively among base and persuadables in California, Maryland, and Washington.

Which of the following statements is closer to your opinion?

We need to give parents the freedom to choose where and how their kids learn and that means expanding charter schools and providing parents with vouchers to help them afford the school that is best for their child

Most of us believe where you live shouldn't limit how far you can go, so we must equip every school with the resources to deliver quality education that prepares every child for the future, no matter their color, background or zip code*

Most of us believe all children should have the freedom to pursue their dreams so we must equip every school with the resources to deliver quality education that prepares every child for the future, no matter their color, background or zip code*



*split sampled



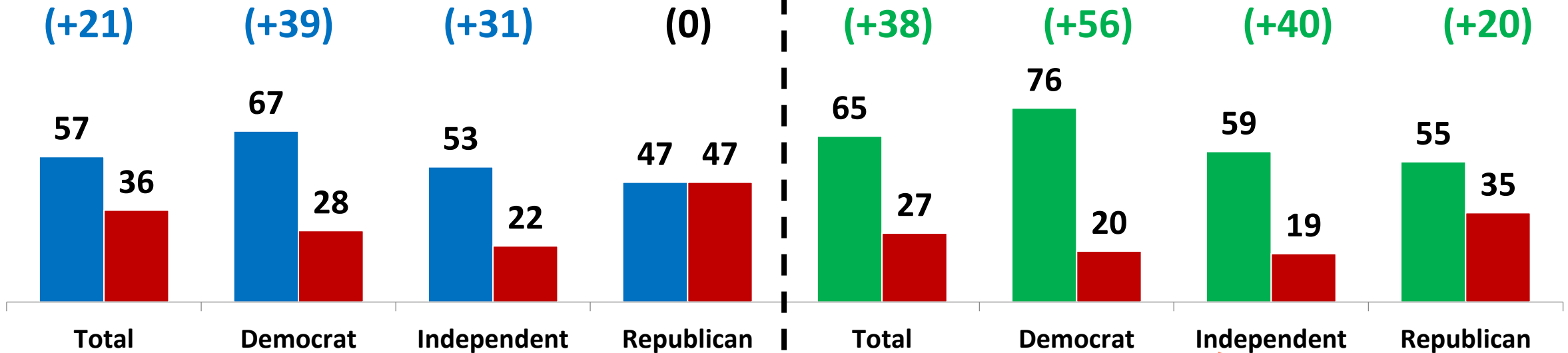
Democrats and independents favor both of our side's statements above a voucher system. Across party lines, voters agree more with our side when we evoke freedom.

Which of the following statements is closer to your opinion?

We need to give parents the freedom to choose where and how their kids learn and that means expanding charter schools and providing parents with vouchers to help them afford the school that is best for their child

Most of us believe where you live shouldn't limit how far you can go, so we must equip every school with the resources to deliver quality education that prepares every child for the future, no matter their color, background or zip code*

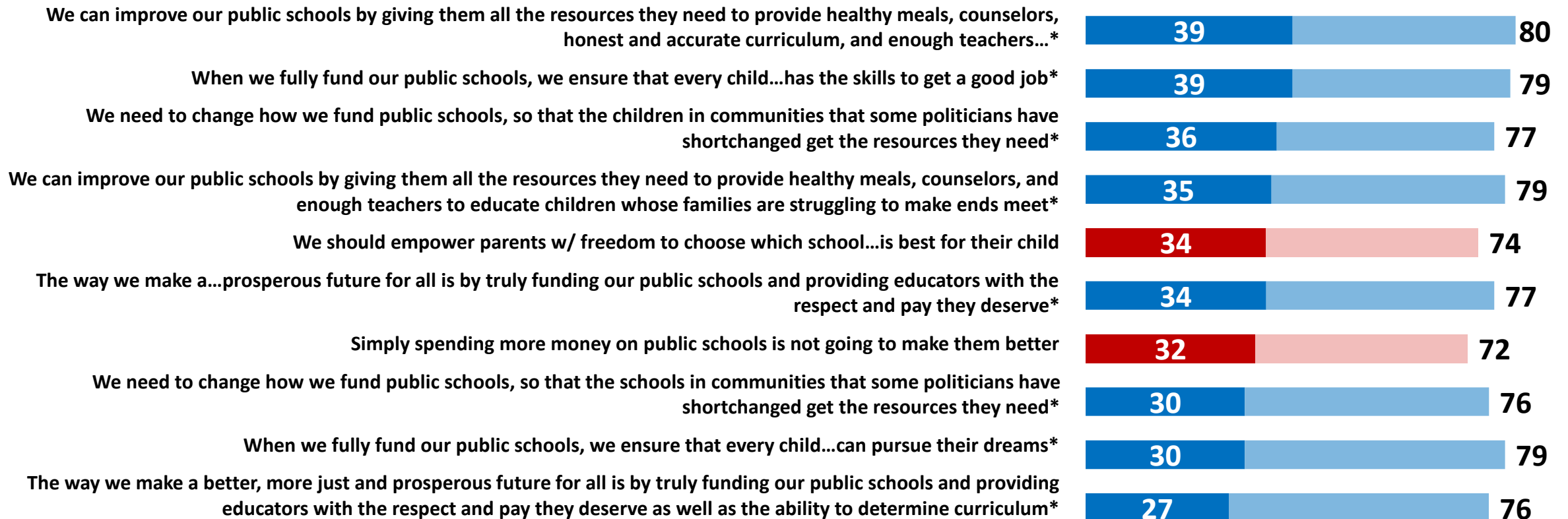
Most of us believe all children should have the freedom to pursue their dreams so we must equip every school with the resources to deliver quality education that prepares every child for the future, no matter their color, background or zip code*







*split sampled

Voters prioritize improving public schools to give them the resources they need (described as healthy meals, counselors, teachers), and fully funding public education so that every child has the skills to get a good job. Providing parents with vouchers falls to a middle tier.

Please indicate if you agree or disagree with each of the following statements




 Rated 6-9 (Agree)

 Rated 10 (Strongly agree)

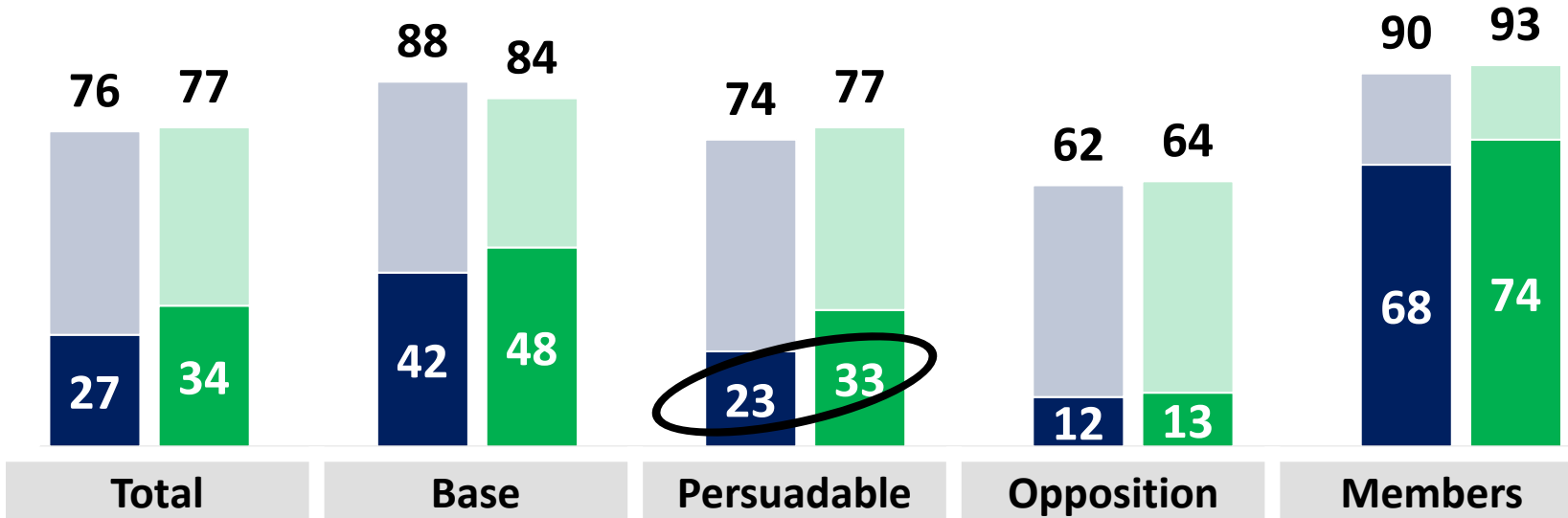
*split sampled

Base and persuadables agree in truly funding public schools and giving educators respect and the pay they deserve. Base voters strongly agree educators should determine curriculum. Suggesting educators should have the ability to determine curriculum erodes the intensity of support among persuadables, Black voters, and members.

Please indicate if you agree or disagree with each of the following statements

The way we make a better, more just and prosperous future for all is by truly funding our public schools and providing educators with the respect and pay they deserve as well as the ability to determine curriculum*

The way we make a better, more just and prosperous future for all is by truly funding our public schools and providing educators with the respect and pay they deserve*



	% Strongly Agree	Curriculum	No curriculum
White		26	32
Black		33	48
Latinx		28	28
AAPI		16	22
CA B+P		40	29
MD B+P		33	43
NC B+P		37	46
WA B+P		36	31
Democrats		37	42
Republicans		19	24

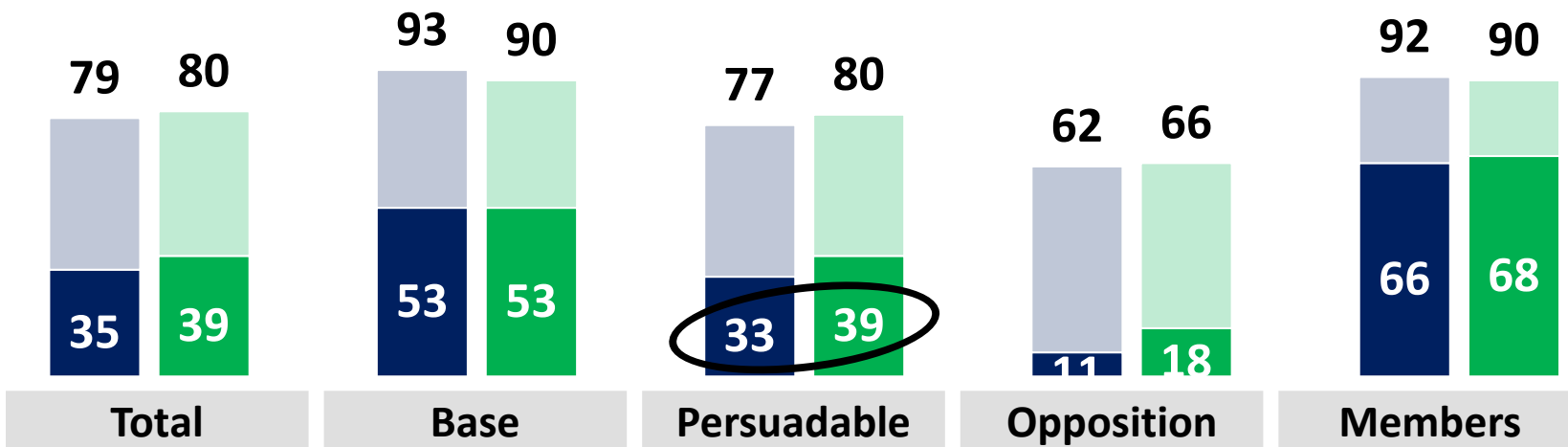
Rated 6-9, Agree
Rated 10, Strongly Agree

Including “honest and accurate” curriculum increases agreement with our vision for public schools among persuadables, Black, and Latinx voters.

Please indicate if you agree or disagree with each of the following statements

We can improve our public schools by giving them all the resources they need to provide healthy meals, counselors, and enough teachers to educate children whose families are struggling to make ends meet*

We can improve our public schools by giving them all the resources they need to provide healthy meals, counselors, honest and accurate curriculum, and enough teachers to educate children whose families are struggling to make ends meet*



	% Strongly Agree	No curriculum	Curriculum
White		36	39
Black		36	52
Latinx		29	48
AAPI		19	21
CA B+P		49	38
MD B+P		40	42
NC B+P		50	46
WA B+P		51	42
Democrats		45	48
Republicans		28	30

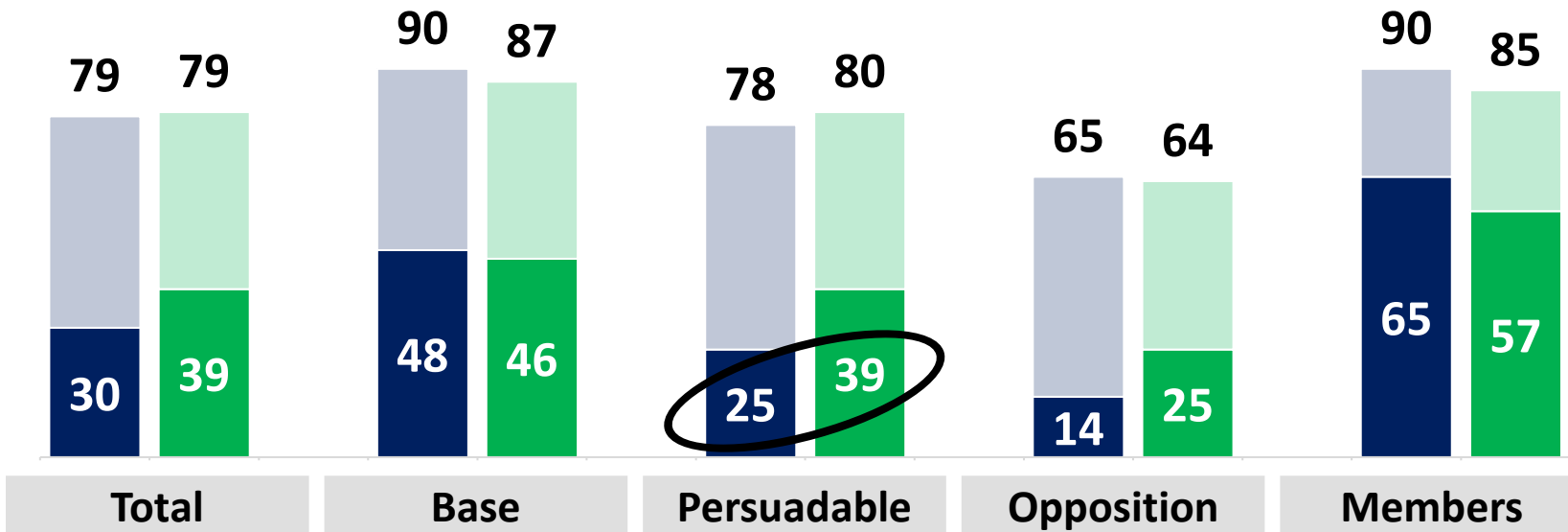
Rated 6-9, Agree
Rated 10, Strongly Agree

Persuadable, white voters, Black voters, women without a college education, and parents of children in public schools respond more to describing the outcome of fully funded schools as ensuring every child has the skills to get a good job. Base voters agree strongly with both outcomes: pursue their dreams and develop skills. Members agree with both outcomes, but they have more intensity behind ensuring every child can pursue their dreams.

Please indicate if you agree or disagree with each of the following statements

When we fully fund our public schools, we ensure that every child, regardless of what they look like or what zip code they live in, can pursue their dreams*

When we fully fund our public schools, we ensure that every child, regardless of what they look like or what zip code they live in, has the skills to get a good job*



% Strong Agr.	Dreams	Job
White	29	38
Black	37	44
Latinx	38	39
AAPI	15	20
CA B+P	44	32
MD B+P	41	28
NC B+P	42	51
WA B+P	54	34
Democrats	40	44
Republicans	22	33
NC men	30	32
NC women	28	45
College men	32	35
Coll women	30	39
PS Fathers	33	42
PS Mothers	39	50

Rated 6-9, Agree
Rated 10, Strongly Agree

UNITED STATES HISTORY

PEARSON

AP

Brinkley

AMERICAN HISTORY

Connecting with the Past

Fifteenth
Edition

MAC
GRAW
HILL

Critical Race Theory

LRP

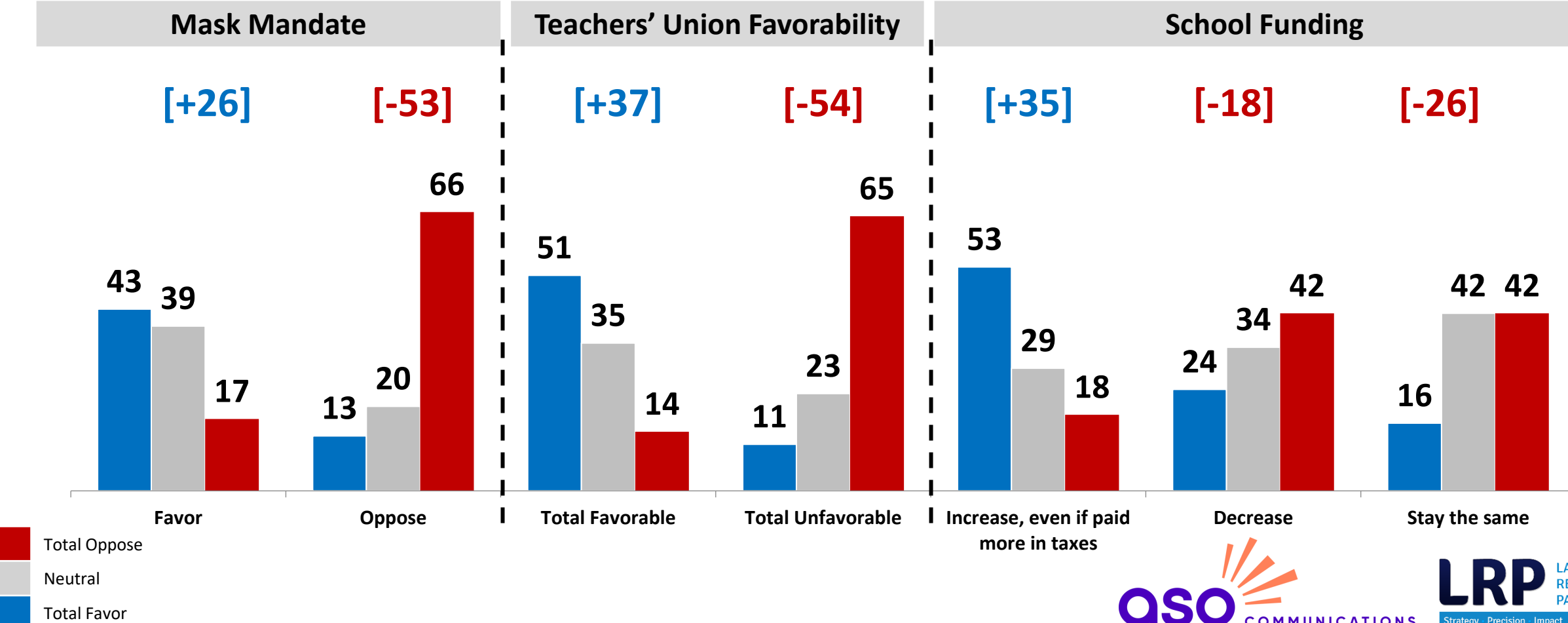
LAKE
RESEARCH
PARTNERS

Strategy · Precision · Impact



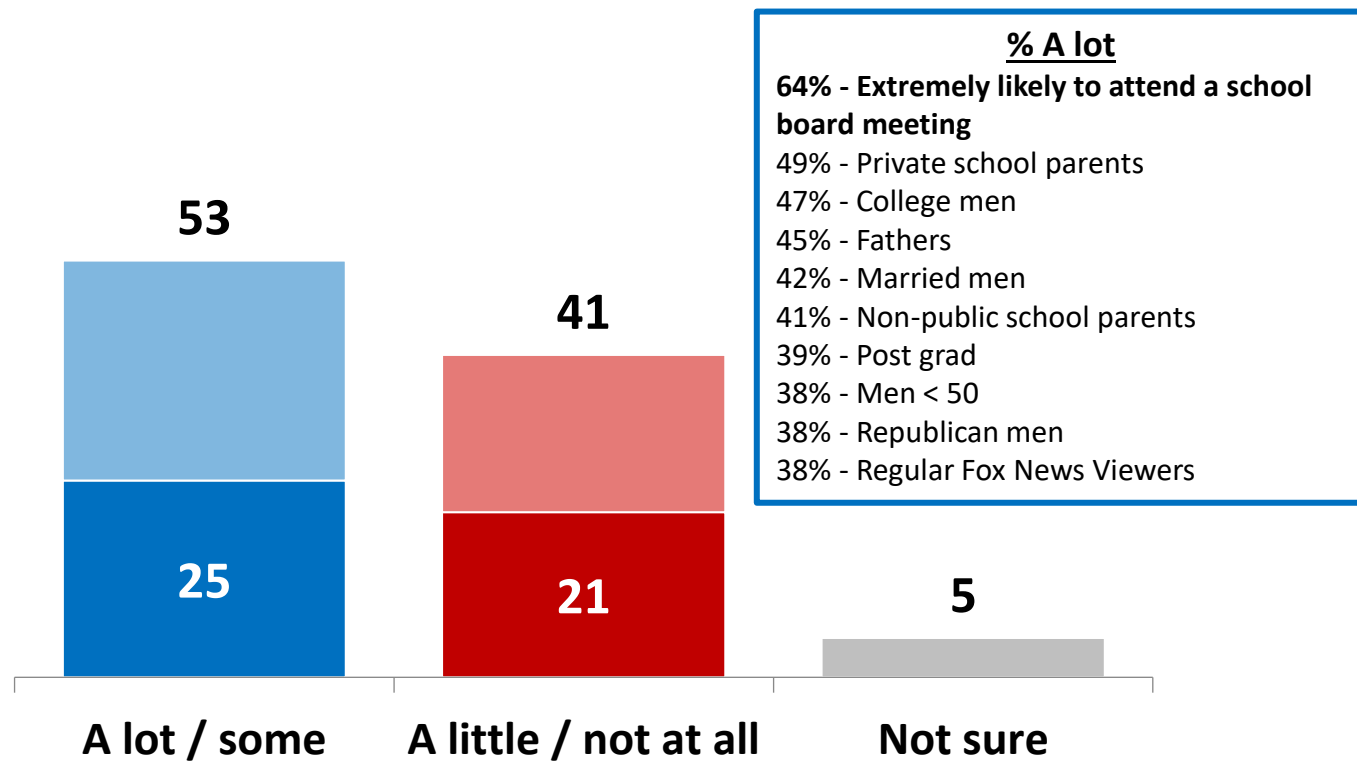
Views toward CRT correlate to views on mask mandates, teachers' unions, and school funding.

Initial support for CRT based on views toward mask mandates, teachers' unions, and school funding



Just over half of voters have heard a lot or some about Critical Race Theory. Democrats and Republicans are nearly equally as likely to have heard something about it. Regular Fox News viewers are also much more likely than non-viewers to have heard about Critical Race Theory. Men are more likely than women to say they have heard about CRT.

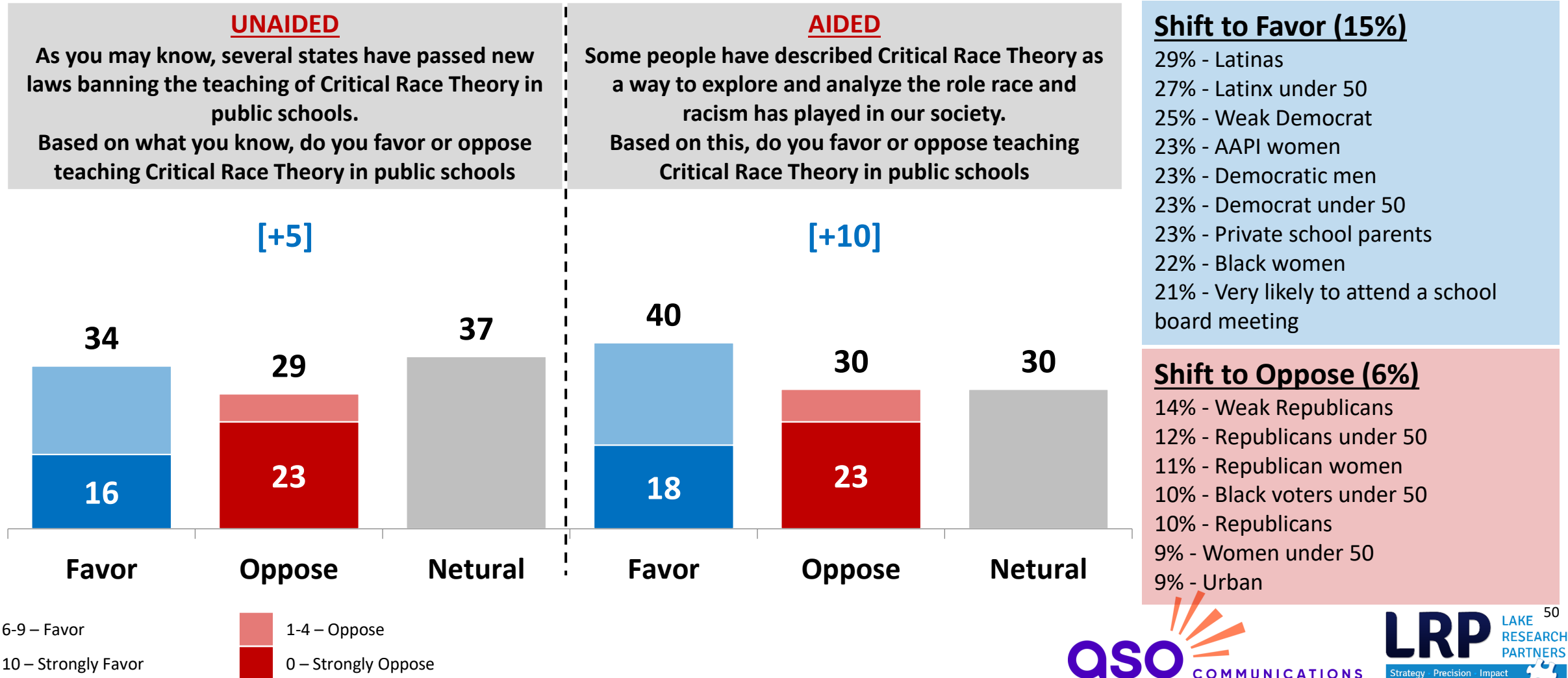
How much have you heard about Critical Race Theory?



	A lot/some	A little/not
Men	64	33
Women	44	49
White	54	41
Black	53	41
Latinx	52	44
AAPI	45	47
Base	61	36
Persuasion	44	49
Opposition	69	28
Democrat	57	39
Independent	34	49
Republican	54	42
PS Fathers	73	27
PS Mothers	52	46
All non-public	73	20
Solid likely to attend SB	77	22
Shift to likely to attend SB	53	40
Regular Fox News Viewer	67	29
Irregular Fox News Viewer	41	53
Members	84	15



Describing Critical Race Theory as a way to explore and analyze role of race and racism increases support. Latinas, Latinx under 50, and weak Democrats most likely to shift after hearing this.



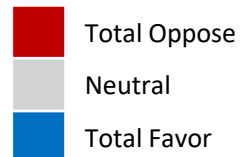
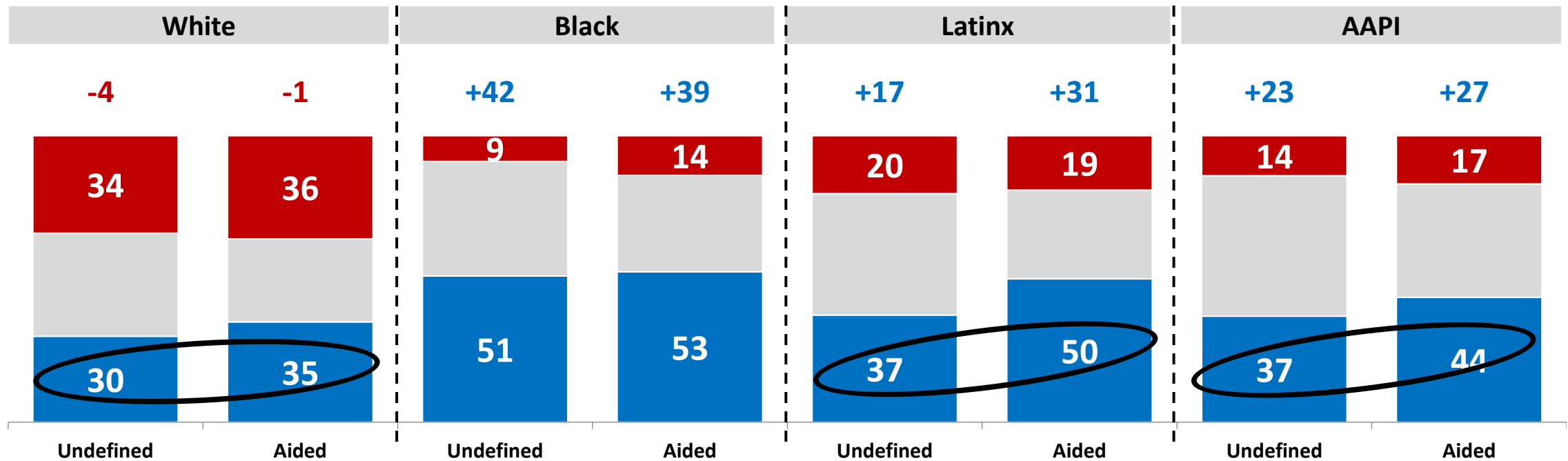
Support for CRT increases particularly among Latinx and AAPI voters after hearing a definition.

UNAIDED

As you may know, several states have passed new laws banning the teaching of Critical Race Theory in public schools. Based on what you know, do you favor or oppose teaching Critical Race Theory in public schools

AIDED

Some people have described Critical Race Theory as a way to explore and analyze the role race and racism has played in our society. Based on this, do you favor or oppose teaching Critical Race Theory in public schools

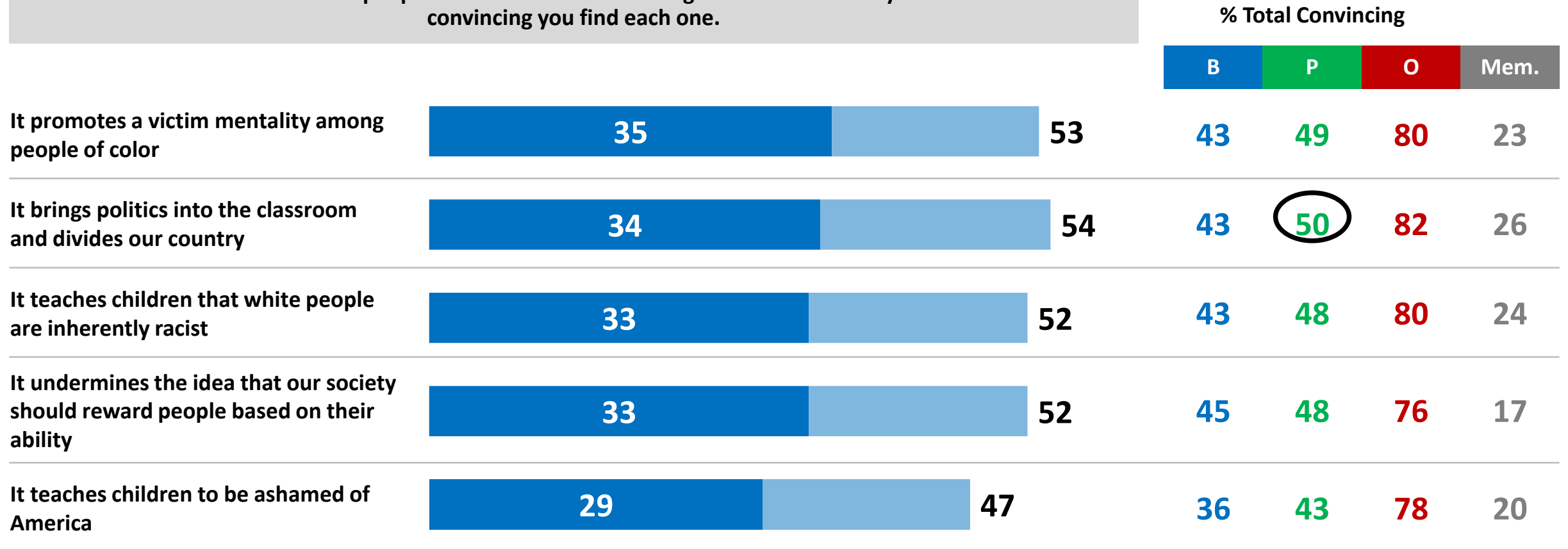


Men, Latinx voters, Democrats, mothers with children in public school, and members are more likely to favor teaching Critical Race Theory in schools after hearing a description. A weak plurality of women support teaching Critical Race Theory in public schools, which is impactful because they are more likely to be education voters.

UNAIDED	Favor	Oppose	AIDED	Favor	Oppose	Change in Favor
Men	41	30	Men	46	31	+5
Women	28	27	Women	34	30	+6
White	30	34	White	35	36	+5
Black	51	9	Black	53	14	+2
Latinx	37	20	Latinx	50	19	+13
AAPI	37	14	AAPI	44	17	+7
Base	51	16	Base	59	15	+8
Persuasion	32	22	Persuasion	37	25	+5
Opposition	16	67	Opposition	16	70	0
Democrat	55	10	Democrat	64	10	+9
Independent	14	25	Independent	20	22	+6
Republican	16	50	Republican	18	55	+2
PS Fathers	56	22	PS Fathers	60	23	+4
PS Mothers	29	23	PS Mothers	38	23	+9
All non-public	57	18	All non-public	57	19	0
Solid likely to attend SB	59	20	Solid likely to attend SB	62	19	+3
Shift to likely to attend SB	37	26	Shift to likely to attend SB	45	22	+8
Members	50	25	Members	61	23	+11

None of the attacks on teaching Critical Race Theory are particularly strong, but all cross pressure persuadables. Persuadables say the idea it brings politics into the classroom and divides the country is most convincing.

Here are some statements from people who want to ban teaching Critical Race Theory. Please indicate how convincing you find each one.

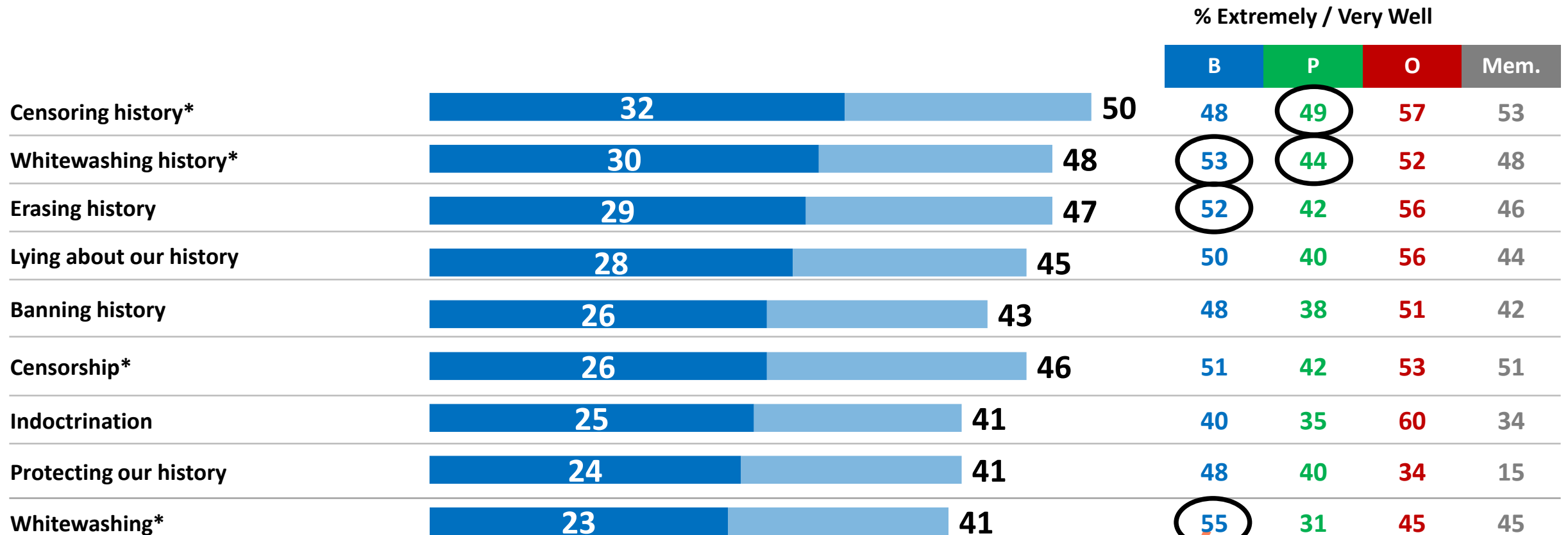


Somewhat convincing

Very convincing

Voters respond most to saying the anti-CRT laws are censoring history and whitewashing history. Opposition voters agree with censoring history, erasing history, lying about our history, banning history, and indoctrination even more strongly than base voters, suggesting that they think the anti-CRT laws will fix these problems that currently exist and feed into their worldview.

Now that you have seen some statements from people who favor and oppose these bans, below is a list of phrases some have used. How well do you think each of the following phrases describes efforts by some state lawmakers to mandate how teachers teach history and other issues in public schools?



Very well
Extremely well

*split sampled



The base and members believe that preparing children for the future so that they better understand the lives, cultures, and experiences of different people is a very convincing reason to oppose anti-CRT bans. Base and persuadable voters find children deserving an honest and accurate education as a convincing reason to oppose the bans.

% Very Convincing / Sorted by Importance with Base Voters	All	B	P	O	Mem
To prepare children for the future, we need to teach them both the good and the bad of our history so <u>that they better understand the lives, cultures and experiences of different people</u> *	46	67	44	21	71
To prepare children for the future, we need to teach them both the good and the bad of our history so <u>we can avoid making the same mistakes</u> *	48	65	47	28	65
Children deserve an honest and accurate education*	52	66	50	33	66
Children deserve an honest and accurate education <u>that enables them to learn from the mistakes of our past to help create a better future</u> *	44	64	43	17	65
We need to teach children <u>the truth of our history so they can reckon with our mistakes and make our future more just and equitable</u> *	43	60	40	26	56
We need to teach children <u>about how people in power deliberately denied people of color equal rights and also about how Americans of good conscience fought for liberty and justice for all</u> *	36	58	32	15	50
We need to ensure our children get the skills they need, and these bans shortchange them from <u>developing critical thinking skills</u> *	38	56	33	22	43
We need to ensure our children get the skills they need, and these bans shortchange them from <u>a well-rounded education</u> *	38	48	37	25	39
We need to trust teachers <u>and curriculum development experts</u> to determine what and how to teach, not censor them*	31	47	30	12	40
We need to give teachers the freedom to determine what and how to teach, not censor them*	29	42	26	19	30

*split sampled

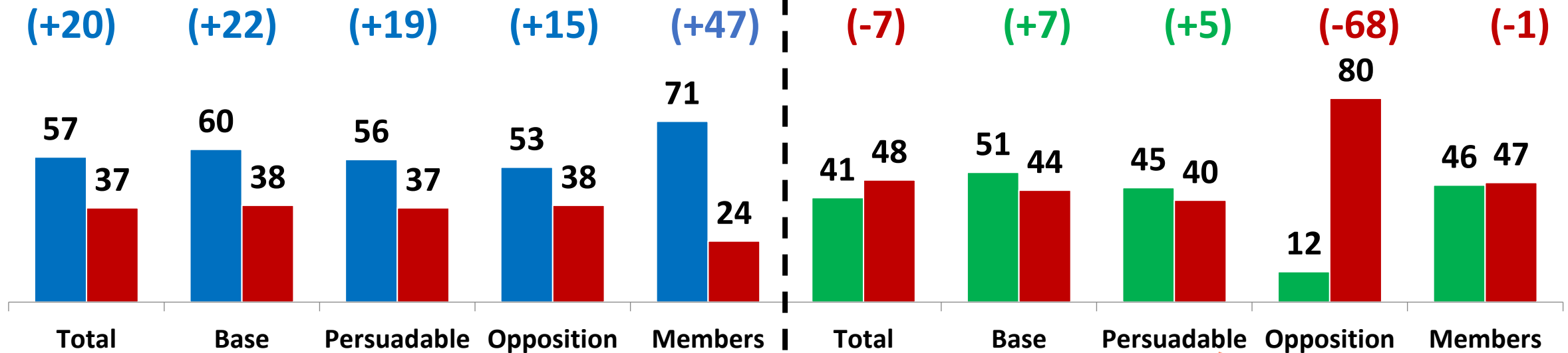
Voters are more likely to say a well-rounded education helps children think critically than simply exposing them to all sides without judgment.

Which of the following statements best describes a well-rounded education to you?

A well-rounded education exposes children to all sides of an issue without placing judgments on what is right or wrong

A well-rounded education exposes children to all sides of an issue to help them think critically about what is right and wrong*

A well-rounded education ensures children understand the injustices of our past and encourages them to live up to the ideal of liberty and justice for all*



*split sampled

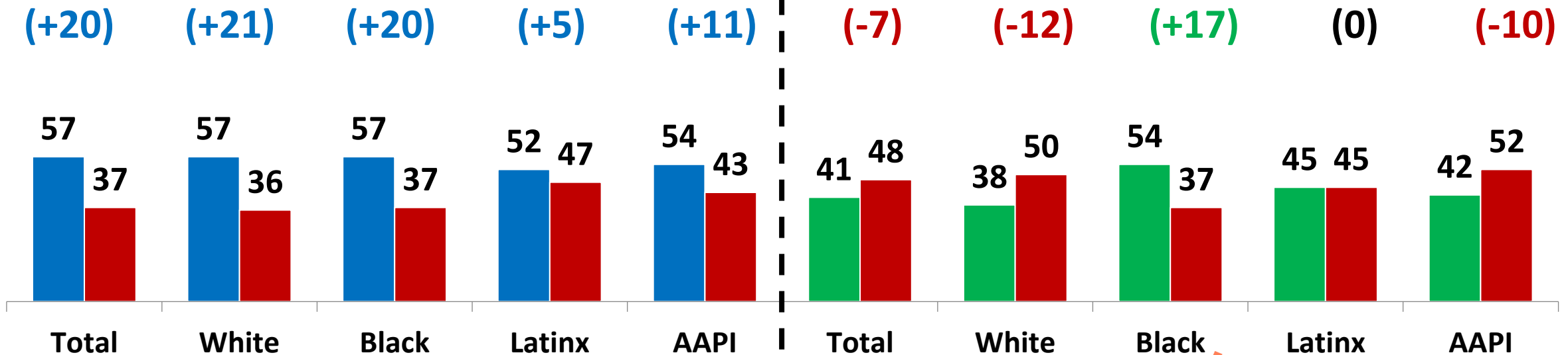
Across subgroups, voters agree more that a well-rounded education exposes children to all sides of an issue to help them think critically about what is right and wrong. White, Latinx, and AAPI voters are more likely to reject describing a well-rounded education as understanding the injustices of our past to live up to the ideal of liberty and justice for all.

Which of the following statements best describes a well-rounded education to you?

A well-rounded education exposes children to all sides of an issue without placing judgments on what is right or wrong

A well-rounded education exposes children to all sides of an issue to help them think critically about what is right and wrong*

A well-rounded education ensures children understand the injustices of our past and encourages them to live up to the ideal of liberty and justice for all*



*split sampled



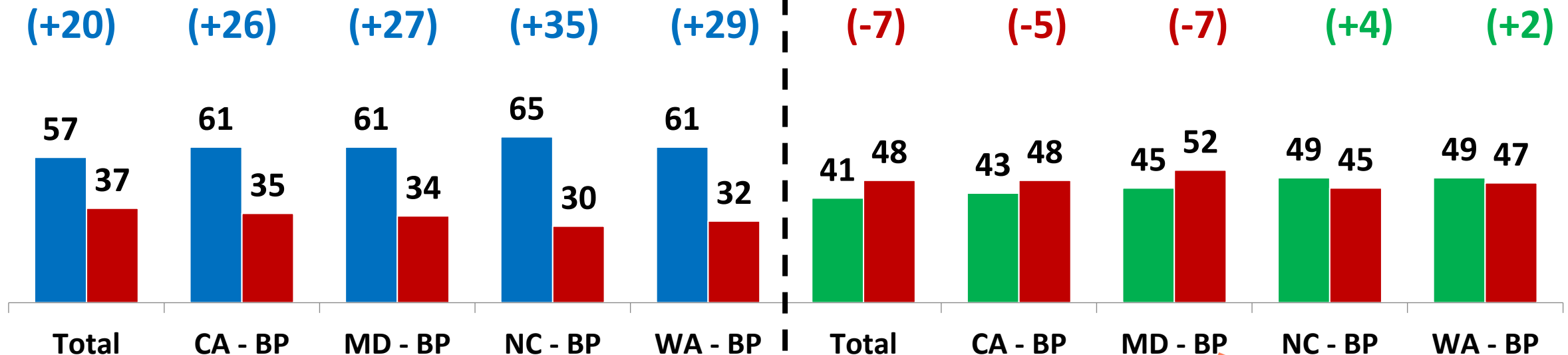
Base and persuadable voters in California, Maryland, North Carolina, and Washington all respond more strongly to describing a well-rounded education as exposing children to all sides of an issue to help them think critically about what is right and wrong.

Which of the following statements best describes a well-rounded education to you?

A well-rounded education exposes children to all sides of an issue without placing judgments on what is right or wrong

A well-rounded education exposes children to all sides of an issue to help them think critically about what is right and wrong*

A well-rounded education ensures children understand the injustices of our past and encourages them to live up to the ideal of liberty and justice for all*



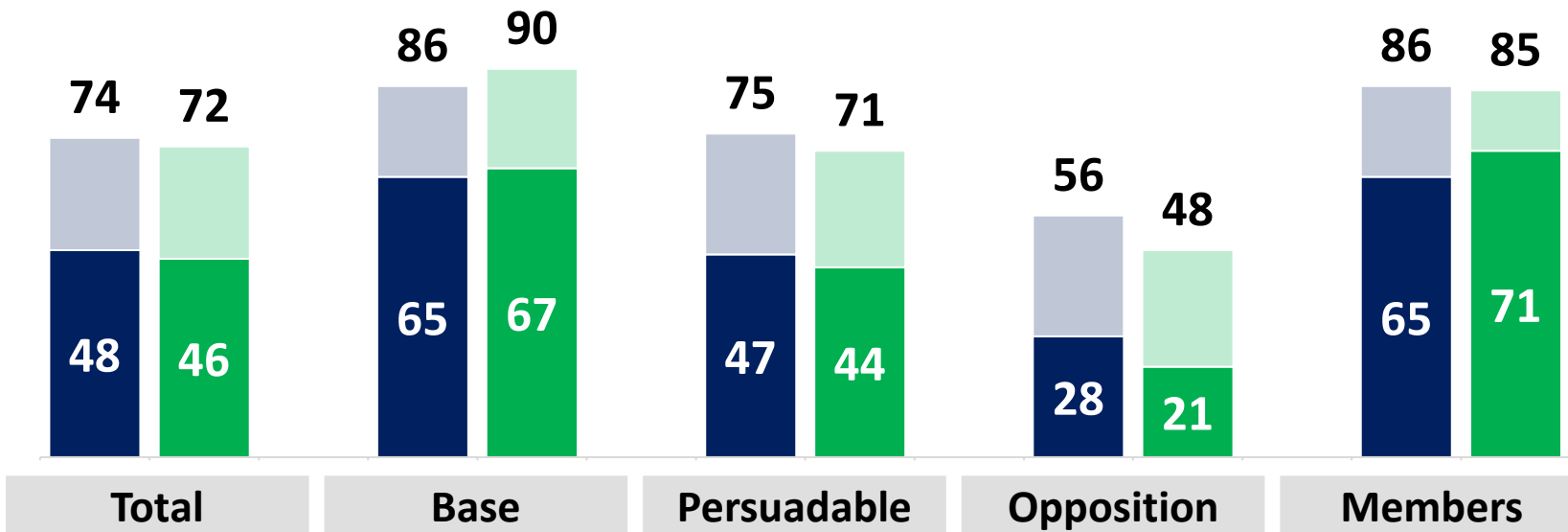
*split sampled

Base, persuadable, Black, and Latinx voters, and members think preparing children for the future by teaching them the good and bad of our history is a very convincing reason to oppose CRT bans. They respond strongly to two rationales: avoid making the same mistakes and to better understand the lives, cultures, and experiences of different people.

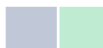

Here are some statements from people who oppose these bans. Please indicate how convincing you find each one.

To prepare children for the future, we need to teach them both the good and the bad of our history so we can avoid making the same mistakes*

To prepare children for the future, we need to teach them both the good and the bad of our history so that they better understand the lives, cultures and experiences of different people*



	Avoid Mistakes	Better Understand
% Very Convincing		
White	45	46
Black	57	55
Latinx	60	50
AAPI	41	38
CA B+P	55	46
MD B+P	62	60
NC B+P	57	54
WA B+P	61	39
Democrats	62	59
Republicans	39	34

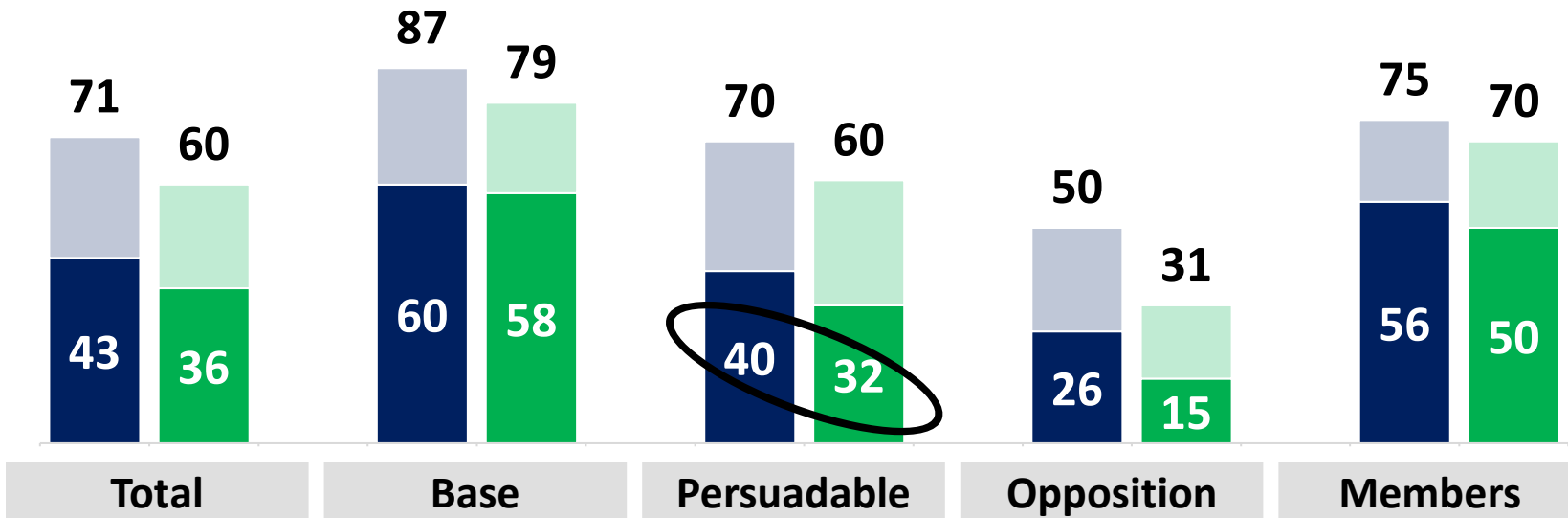
 Somewhat convincing
 Very convincing

Persuadable, base and Latinx voters and members respond to teaching children the truth so they can reckon with mistakes and make the future more just and equitable.

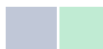

Here are some statements from people who oppose these bans. Please indicate how convincing you find each one.

We need to teach children the truth of our history so they can reckon with our mistakes and make our future more just and equitable*

We need to teach children about how people in power deliberately denied people of color equal rights and also about how Americans of good conscience fought for liberty and justice for all*



	% Very Convincing	Reckon Mistakes	Delib. denied
White		40	33
Black		55	52
Latinx		52	47
AAPI		30	30
CA B+P		51	34
MD B+P		63	37
NC B+P		55	43
WA B+P		56	40
Democrats		58	51
Republicans		33	19

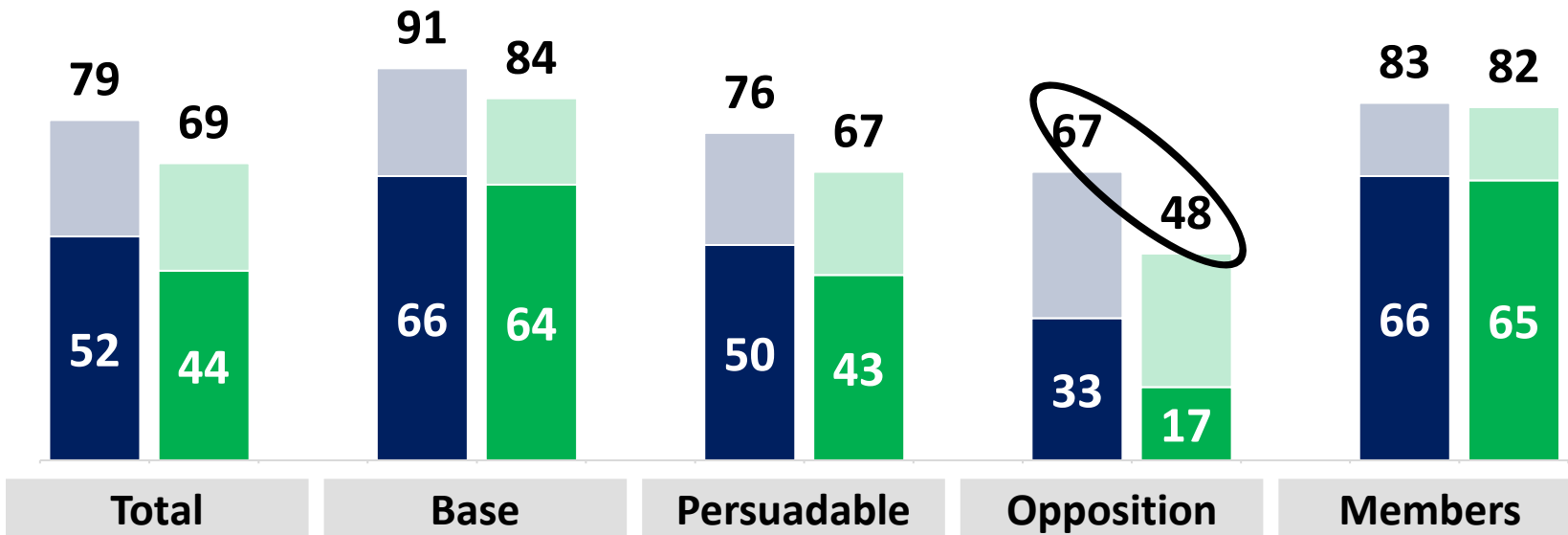
 Somewhat convincing
 Very convincing

Saying children deserve an honest and accurate education alone is likely too vague, bringing along the opposition. Defining that education as enabling them to learn from the mistakes of our past to help create a better future effectively makes our case.

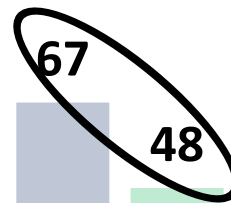
Here are some statements from people who oppose these bans. Please indicate how convincing you find each one.



Children deserve an honest and accurate education*

Children deserve an honest and accurate education that enables them to learn from the mistakes of our past to help create a better future*



	% Very Convincing	Honest/accurate	Enable to learn
White		48	44
Black		61	50
Latinx		60	46
AAPI		40	35
CA B+P		54	47
MD B+P		70	53
NC B+P		62	46
WA B+P		73	41
Democrats		61	59
Republicans		44	28



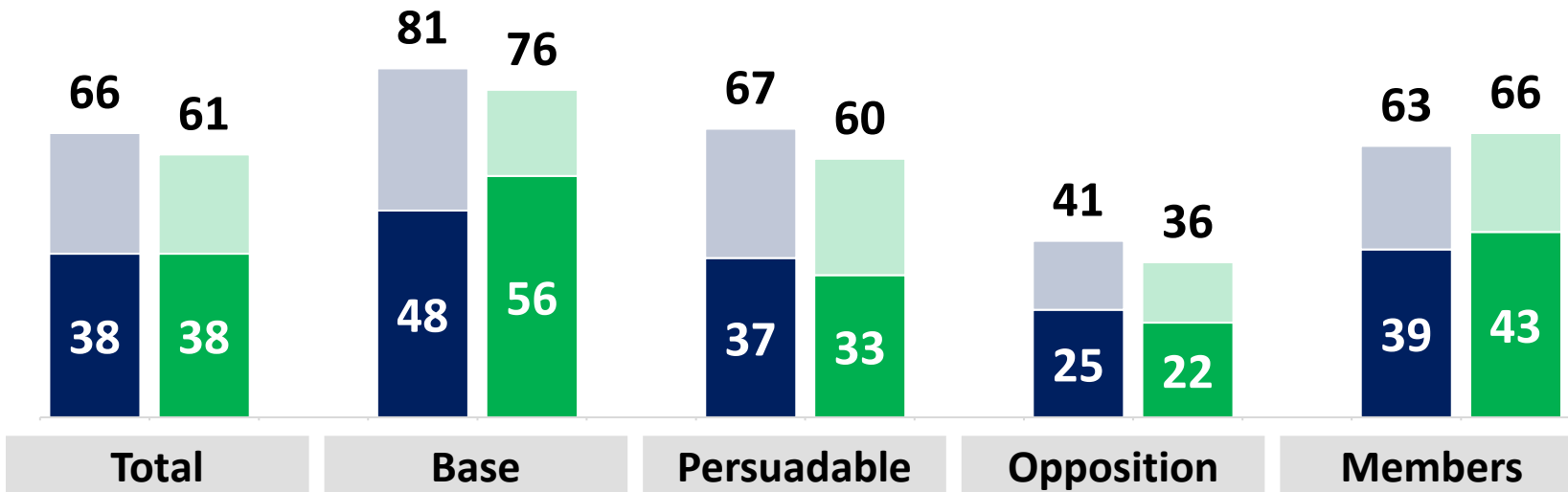
 Somewhat convincing
 Very convincing

Base and persuadable voters respond to framing these bans as depriving children of the skills they need.

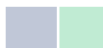

Here are some statements from people who oppose these bans. Please indicate how convincing you find each one.

We need to ensure our children get the skills they need, and these bans shortchange them from a well-rounded education*

We need to ensure our children get the skills they need, and these bans shortchange them from developing critical thinking skills*



	% Very Convincing	Well-rounded	Critical thinking
White		36	36
Black		47	48
Latinx		40	29
AAPI		30	38
CA B+P		44	32
MD B+P		48	33
NC B+P		39	43
WA B+P		44	34
Democrats		52	50
Republicans		52	44

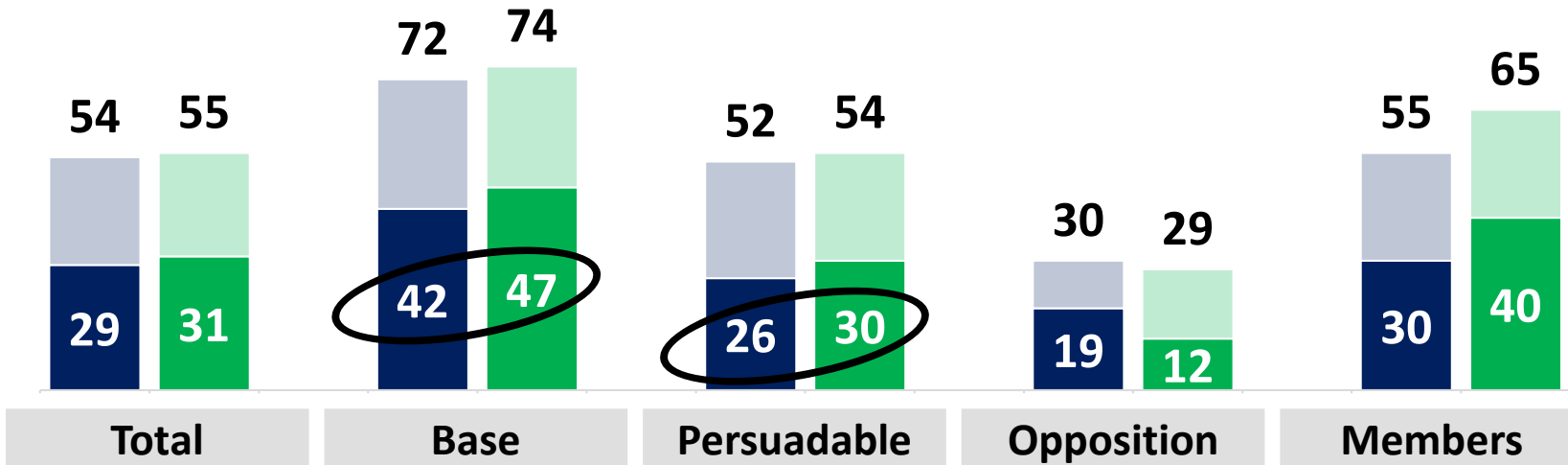
 Somewhat convincing
 Very convincing

Base and persuadable voters, Democrats, and members respond more strongly when adding that we need to trust curriculum development experts to determine what to teach. Latinx voters are more suspicious of calling our curriculum development experts.

Here are some statements from people who oppose these bans. Please indicate how convincing you find each one.

We need to give teachers the freedom to determine what and how to teach, not censor them*

We need to trust teachers and curriculum development experts to determine what and how to teach, not censor them*



% Very Convincing	Teachers	Curriculum experts
White	26	32
Black	39	37
Latinx	44	30
AAPI	29	25
CA B+P	31	38
MD B+P	35	35
NC B+P	30	36
WA B+P	28	30
Democrats	38	46
Republicans	21	18

Somewhat convincing

Very convincing

Base and persuadable voters respond most to the idea that educators should be deciding what students learn, not politicians. Citing generational and demographic change as a reason politicians are more strongly trying to hold onto power is also strong for base voters, but it brings along the opposition as well.

% Rated 10 (Strongly Agree) / Sorted by Importance with Base Voters	All	B	P	O	Mem
Educators should be deciding what students learn, not politicians*	45	52	46	31	64
Educators and child development experts should be deciding what students learn, not politicians*	38	50	34	29	69
Politicians seeking to ban parts of our history are worried that generational and demographic change in this country threatens their ability to win elections, and they are trying anything to hold onto power *	39	44	36	42	50
Politicians seeking to ban parts of our history are hoping to stop the widespread recognition of injustice in response to the murder of George Floyd and block much needed change *	22	35	19	13	38
Educators are working hard to provide a quality education, while the same politicians opposing masks and lying about vaccines refuse to equitably fund our schools, and deny resources to certain schools that communities, parents and kids want to improve *	31	42	29	19	53
Educators are working hard to provide a quality education, while the same politicians opposing masks and lying about vaccines are also denying resources to schools so they can let the wealthiest few / corporations avoid paying taxes *	28	40	27	12	52
Educators want to provide every child an accurate and quality education, while politicians want to exclude certain kids, denying their schools funding and writing people who look like them out of our history books *	29	40	28	17	33
Educators want to provide every child an accurate and quality education, while politicians want to whitewash parts of our history so they can control a political narrative *	32	39	31	22	38
We should raise our children to love our country and respect our founding fathers, not teach them to hate or be ashamed of them	43	37	40	62	19
Our schools should be teaching children the skills they need for the future, not indoctrinating them with radical left-wing ideas	42	34	39	67	23

*split sampled



Across state groups, base and persuadable voters prioritize allowing educators and child development experts decide what students should learn, not politicians. However, the opposition statement that schools should be teaching children skills for the future, not indoctrinating them with radical left-wing ideas is strong among voters in these states, especially in North Carolina.

% Rated 10 (Strongly Agree) / Sorted by Importance with California Base and Persuadable Voters	CA - BP	MD - BP	NC - BP	WA - BP
Educators and child development experts should be deciding what students learn, not politicians*	43	41	47	44
Educators should be deciding what students learn, not politicians*	36	42	55	39
Our schools should be teaching children the skills they need for the future, not indoctrinating them with radical left-wing ideas	42	30	46	38
Educators want to provide every child an accurate and quality education, while politicians want to whitewash parts of our history so they can control a political narrative *	42	39	44	34
Educators want to provide every child an accurate and quality education, while politicians want to exclude certain kids, denying their schools funding and writing people who look like them out of our history books *	27	34	35	26
Educators are working hard to provide a quality education, while the same politicians opposing masks and lying about vaccines are also denying resources to schools so they can let the wealthiest few and corporations avoid paying taxes *	39	33	31	34
Educators are working hard to provide a quality education, while the same politicians opposing masks and lying about vaccines refuse to equitably fund our schools, and deny resources to certain schools that communities, parents and kids want to improve *	23	38	34	28
Politicians seeking to ban parts of our history are worried that generational and demographic change in this country threatens their ability to win elections, and they are trying anything to hold onto power *	35	37	36	28
Politicians seeking to ban parts of our history are hoping to stop the widespread recognition of injustice in response to the murder of George Floyd and block much needed change *	32	35	31	27
We should raise our children to love our country and respect our founding fathers, not teach them to hate or be ashamed of them	35	30	47	33

*split sampled

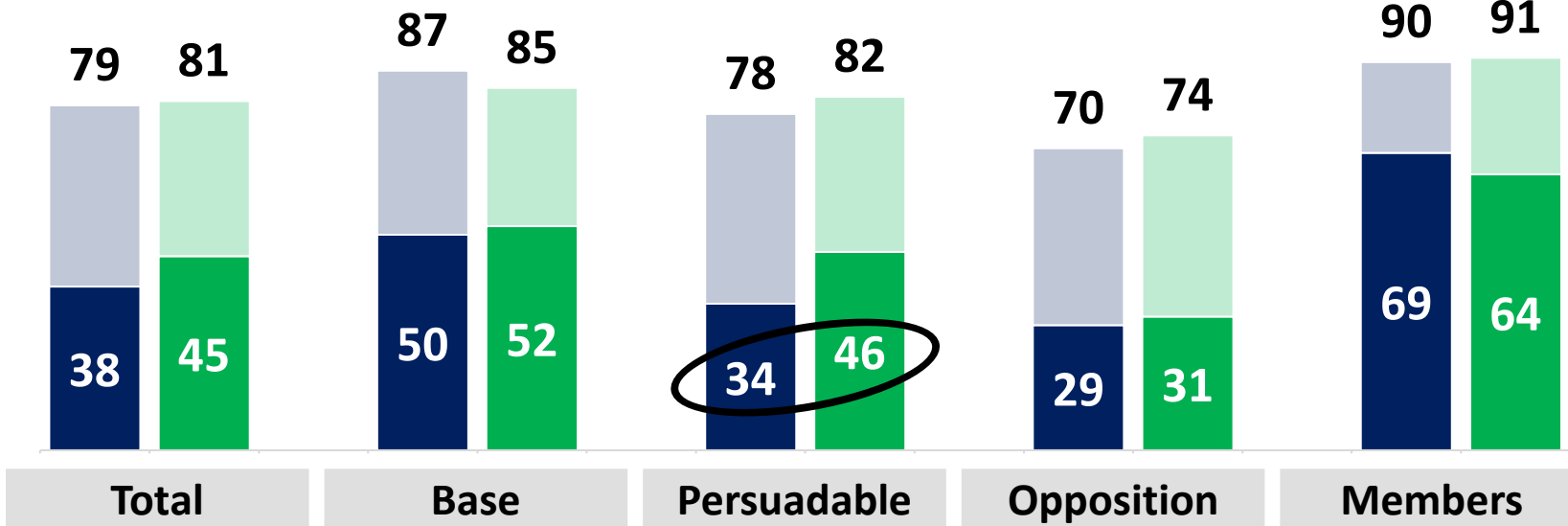


Persuadable voters agree more strongly when we say that educators should be deciding what students learn, not politicians. They lose intensity when we say that child development experts should decide what students learn. Across race and ethnicity, voters agree more that educators should be deciding what students learn. Members are slightly stronger when child development experts help decide what students learn.

Please indicate if you agree or disagree with each of the following statements

Educators and child development experts should be deciding what students learn, not politicians*

Educators should be deciding what students learn, not politicians*



% Strongly Agree	Child devel.	Educators
White	37	48
Black	37	48
Latinx	37	46
AAPI	25	28
CA B+P	43	36
MD B+P	41	42
NC B+P	47	55
WA B+P	44	39
Democrats	42	48
Republicans	35	43

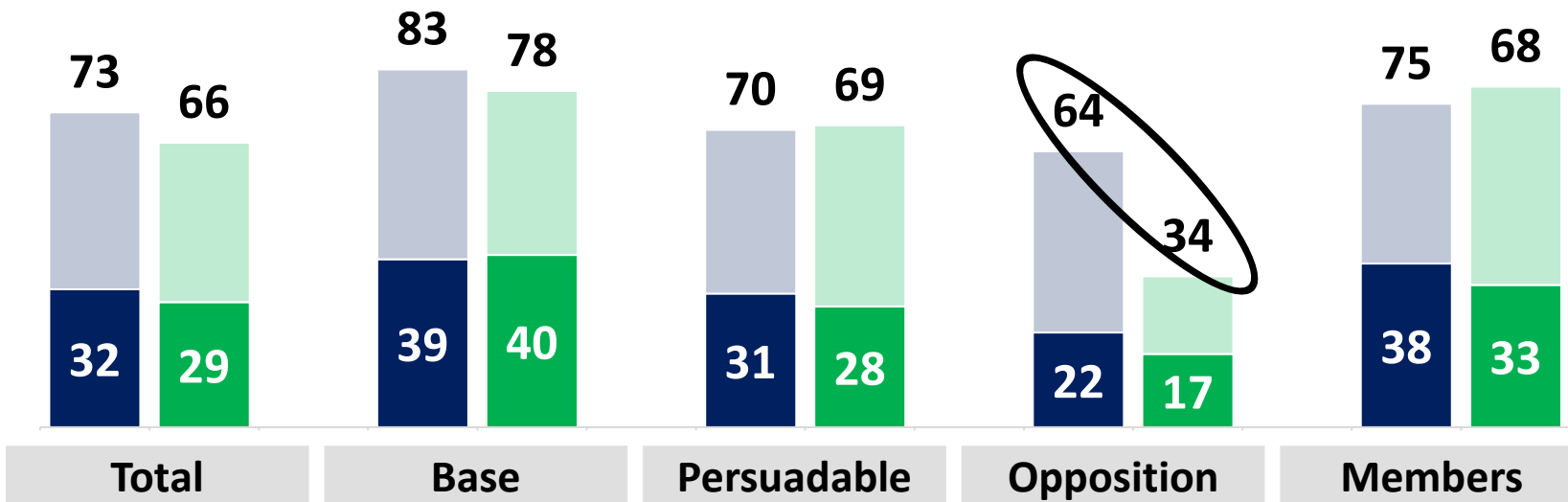
Rated 6-9, Agree
Rated 10, Strongly Agree

Juxtaposing educators and politicians denying certain students funding while writing people who look like them out of history marginalizes opposition, while garnering support from base and persuadables.

Please indicate if you agree or disagree with each of the following statements

Educators want to provide every child an accurate and quality education, while politicians want to whitewash parts of our history so they can control a political narrative*

Educators want to provide every child an accurate and quality education, while politicians want to exclude certain kids, denying their schools funding and writing people who look like them out of our history books*



	% Strongly Agree	Whitewash	Exclude certain kids
White		31	29
Black		34	37
Latinx		34	25
AAPI		15	20
CA B+P		42	27
MD B+P		39	34
NC B+P		44	35
WA B+P		34	26
Democrats		37	32
Republicans		31	22

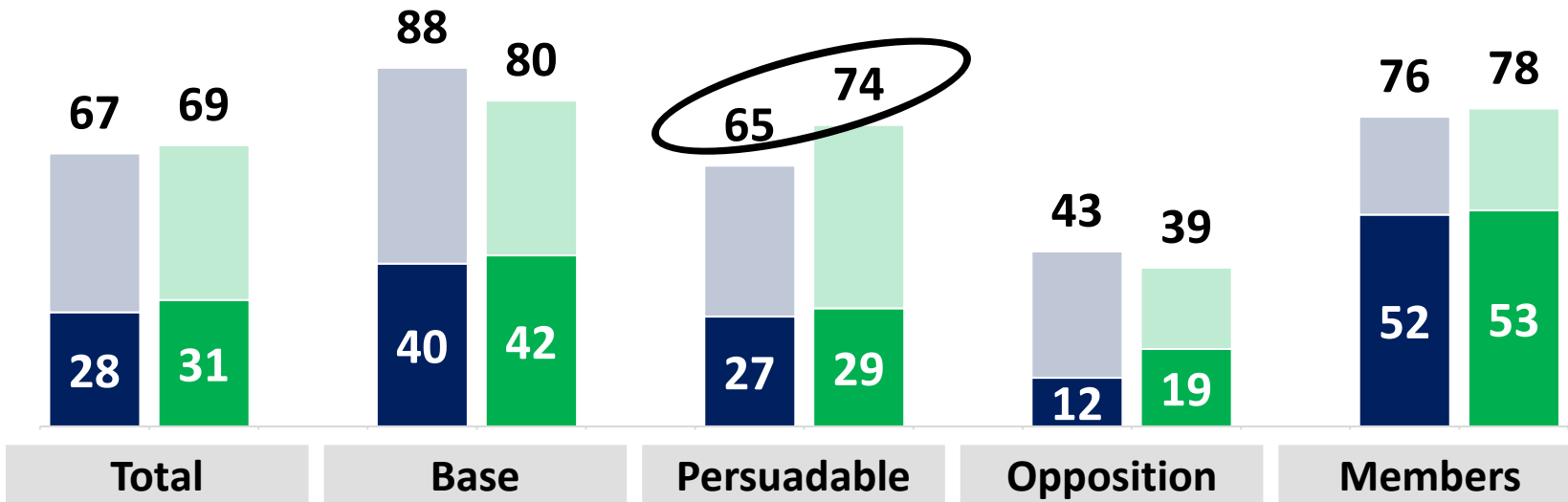
Rated 6-9, Agree
Rated 10, Strongly Agree

Base voters respond slightly more when prescribing an economic motive as a reason why they underfund schools. Latinx voters are slightly more likely to agree with an economic motive of denying resources to schools by letting the wealthiest few and corporations avoid paying taxes.

Please indicate if you agree or disagree with each of the following statements

Educators are working hard to provide a quality education, while the same politicians opposing masks and lying about vaccines are also denying resources to schools so they can let the wealthiest few and corporations avoid paying taxes*

Educators are working hard to provide a quality education, while the same politicians opposing masks and lying about vaccines refuse to equitably fund our schools, and deny resources to certain schools that communities, parents and kids want to improve*



	% Strongly Agree	Deny resources	Refuse to fund
White		26	32
Black		34	33
Latinx		36	28
AAPI		19	20
CA B+P		39	23
MD B+P		33	38
NC B+P		31	34
WA B+P		34	28
Democrats		40	36
Republicans		19	25

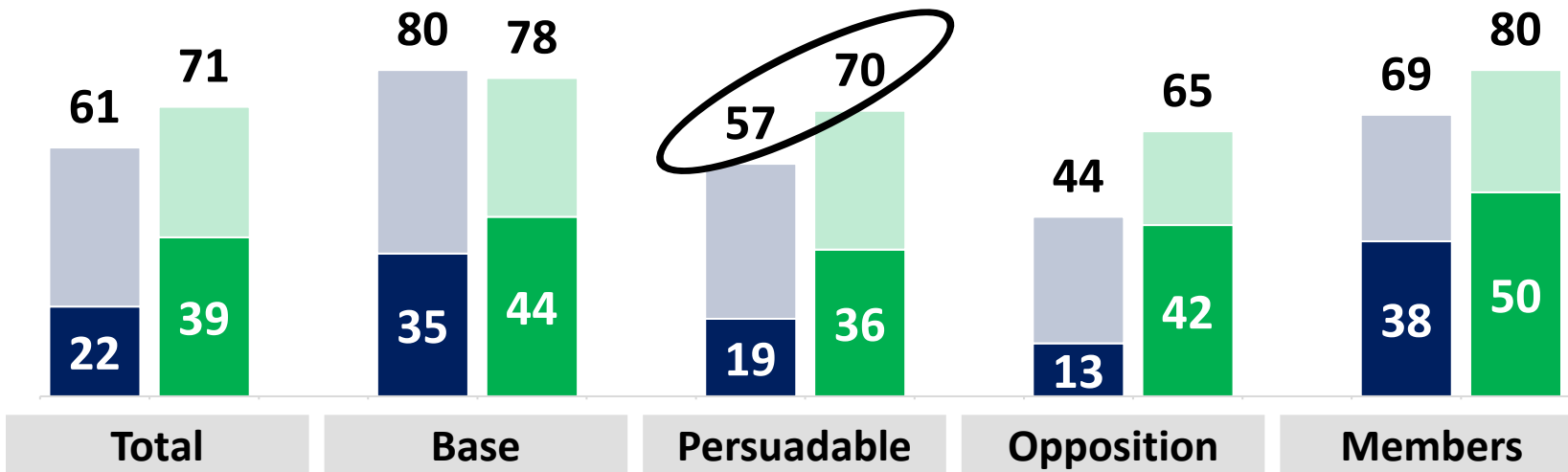
Rated 6-9, Agree
Rated 10, Strongly Agree

Base, persuadable, white, Black, Latinx, and AAPI voters, Democrats, and members agree more with a motive of politicians worrying about losing power with the changing demographics of the country than trying to stop widespread recognition of injustice in response to the murder of George Floyd, though that motive also brings along the opposition.

Please indicate if you agree or disagree with each of the following statements

Politicians seeking to ban parts of our history are hoping to stop the widespread recognition of injustice in response to the murder of George Floyd and block much needed change*

Politicians seeking to ban parts of our history are worried that generational and demographic change in this country threatens their ability to win elections, and they are trying anything to hold onto power*



	% Strongly Agree	George Floyd	Demo. change
White	21	31	42
Black	31	23	37
Latinx	23	8	35
AAPI	8	32	20
CA B+P	32	35	35
MD B+P	35	31	37
NC B+P	31	27	36
WA B+P	27	31	28
Democrats	31	17	40
Republicans	17	38	38

Rated 6-9, Agree
Rated 10, Strongly Agree

Messages

Summary of Message Ratings

The opposition message is the strongest message with persuadable voters and is even convincing to voters in the base. “Future” and “Tell Hard Truths” are our strongest messages with the base that also resonate with persuadable voters.

Regression analysis shows that “Tell Hard Truths” generated increased support for greater public-school funding and for CRT. “Future” drove increased intent to show up to a school board meeting.

Summary of Message Ratings (Sorted by Persuadable Convincing Rating)	Mean Convincing Rating					Mean Dial Rating				
	T	B	P	O	Mem	T	B	P	O	Mem
Opposition	70	63	71	78	34	68	66	67	71	47
Future	68	75	69	55	77	65	72	64	57	70
Tell Hard Truths	67	76	69	50	78	67	73	67	57	73
Engagement	68	75	68	56	77	66	72	66	57	69
Legacy	66	72	67	52	72	64	69	63	57	64
New Generation	62	74	65	38	74	63	71	63	49	68

Summary of Message Ratings

“Future” and “Tell Hard Truths” are one of the top messages across racial and ethnic as well as state groups. The opposition message is particularly strong among AAPI voters.

Summary of Message Ratings (Sorted by white Convincing Rating)	Mean Convincing Rating					Mean Dial Rating				
	Total	Wh	Black	Lat	AAPI	Total	Wh	Black	Lat	AAPI
Opposition	70	71	66	70	70	68	68	68	67	65
Future	68	67	75	72	66	65	65	70	68	64
Engagement	68	67	72	71	64	66	65	69	67	67
Tell Hard Truths	67	65	75	71	67	67	66	72	70	69
Legacy	66	65	71	66	65	64	63	69	65	65
New Generation	62	60	71	69	65	63	61	70	65	64

Summary of Message Ratings (Sorted by CA Convincing Rating)	Mean Convincing Rating					Mean Dial Rating				
	Total	CA - BP	MD - BP	NC - BP	WA - BP	Total	CA - BP	MD - BP	NC - BP	WA - BP
Future	68	74	76	76	71	65	69	69	68	68
Engagement	68	73	72	74	70	66	70	68	68	68
Tell Hard Truths	67	73	76	72	72	67	71	71	69	71
Legacy	66	72	74	68	71	64	66	65	62	64
Opposition	70	71	68	66	63	68	68	66	66	64
New Generation	62	70	74	67	70	63	68	68	65	67

Summary of Message Ratings

“Future” and “Tell Hard Truths” are the strongest messages for Democrats. The “Opposition” message is stronger among independents than any other message. “Tell Hard Truths” is the strongest message for independents on our side.

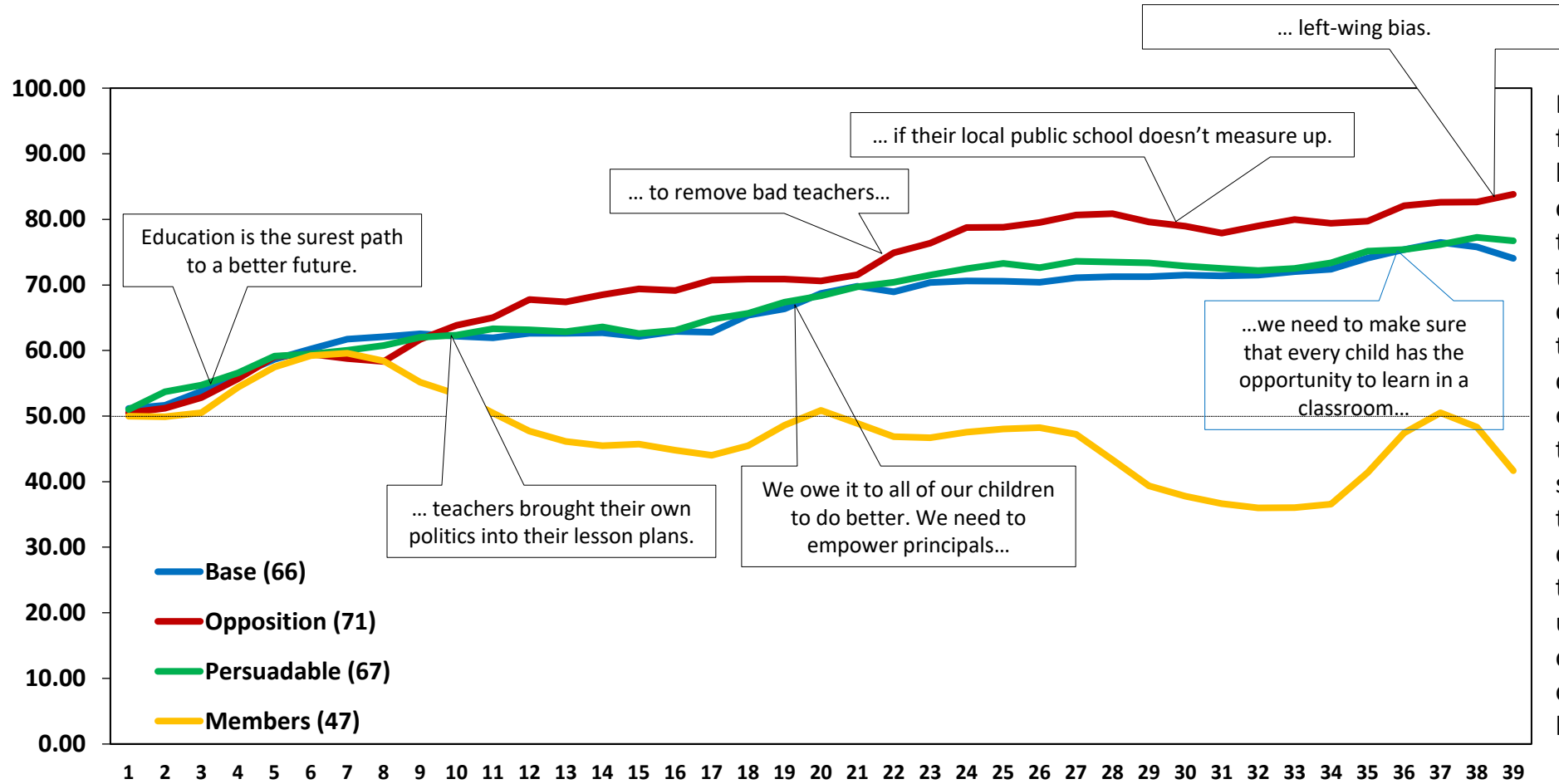
Summary of Message Ratings (Sorted by Democrat Convincing Rating)	Mean Convincing Rating				Mean Dial Rating			
	Total	Dem	Ind	Rep	Total	Dem	Ind	Rep
Future	68	76	59	62	65	72	61	60
Tell Hard Truths	67	76	62	59	67	73	63	62
Engagement	68	74	59	63	66	71	64	61
New Generation	62	74	57	51	63	71	60	54
Legacy	66	73	56	60	64	68	61	60
Opposition	70	63	70	78	68	68	65	68

Voters ages 30-39 find our messages more convincing than any other age group. The “Engagement” message is strongest among voters under the age of 30 and “Tell Hard Truths” is strongest among voters ages 30-39. For older voters, “Future” is the strongest message.

Summary of Message Ratings (Sorted by <30 Convincing Rating)	Mean Convincing Rating by Age						Mean Dial Rating by Age					
	Total	<30	30-39	40-49	50-64	65+	Total	<30	30-39	40-49	50-64	65+
Engagement	68	69	73	63	66	69	66	67	72	68	62	63
Future	68	67	72	68	66	70	65	65	71	70	62	62
Tell Hard Truths	67	66	75	65	65	68	67	67	74	70	63	65
New Generation	62	65	70	60	58	62	63	66	72	65	57	59
Legacy	66	64	71	63	63	67	64	64	70	67	61	60
Opposition	70	63	69	73	73	71	68	66	71	71	67	65



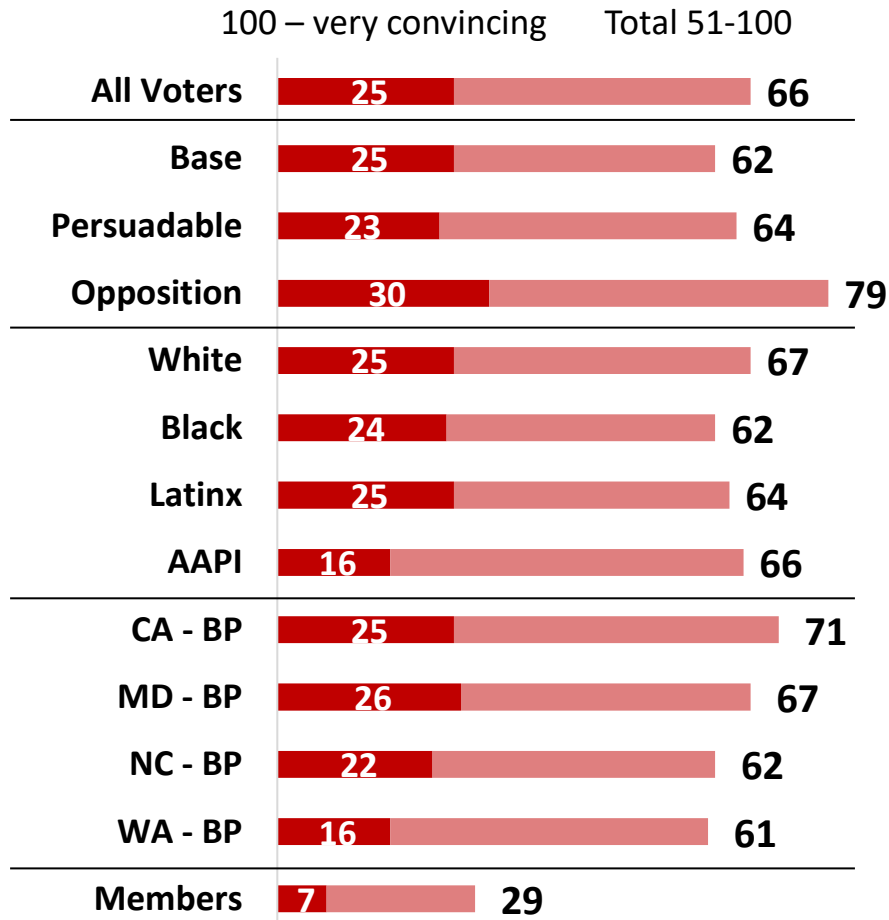
Opposition



Education is the surest path to a better future. But for too long, our schools have left underperforming teachers in the classroom and looked away when some teachers brought their own politics into their lesson plans. We have unruly classrooms and underperforming schools to show for it. We owe it to all of our children to do better. We need to empower principals to remove bad teachers and discipline disorderly students who are out of control. We need to give every parent the freedom to choose a better school for their child if their local public school doesn't measure up. And we need to make sure that every child has the opportunity to learn in a classroom free of disruption and left-wing bias.

Opposition

How convincing did you find this message?



WHAT WORKS (for them)

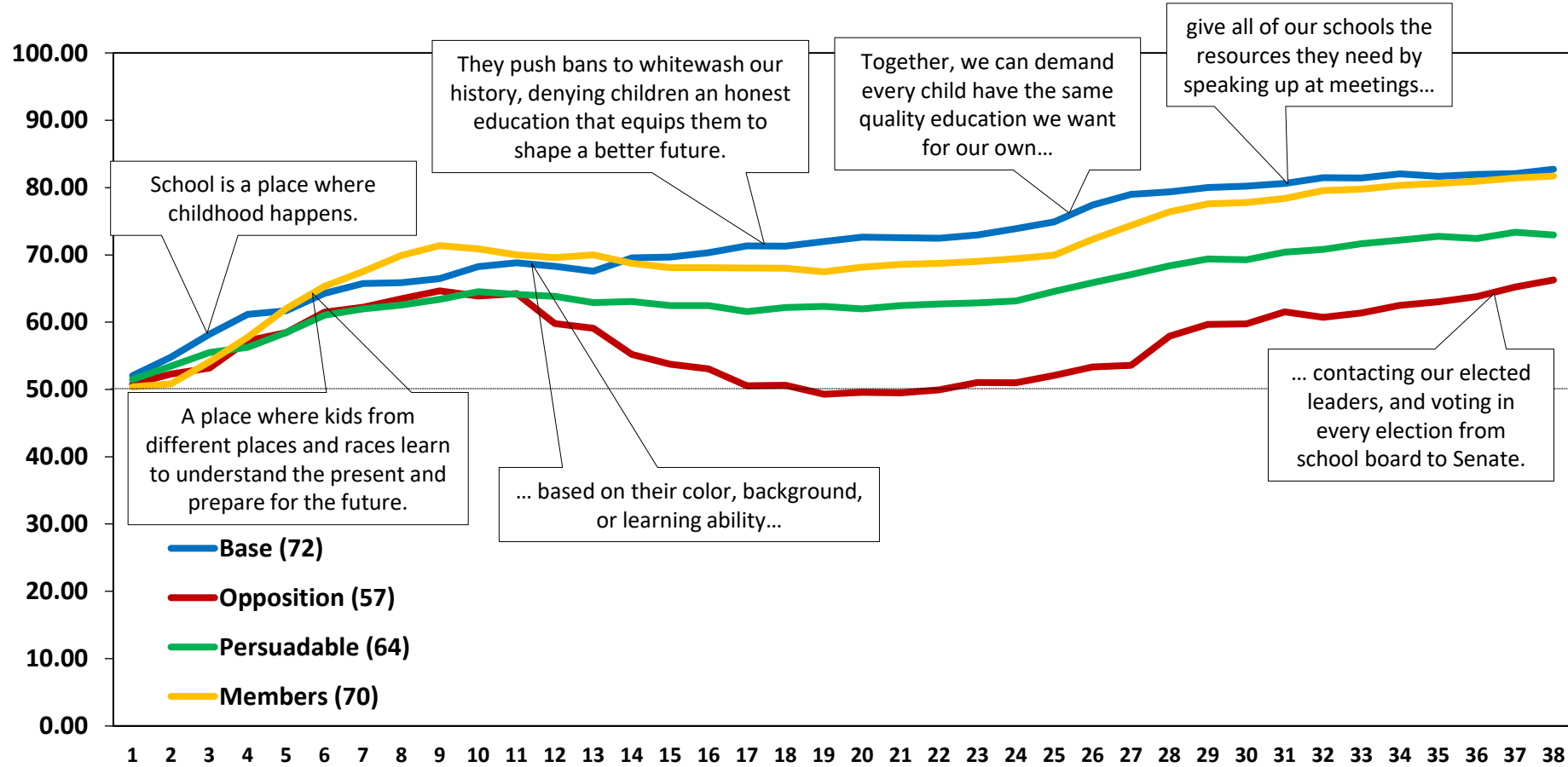
- ✓ Everyone dials up on the value of education making a better future (“Education is the surest path to a better future.”)
- ✓ One of the strongest messages for persuadables, and it is even strong among base voters.
- ✓ Strong convincing ratings for Latinx and AAPI voters.
- ✓ Opposition and persuadable voters dial up at “remov[ing] bad teachers” as part of the solution, though persuadables plateau at “discipline[ing] disorderly students who are out of control.”
- ✓ Everyone dials up at “we need to make sure that every child has the opportunity to learn in a classroom free of disruption” and opposition voters dial up even further at “left-wing bias.”

WHAT FALLS SHORT

- X Persuadables reject the argument of teachers bringing in their own political bias. They plateau at the description of the problem as “our schools...looked away when some teachers brought their own politics into their lesson plans” and dial down at the solution of having a classroom “free of left-wing bias.”
- X Opposition dials down at the caveat of “if their local public school doesn’t measure up.”
- X Persuadables plateau at “discipline[ing] disorderly students who are out of control.”



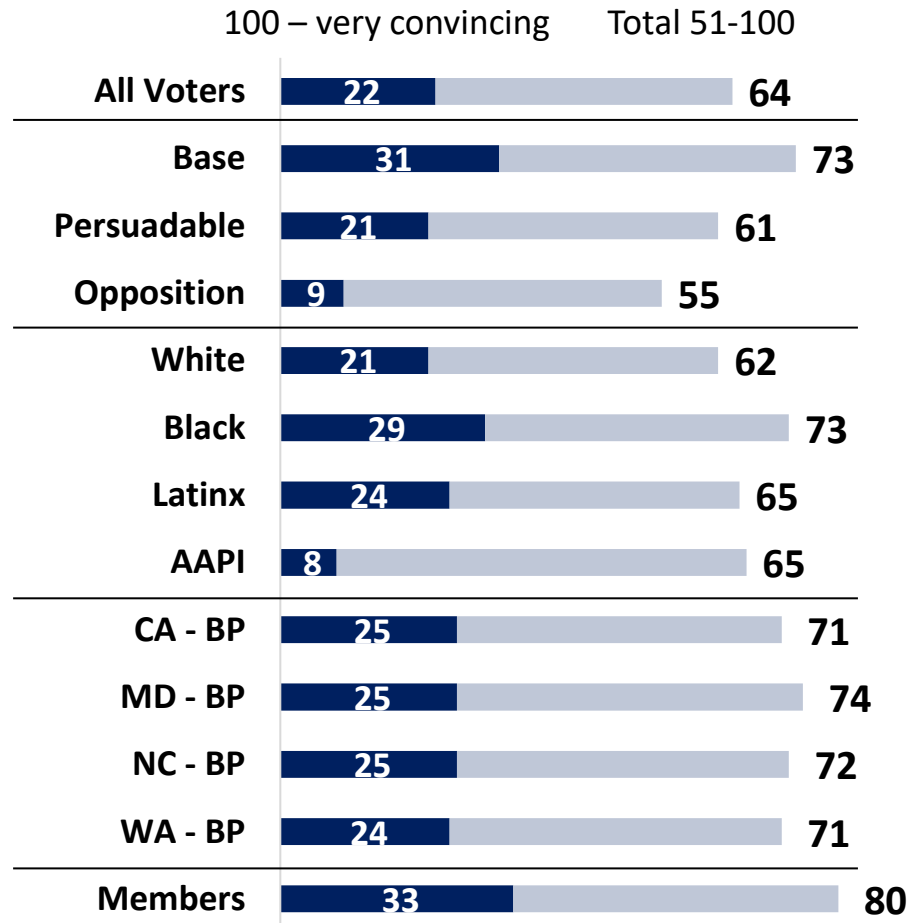
Future



School is a place where childhood happens. A place where kids from different places and races learn to understand the present and prepare for the future. But the same politicians who have denied children the education they deserve based on their color, background, or learning ability, now want to censor the lessons children receive. They push bans to whitewash our history, denying children an honest education that equips them to shape a better future. Together, we can demand every child have the same quality education we want for our own and finally give all of our schools the resources they need by speaking up at meetings, contacting our elected leaders, and voting in every election from school board to Senate.

Future

How convincing did you find this message?



WHAT WORKS

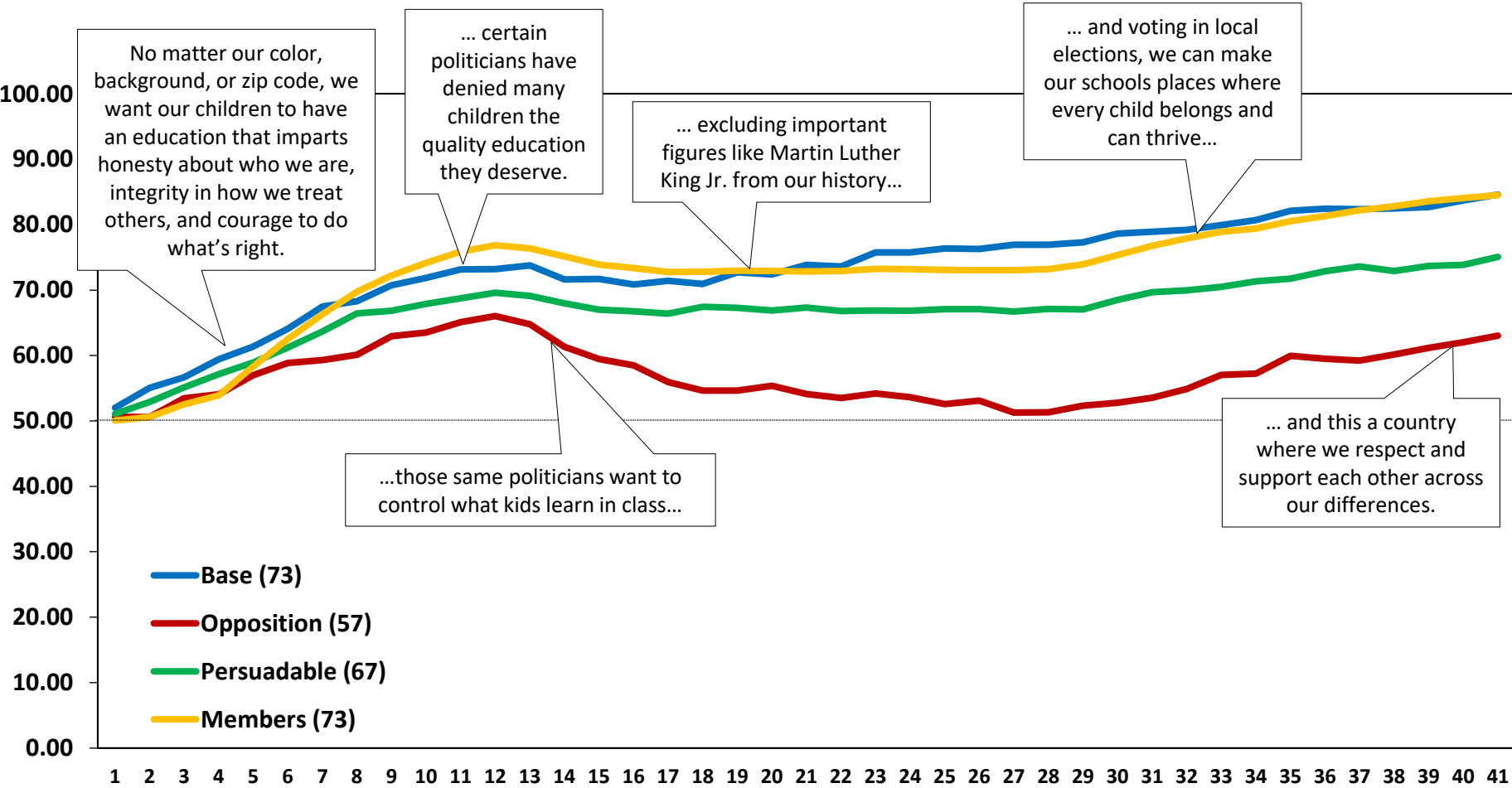
- ✓ Everyone dials up at the value of education and preparing for the future (“School is a place where childhood happens. A place where kids from different places and races learn to understand the present and prepare for the future”)
- ✓ Members dramatically dial up when describing schools as “A place where kids from different places and races learn to understand the present and prepare for the future.”
- ✓ Base voters dial up at the description of the problem (“They push bans to whitewash our history, denying children an honest education that equips them to shape a better future”) while persuadable voters dial down and plateau. Our description of the problem does, however, alienate the opposition
- ✓ One of the top messages for persuadable voters.
- ✓ Strong convincing ratings for Black voters, and a top message for white and Latinx.
- ✓ Regression analysis shows this message increases the likelihood voters would show up to a school board meeting.

WHAT FALLS SHORT

- X The base plateaus at the solution of giving “our schools the resources they need” without further elaboration.
- X Persuadables plateau at the description of the problem
- X Our call to action energizes opposition voters of “contacting our elected leaders, and voting in every election from school board to Senate,” while the base plateaus



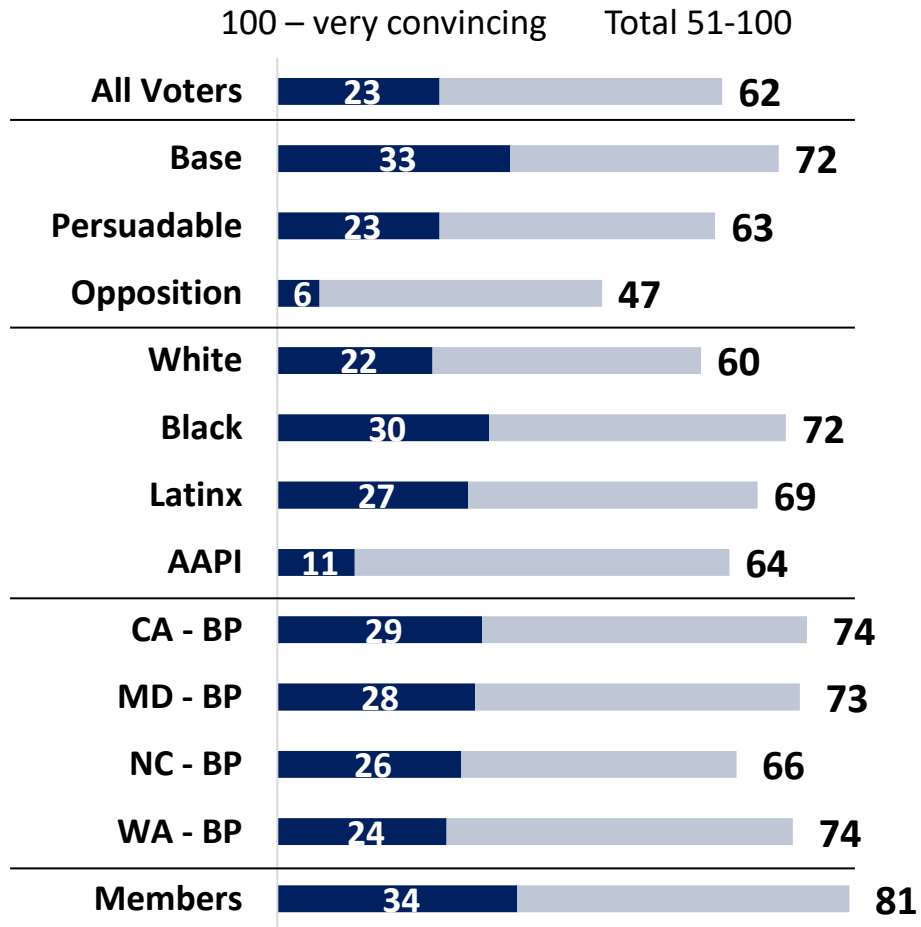
Tell Hard Truths



No matter our color, background, or zip code, we want our children to have an education that imparts honesty about who we are, integrity in how we treat others, and courage to do what's right. But for years, certain politicians have denied many children the quality education they deserve. Now those same politicians want to control what kids learn in class, excluding important figures like Martin Luther King Jr. from our history because they stood up to racism and pushed to change our country for the better. By joining together and speaking up at school board meetings and voting in local elections, we can make our schools places where every child belongs and can thrive, and this a country where we respect and support each other across our differences.

Tell Hard Truths

How convincing did you find this message?



WHAT WORKS

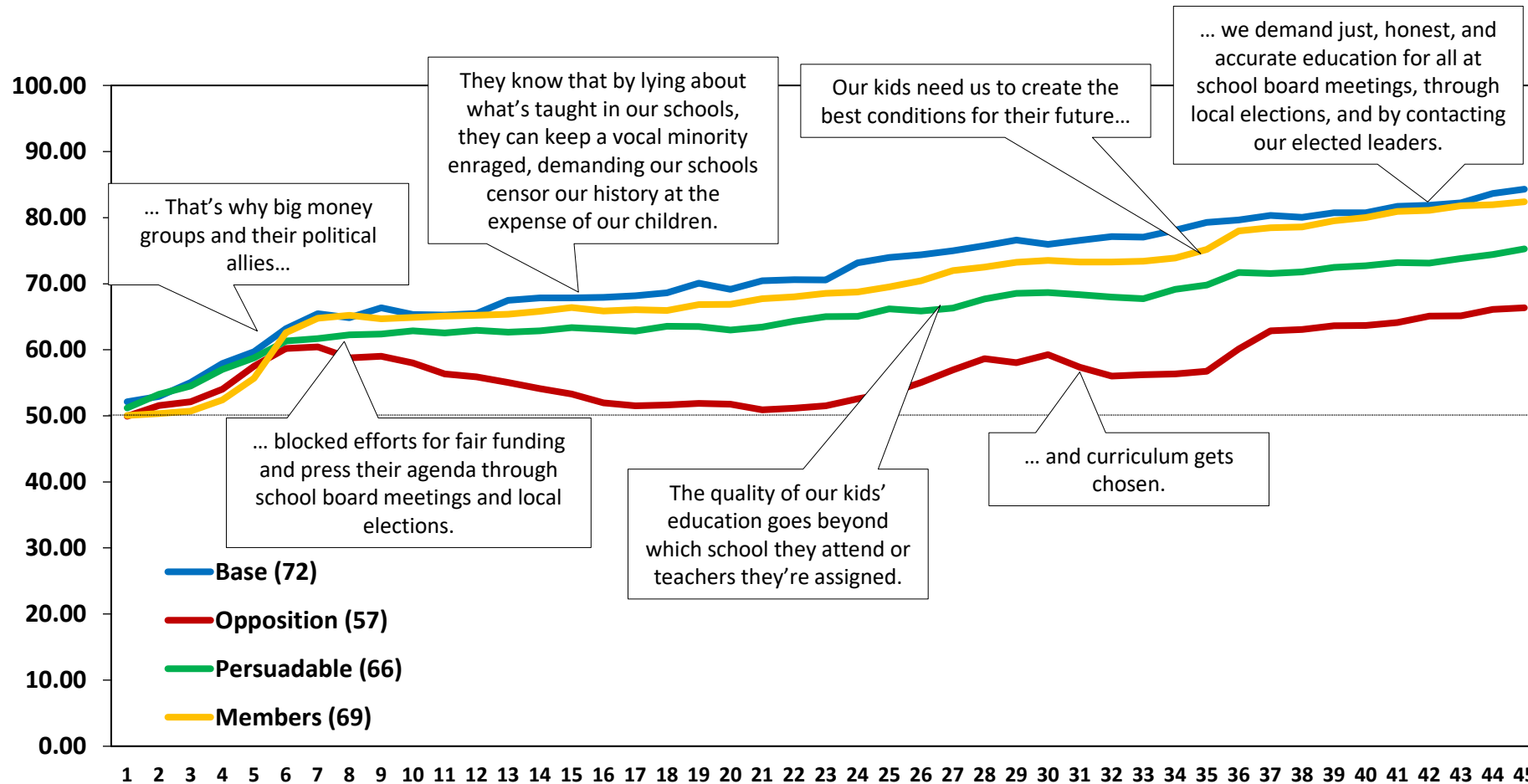
- ✓ Quick takeoff with the values of honesty, integrity, and courage (“No matter our color, background, or zip code, we want our children to have an education that imparts honesty about who we are, integrity in how we treat others, and courage to do what’s right.”)
- ✓ Base and persuadables dial up, but much less dramatically at the description of the problem as “certain politicians have denied many children the quality education they deserve”
- ✓ The base likes the example of Martin Luther King Jr. as a historical figure anti-CRT legislation is trying to remove, and they dial up to “excluding important figures like Martin Luther King Jr. from our history,” though persuadable voters dial down
- ✓ Very strong call to action that resonates with both base and persuadables “speaking up at school board meetings and voting in local elections” to “make our schools places where every child belongs and can thrive.”
- ✓ One of the top messages for Black, Latinx and AAPI voters
- ✓ Regression analysis shows this message increases support for CRT and the desire to increase public school funding.

WHAT FALLS SHORT

- X Outcome of making this a “country where we respect and support each other across our differences” also energizes the opposition.
- X Lacks explicit link to funding
- X Does not beat opposition message among persuadables.



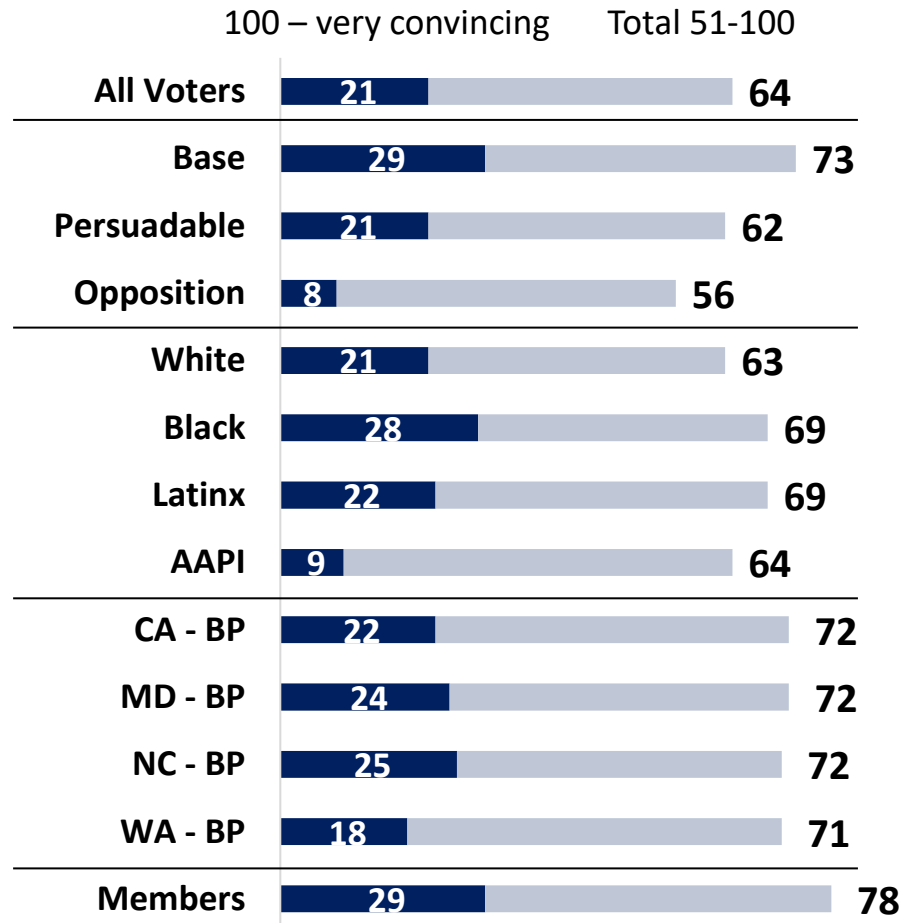
Engagement



Our families, communities, and futures depend on our children’s education. That’s why big money groups and their political allies have long blocked efforts for fair funding and press their agenda through school board meetings and local elections. They know that by lying about what’s taught in our schools, they can keep a vocal minority enraged, demanding our schools censor our history at the expense of our children. The quality of our kids’ education goes beyond which school they attend or teachers they’re assigned. It depends on how money gets spent and curriculum gets chosen. Our kids need us to create the best conditions for their future and that requires we demand just, honest, and accurate education for all at school board meetings, through local elections, and by contacting our elected leaders.

Engagement

How convincing did you find this message?



WHAT WORKS

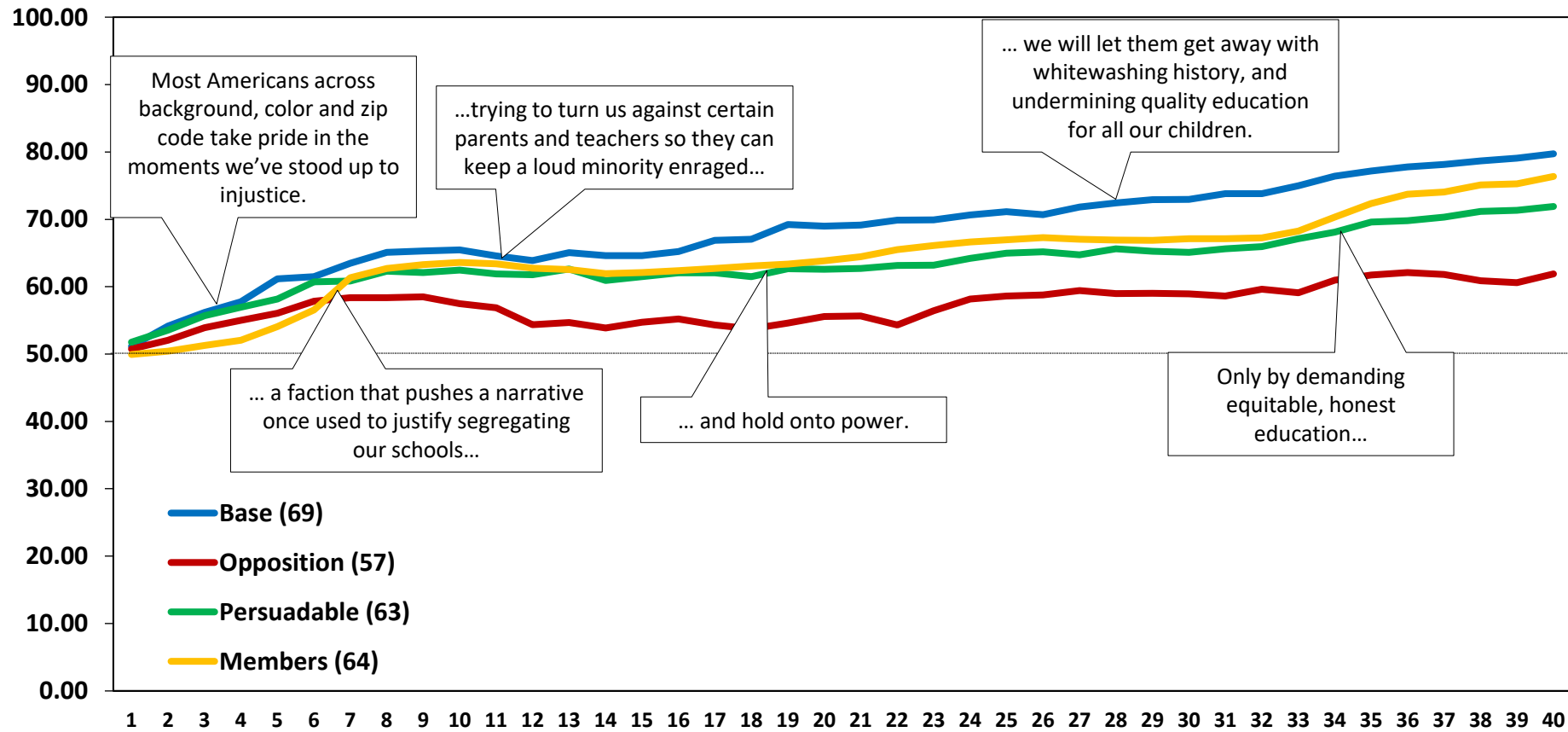
- ✓ Quick takeoff with “our families, communities, and futures depend on our children’s education.”
- ✓ Base continuously dials up throughout the message.
- ✓ Base and persuadables dial up at the description of the villain as “big money groups and their political allies,” though they plateau through the description of the problem (“block[ing] efforts for fair funding and press[ing] their agenda through school board meetings and local elections”)
- ✓ Base and persuadables dial up at describing a quality school as more than just teachers (“the quality of our kids’ education goes beyond which school they attend or teachers they’re assigned.”)
- ✓ Members and persuadable voters dramatically dial up at future oriented messaging as an outcome of education (“Our kids need us to create the best conditions for their future”)
- ✓ Linking funding to curriculum alienates the opposition
- ✓ Everyone dials up at the call to action of “demand[ing] just, honest, and accurate education for all at school board meetings, through local elections, and by contacting our elected leaders”

WHAT FALLS SHORT

- X Persuadables plateau through the long description of the problem (“blocked efforts for fair funding and press their agenda through school board meetings and local elections. They know that by lying about what’s taught in our schools, they can keep a vocal minority enraged, demanding our schools censor our history at the expense of our children.”)
- X Persuadables and to a lesser extent base voters dial down at “what curriculum gets chosen” as a definition of a quality school



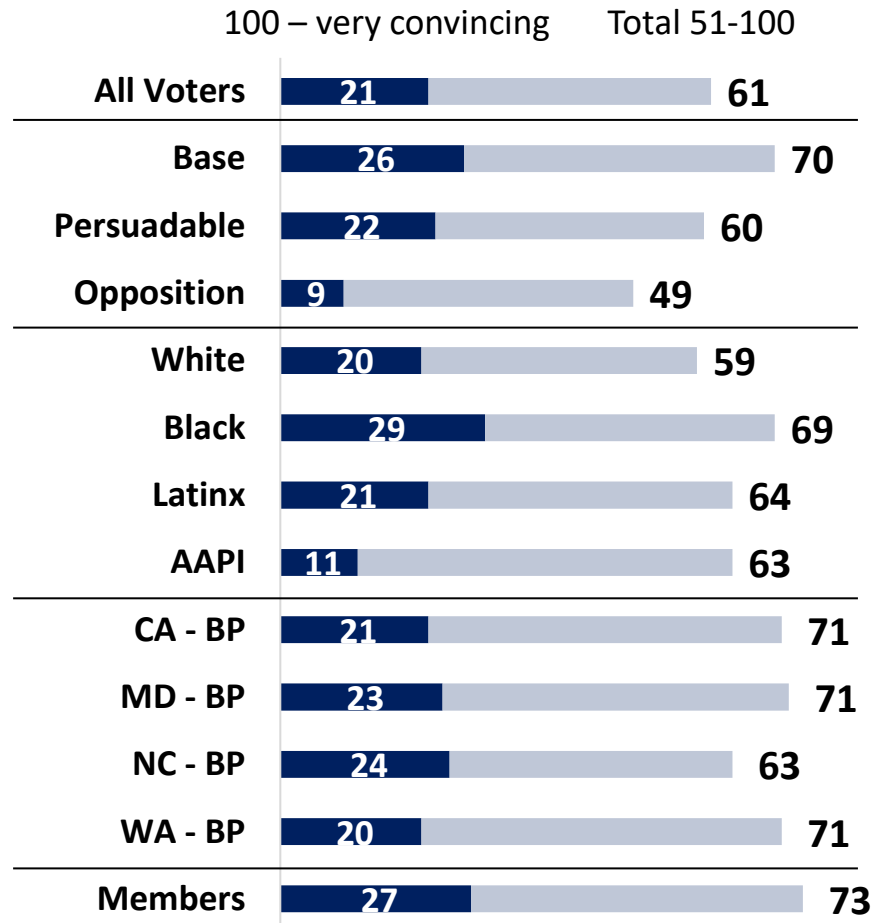
Legacy



Most Americans across background, color and zip code take pride in the moments we've stood up to injustice. But today, a faction that pushes a narrative once used to justify segregating our schools is still trying to turn us against certain parents and teachers so they can keep a loud minority enraged, and hold onto power. They hope that by removing lessons about how people have come together across race and place to make ours a more perfect union, we will let them get away with whitewashing history, and undermining quality education for all our children. Only by demanding equitable, honest education can we overcome the harms from our past, transform our present and make ours a future of liberty and justice for all.

Legacy

How convincing did you find this message?



WHAT WORKS

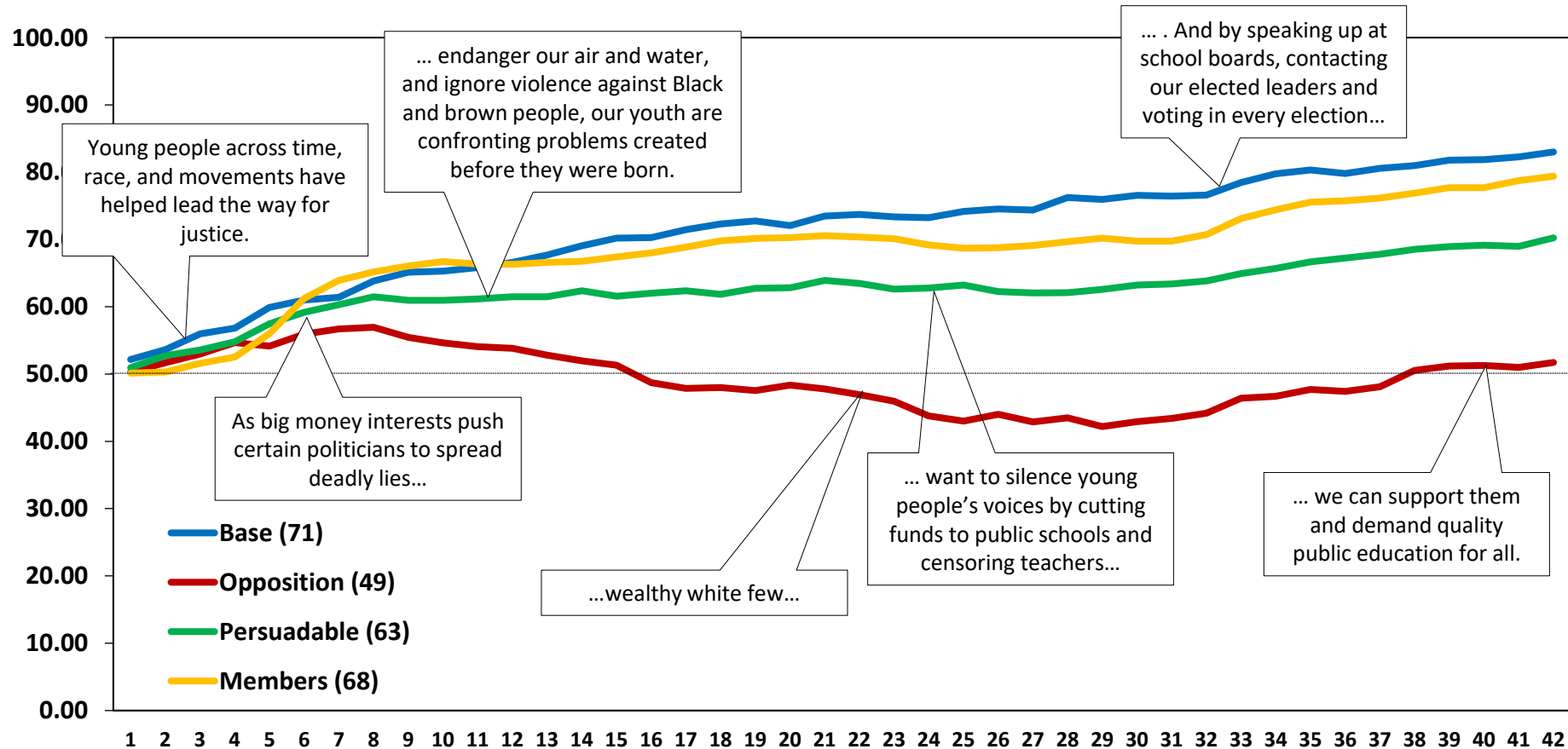
- ✓ Quick takeoff with “Most Americans across background, color and zip code take pride in the moments we’ve stood up to injustice.”
- ✓ The base dials up at the description of the villain as “a faction that pushes a narrative once used to justify segregating our schools,”
- ✓ Base and persuadables dials up when we connect “ “trying to turn us against certain parents and teachers so they can keep a loud minority enraged” to the broader motivation of “hold[ing] onto power”
- ✓ Base and persuadable voters dial up at “only by demanding honest and equitable” education as part of the solution

WHAT FALLS SHORT

- X Weak dial and convincing ratings for persuadables.
- X Persuadables dial down at negative formulation of what the future should be (“we will let them get away with whitewashing history, and undermining quality education for all our children.”)



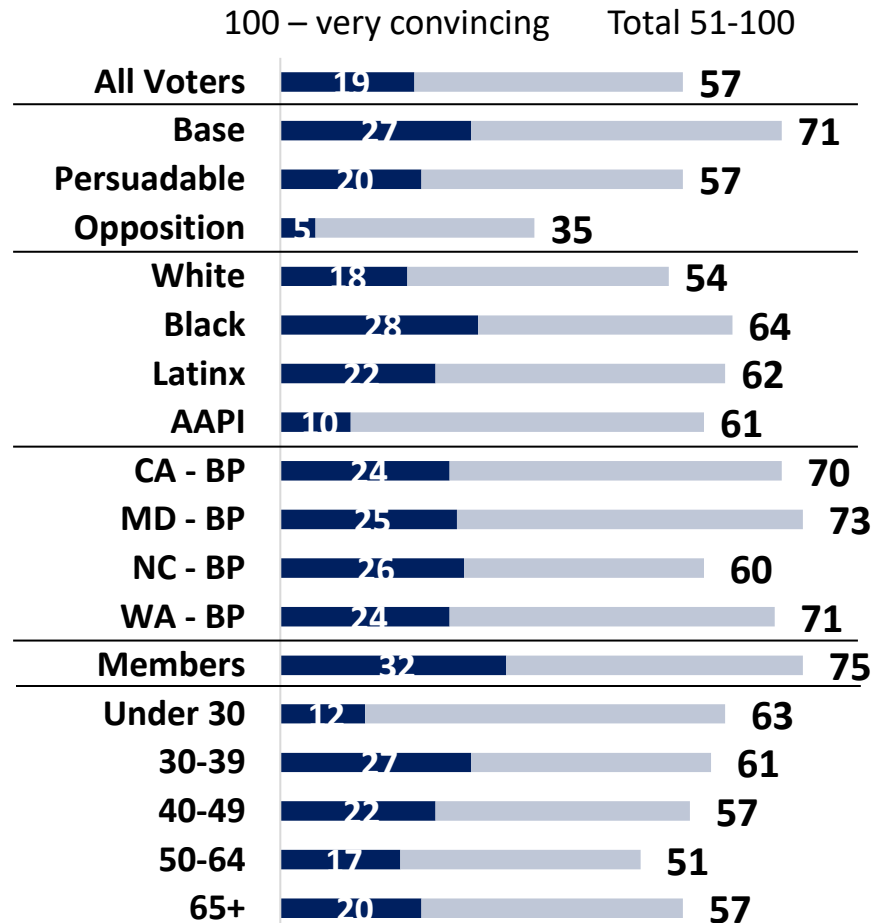
New Generation



Young people across time, race, and movements have helped lead the way for justice. Today is no different. As big money interests push certain politicians to spread deadly lies, endanger our air and water, and ignore violence against Black and brown people, our youth are confronting problems created before they were born. But those who prefer to keep power in the hands of a wealthy white few want to silence young people's voices by cutting funds to public schools and censoring teachers from discussing the injustices of our past and what it takes to overcome them. Young people are determined to make a better future. And by speaking up at school boards, contacting our elected leaders and voting in every election, we can support them and demand quality public education for all.

New Generation

How convincing did you find this message?



WHAT WORKS

- ✓ The base continuously dials up
- ✓ Base and persuadables dial up at the description of the problem as special interests and politicians telling lies (“As big money interests push certain politicians to spread deadly lies”) and the base dials up through the other hardships certain politicians have created for young people (“endanger our air and water, and ignore violence against Black and brown people, our youth are confronting problems created before they were born”)
- ✓ Everyone dials up at the specific calls to action of “speaking up at school boards, contacting our elected leaders and voting in every election”
- ✓ This message alienates the opposition more than the others
- ✓ This message differentiated the base, persuadable, and opposition groups more than any other message
- ✓ Strong convincing ratings with voters under 30, though with low intensity

WHAT FALLS SHORT

- X Slow takeoff with “young people across time, race, and movements have helped lead the way for justice”
- X Weak convincing ratings with persuadables
- X Persuadables plateau at the long description of the problem. While they agree that “big money interests push certain politicians to spread deadly lies,” they plateau through the rest of the description

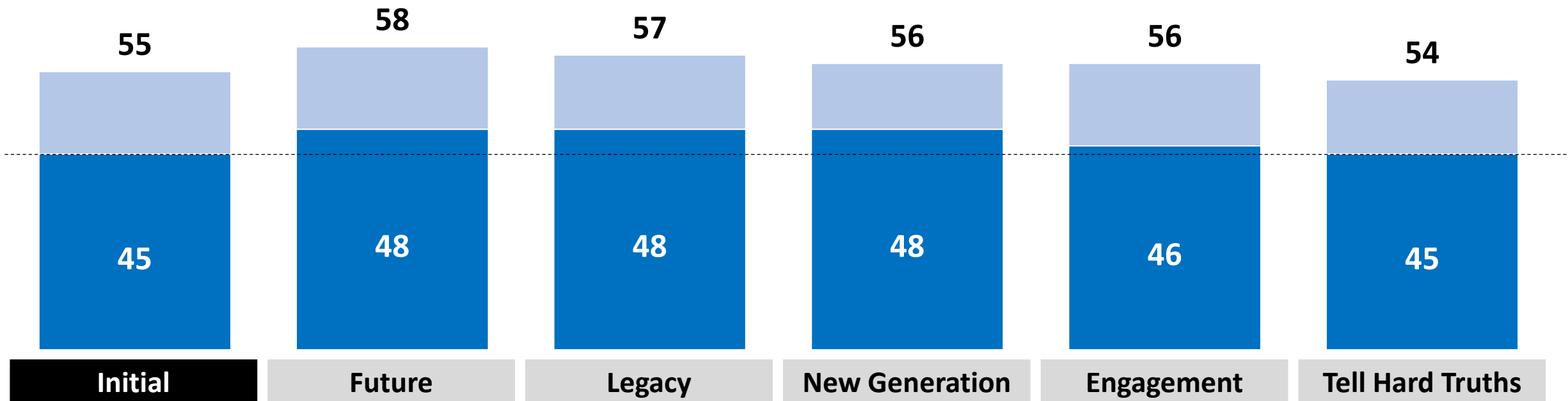
Online
Petition



Movement

There is little movement on whether voters want to increase funding for public education after hearing one message against the opposition message. “Future” and “Legacy” increase desire to fund public education slightly, but it is within the margin of error.

Messaging Impact on Funding
[Re-ballot after having heard opposition message and 1 of our messages, split by message]

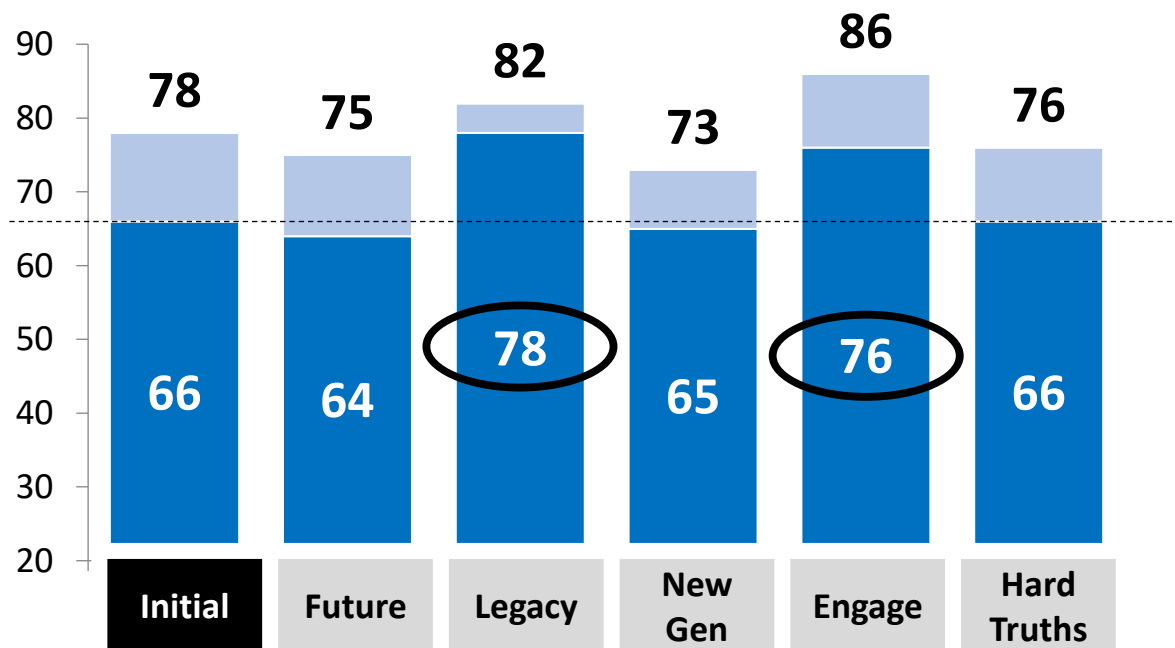


■ Increase, but not if self pays taxes
■ Increase even if self pay taxes

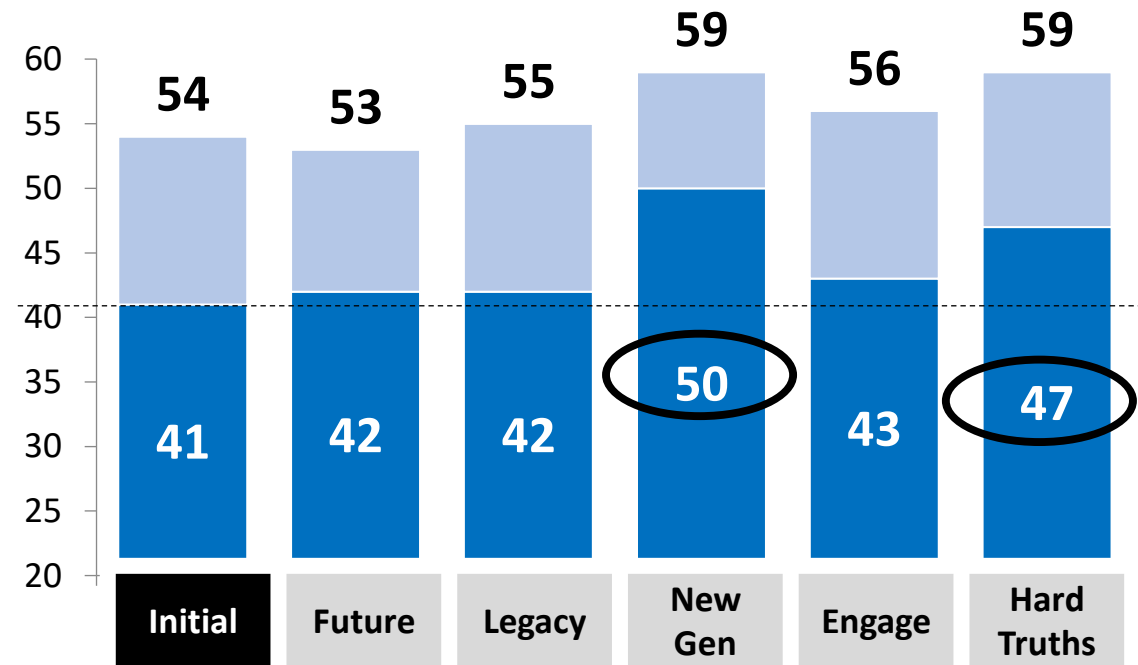
The impact on base voters from “Legacy” and “Engagement” is at the margin of error. The impact on persuadable voters from “New Generation” is significant while “Tell Hard Truths” is within margin of error.



Messaging Impact on Funding
 [Re-ballot after having heard opposition message and 1 of our messages, split by message]

BASE



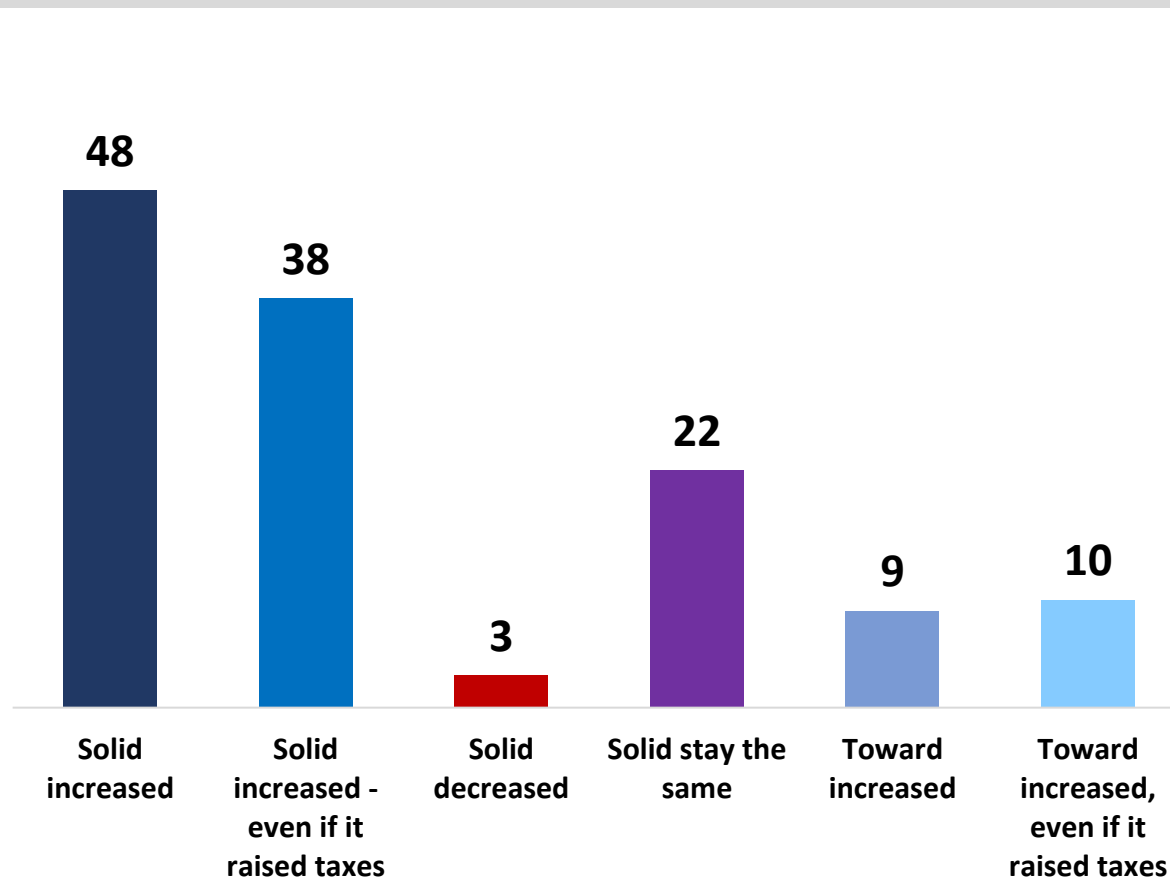
PERSUADABLE



 Increase, but not if it raises taxes
 Increase even if self/rich pay taxes

After messaging, nearly half of voters solidly say they want to increase funding for public education, 9 percent shift toward saying they want to increase funding for public education, and 10 percent shift toward saying they want to increase funding even if it raises their taxes. Those who are solidly extremely likely to attend school board meetings are in the base of support of people who want to increase funding. Democratic men, fathers, and younger Democrats are in the base of support for people who want to increase funding for public education even if it raises their taxes.

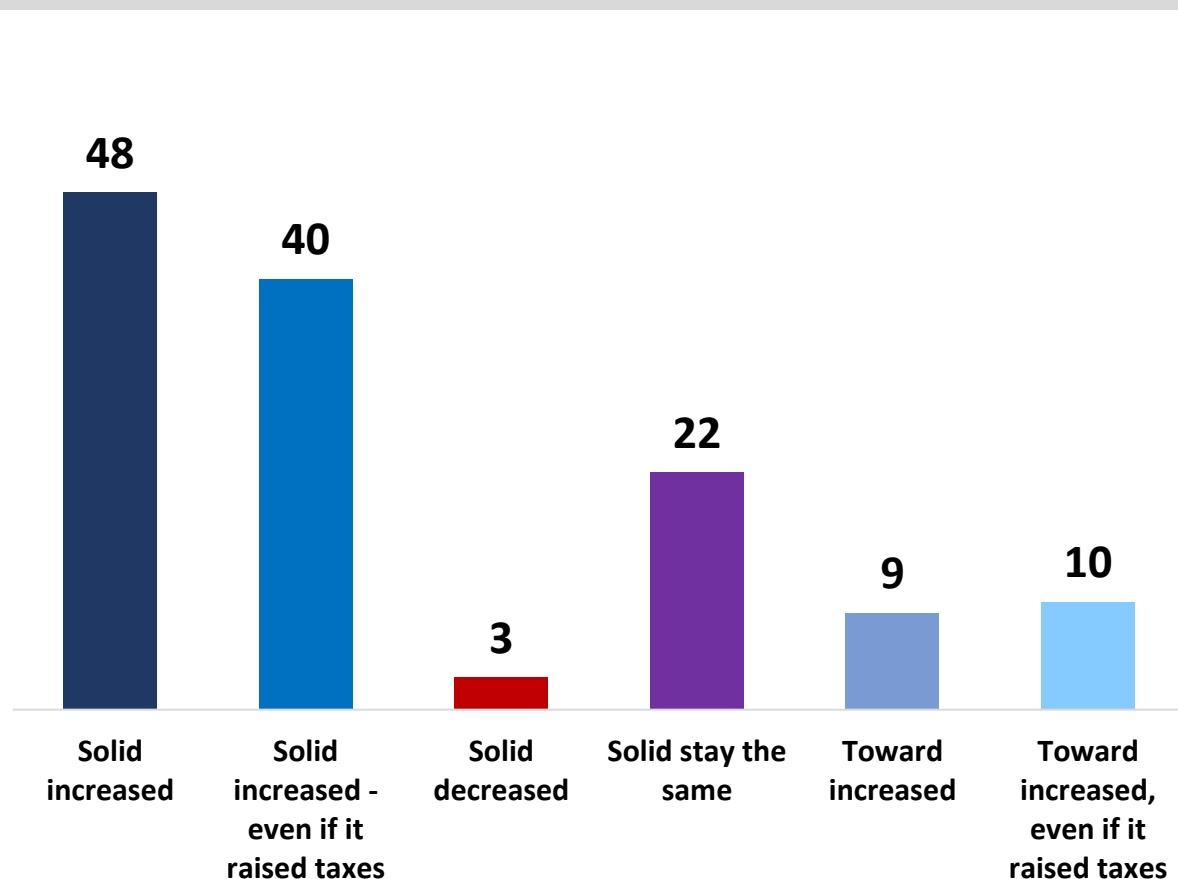
Generally speaking, do you think funding for public schools in your state should be increased, decreased, or stay about the same? And do you think funding for public schools in your state should be increased even if it means you would pay more in state taxes?



Solid Increased		Solid Increased, even if it raised taxes		Toward increased, even if it raised taxes	
81%	Solid extreme likely to attend SB	77%	Solid extreme likely to attend SB	20%	Toward likely to attend SB meeting
73%	Democratic men	68%	Private school	15%	Latinas
72%	Private school	66%	Democratic men	14%	GOP non-Fox
72%	Base	64%	Fathers	14%	Ind. women
70%	Fathers	60%	Base	14%	Ind 50+
70%	30-39	58%	Democrat <50	13%	AAPI women
69%	Democrat <50	57%	30-39	13%	Latinx 50
67%	Black men	57%	Men <50	13%	Democratic women
66%	All non public	57%	College men	13%	Unmarried men
65%	Public school	56%	Black men	12%	Black women
64%	College men	51%	Latinos	12%	Independent
64%	Men <50	50%	White <50		

There is similar support for people who want to increase funding for public education even if it raises taxes on the richest households and large corporations, and the base of support is relatively consistent between asks. AAPI women, Black women, and independents are all more likely to shift toward increasing funding if the richest households and large corporations are taxed more than they were when it raised their taxes.

Generally speaking, do you think funding for public schools in your state should be increased, decreased, or stay about the same? And do you think funding for public schools in your state should be increased by having the richest households and large corporations pay more in state taxes?



Solid Increased		Solid Increased, even if it raised taxes on rich		Toward increased, even if it raised taxes on rich	
81%	Solid extreme likely to attend SB	75%	Solid extreme likely to attend SB	19%	Toward likely attend SB meeting
73%	Democratic men	68%	Democratic men	17%	GOP Irregular Fox Viewer
72%	Private school	66%	Private school	21%	AAPI women
70%	Base	65%	Fathers	16%	Black women
70%	Fathers	63%	Democrats <50	16%	Independents
70%	30-39	59%	Men <50	15%	Democratic women
69%	Democrat <50	59%	Democrat	14%	Noncollege women
67%	Black men	57%	College men	14%	AAPI
66%	All non-public	55%	Latinx 50+	14%	Mothers
65%	Public school	54%	Black men	13%	Unmarried women
64%	College men	52%	Latinas		
64%	Men <50				

The “Future” message has the largest impact on support for teaching Critical Race Theory, and it is the only message where there is a majority of support after messaging. The increase in support after “Future,” “Legacy,” “and “Tell Hard Truths” is statistically significant.

Messaging Impact on CRT Support

[From Aided to Re-ballot after having heard opposition message and 1 of our messages, split by message]

Net Favor

+10

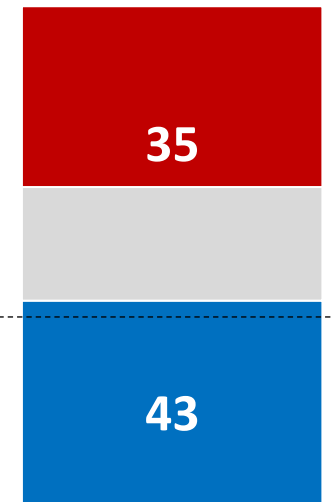
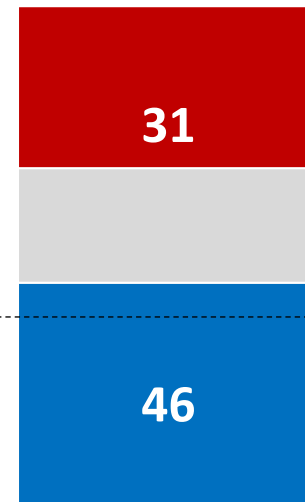
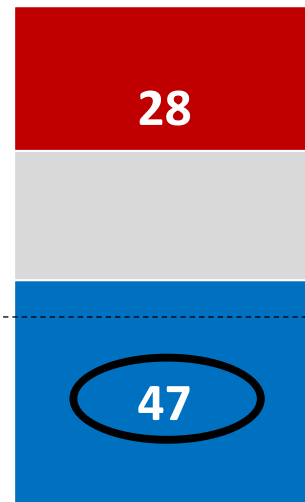
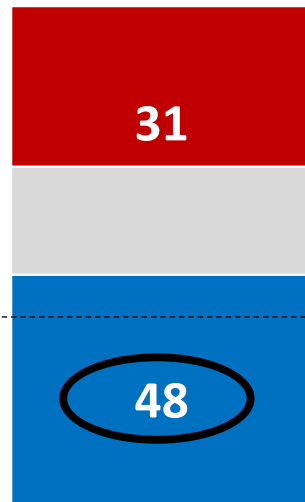
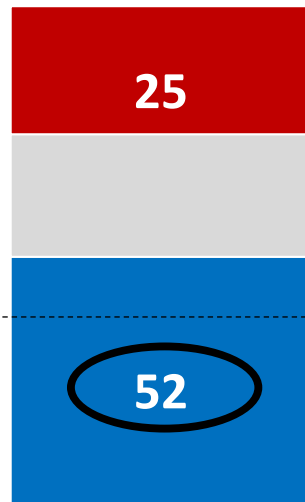
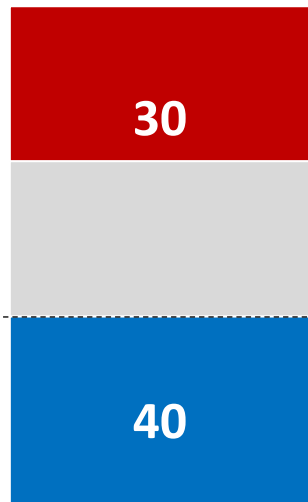
+27

+17

+19

+15

+11



Initial (Aided)

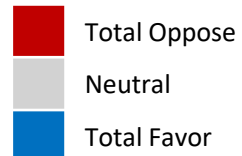
Future

Legacy

Tell Hard Truths

Engagement

New Generation



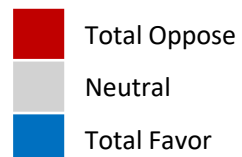
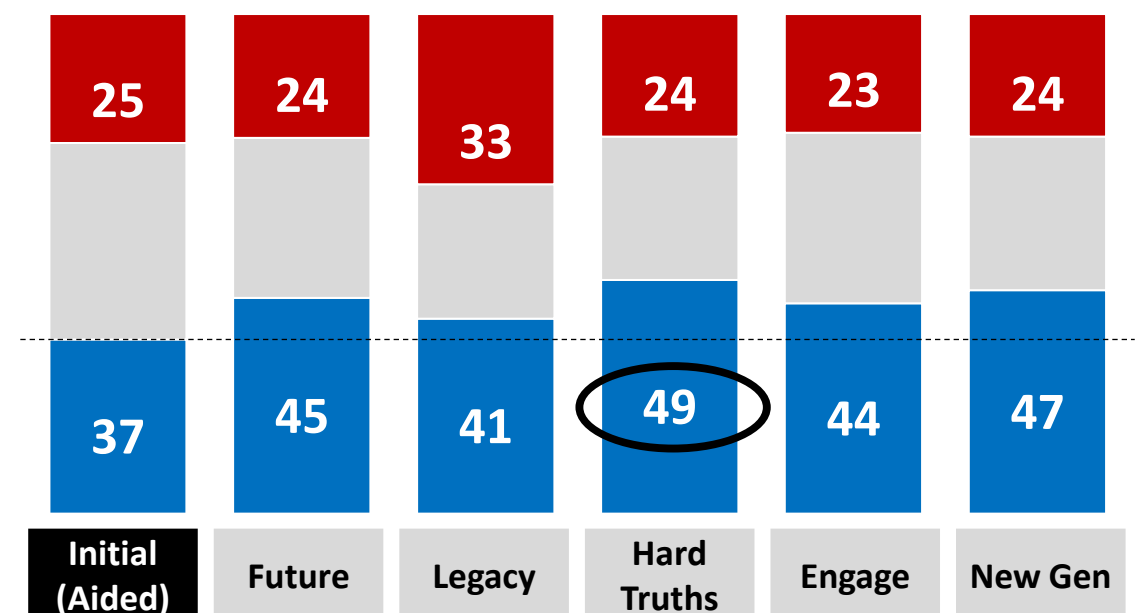
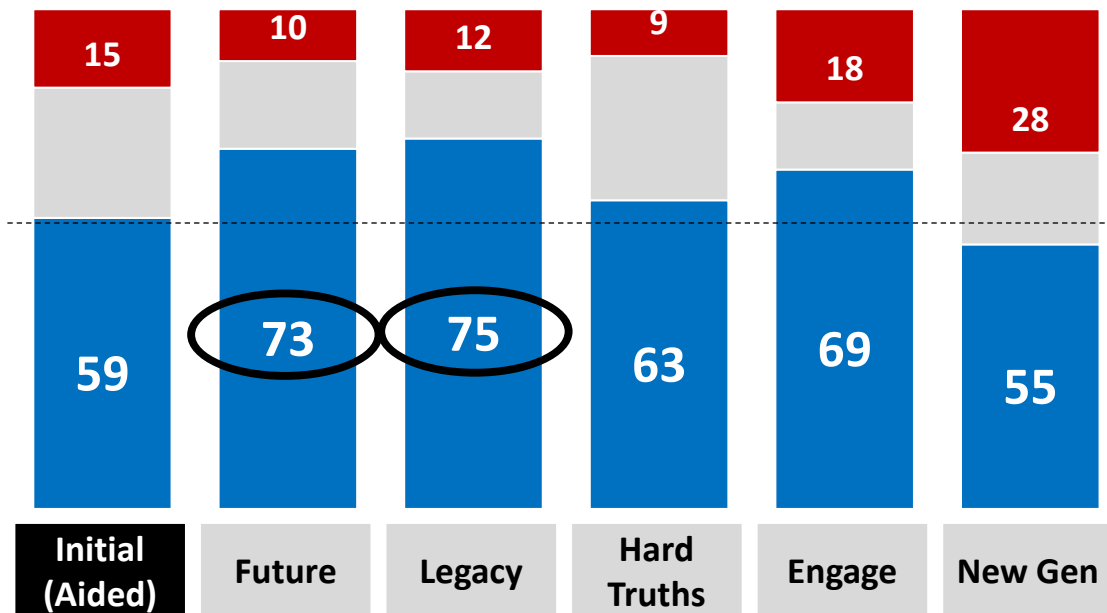
“Future” and “Legacy” have significant impact on base support for Critical Race Theory. “Tell Hard Truths” has significant impact on support among persuadable voters.

Messaging Impact on CRT Support

[From Aided to Re-ballot after having heard opposition message and 1 of our messages, split by message]

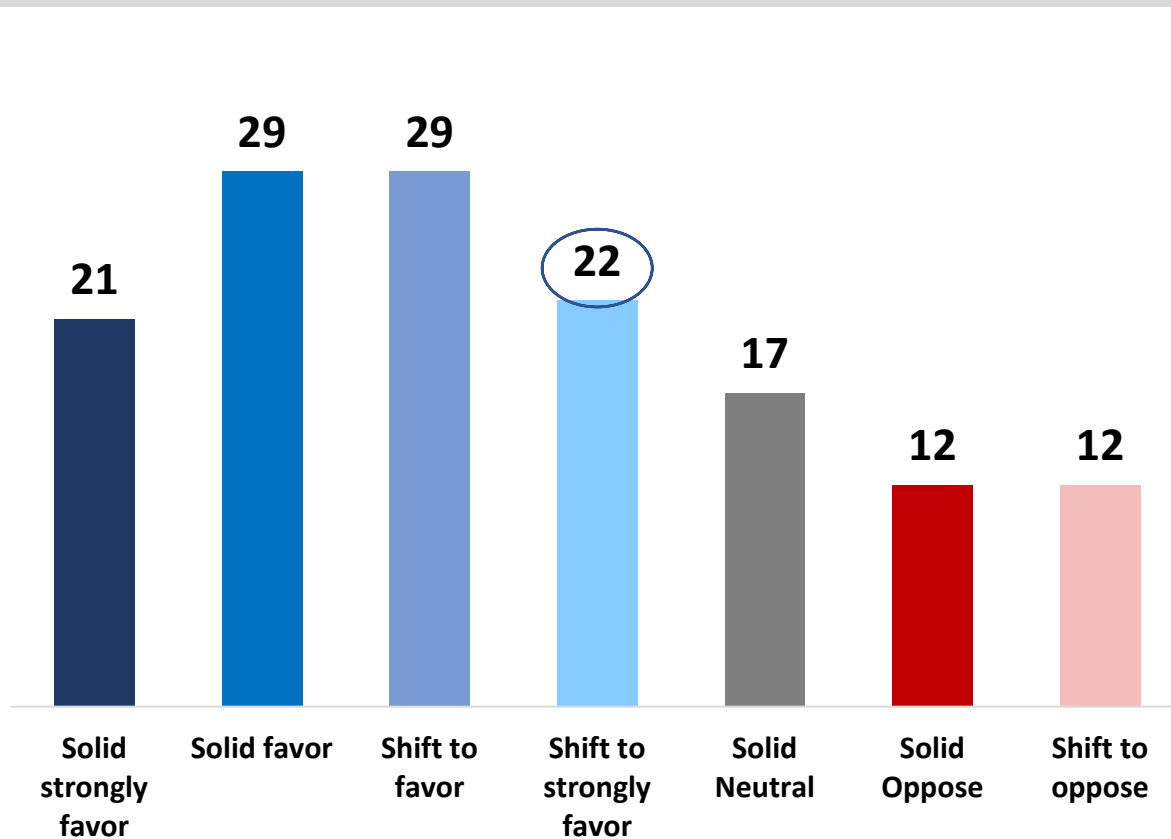
BASE

PERSUADABLES



Nearly a fifth of voters strongly favor teaching critical race theory in public schools. Over one in five shift to strongly favoring after messaging. Younger Latinas and younger AAPI men are more likely to shift toward favoring the proposal.

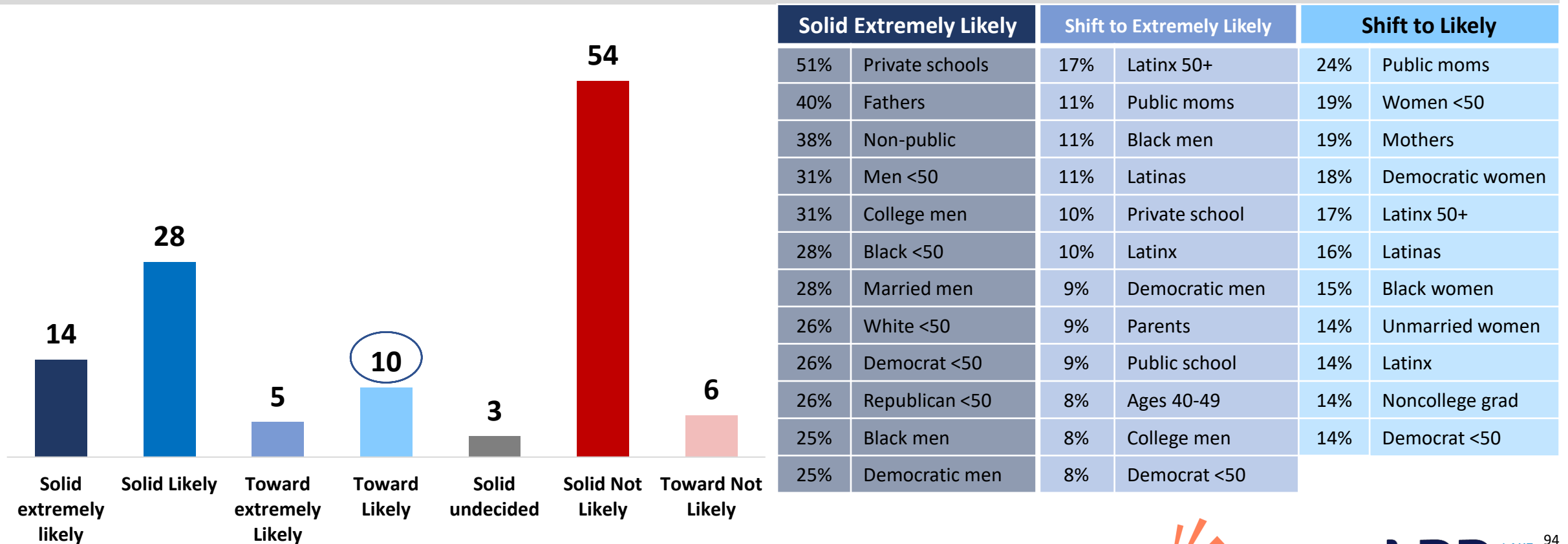
Based on what you know, do you favor or oppose teaching Critical Race Theory in public schools?



Solid Strongly Favor		Solid Favor		Shift to Favor	
70%	Solid extremely likely to attend SB	85%	Private school	48%	Latinas
65%	Private school	81%	Solid extremely likely to attend SB	43%	Latinx <50
61%	Democrat <50	80%	Democrat <50	41%	Weak Democrats
60%	Democratic men	76%	Fathers	40%	Latinx
58%	Fathers	71%	Non-public school	38%	Under 30
56%	Black women	70%	Black <50	39%	AAPI men
55%	Non-public schools	67%	Under 30	39%	AAPI <50
52%	Black 50+	67%	Men <50		
50%	Black voters	66%	Black men		
47%	Men <50	64%	Black voters		
47%	College men	63%	Urban		
47%	Urban	62%	Latinx <50		

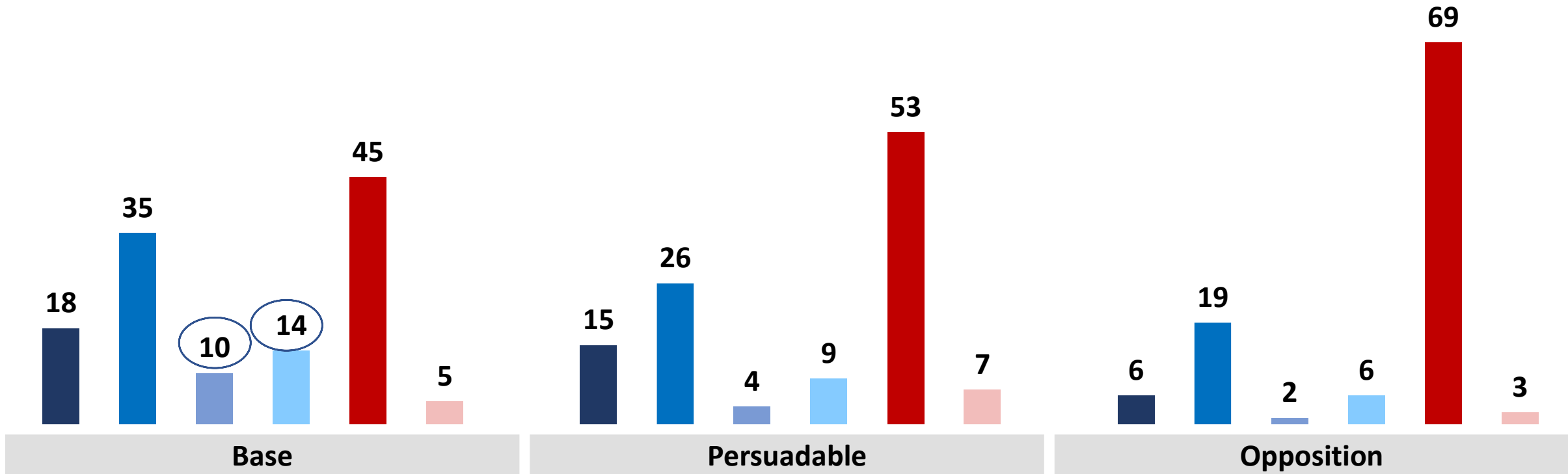
Over a quarter of voters are solidly likely to attend a school board meeting, and 14 percent are solidly extremely likely to attend. Older Latinx voters, mothers with children in public school, Black men, and Latinas are more likely to shift toward saying they are extremely likely to attend a school board meeting. Parents of children that do not attend public school are most likely to solidly say they are extremely likely to attend a school board meeting.

How likely are you to attend a school board meeting in your community?



After messaging, one in ten base voters shift toward saying they are extremely likely to attend a school board meeting in their community. Base voters are also more likely to solidly say they would attend a school board meeting in their community than voters in the opposition.

How likely are you to attend a school board meeting in your community?





Survey 2 Findings

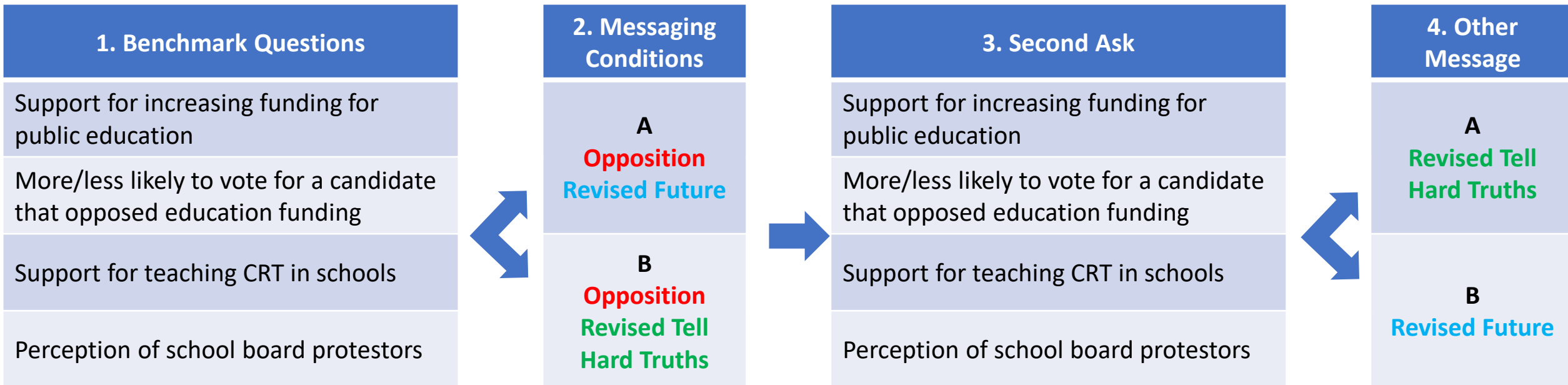
Survey 2

- We went back into the field with revisions to the “Future” and “Tell Hard Truths” messages against a revised “opposition” message.
- We wanted to strengthen our top messages based on the findings of the first survey with the goal of outperforming the opposition message with persuadable voters.
- We fielded a second survey of N=1000 registered voters nationwide with a much shorter questionnaire that isolated each message to gauge its impact on several key dimensions.

Survey Design

1. Respondents answered initial demographic and segmentation questions before being asked 4 benchmark questions.
2. Then they were divided into 2 groups, one that heard the opposition message followed by the revised Future message, and the other that heard the opposition message followed by the revised Tell Hard Truths message.
3. They then were asked the same set of 4 benchmark questions a second time.
4. Lastly, people who had only heard the Future message then heard the Tell Hard Truths message, and people who had only heard the Tell Hard Truths message heard the Future message.

This let us isolate the impact of each message heard in step 2 on each of the four benchmark questions, while also looking at the overall reaction to each message.



Key findings from Survey 2

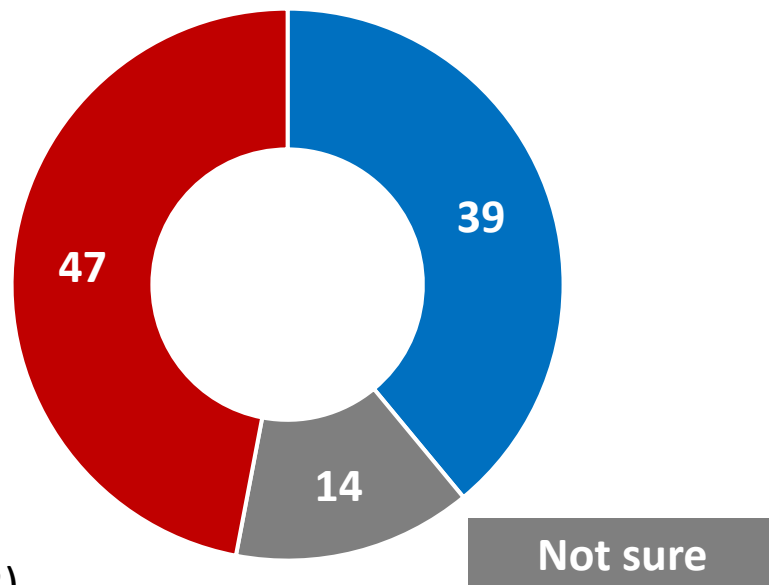
- **In this second survey, our messages beat the opposition message with persuadables.** Persuadables give both Future (Revised) and Tell Hard Truths (Revised) higher convincing ratings than the opposition message and a higher average dial rating on both compared to the opposition message. Future has marginally stronger ratings with the base when they hear it after Tell Hard Truths, and Tell Hard Truths has marginally higher ratings with our base when they hear it first.
- **These messages also move people across multiple dimensions.** The revised Future message is more effective at changing attitudes than the revised Tell Hard Truths message.
- **Increasing funding for public schools.** We increase support after both messages with persuadables. The revised Future message increases support among persuadables by 8 points while the revised Tell Hard Truths message increases support among persuadables by 5 points.
- **Making people less likely to vote for candidate who opposed more funding for schools that need the most help.** The revised Future message increases base voters who say they'd be less likely by 8 points while the revised Tell Hard Truths message increases persuadables who say they'd be less likely by 5 points.
- **We added an additional dimension in this second survey which emerges as an area of vulnerability (see next slide).** A plurality of voters agrees that the people protesting school board meetings are “parents who are sincerely fighting political bias and left-wing indoctrination.” The revised Future message has a significant impact on Base voters, moving them by 12 points toward our side, that “these are people who politicians have fired up to block an accurate and honest education about our past.” But it also moves persuadables by 6 points away from us, while the revised Tell Hard Truths message holds persuadables.

Voters are more likely to see these parents who protest at local school board meetings as sincere rather than people who politicians have fired up. Half of our base says that these are people who politicians have fired up to block an accurate and honest education. Notably, white voters and independents are more likely to say that these actions are sincere, and persuadable voters and Latino voters are cross-pressured.

As you may know, there have been a lot of recent protests by people at local school board meetings across the country. Which of the following two statements is closer to your opinion?

These are parents who are sincerely fighting political bias and left-wing indoctrination

These are people who politicians have fired up to block an accurate and honest education about our past



	Politicians	Sincere
White	38	49
Black	45	36
Latinx	42	47
Base	50	37
Persuadable	41	42
Opposition	17	77
Democrat	55	32
Independent	26	43
Republican	24	65

(Data from Survey 2)

Summary of Message Ratings

The revised "Tell Hard Truths" and "Future" messages beat the revised "Opposition" message among both base and persuadable voters. "Future" and "Tell Hard Truths" are our strongest messages with the base that also resonate with persuadable voters.

Regression analysis shows that "Tell Hard Truths" generated increased support for greater public-school funding and for CRT. "Future" drove increased intent to show up to a school board meeting.

In the revised messages, "Tell Hard Truths (Revised)" increased persuadables' support for increasing funding for public schools, even if it means they pay more in taxes.

"Future (Revised)" increased persuadables' support for increasing funding for public schools, even if it means they pay more in taxes, increased support for the base to hold candidates accountable who oppose more funding for public schools, and increased the base's support that the people who show up at local school board meetings are people that politicians have fired up.

Summary of Message Ratings (Sorted by Persuadable Convincing Rating)	Mean Convincing Rating				Mean Dial Rating			
	T	B	P	O	T	B	P	O
Tell Hard Truths (Revised)	77	82	78	68	70	74	69	63
Future (Revised)	78	81	78	72	70	73	70	64
Opposition (Revised)	70	61	69	88	65	62	64	72

Summary of Message Ratings

The revised “Future” and “Tell Hard Truths” messages beat the opposition message in terms of convincing ratings and dial ratings across racial and ethnic groups as well as for Democrats.

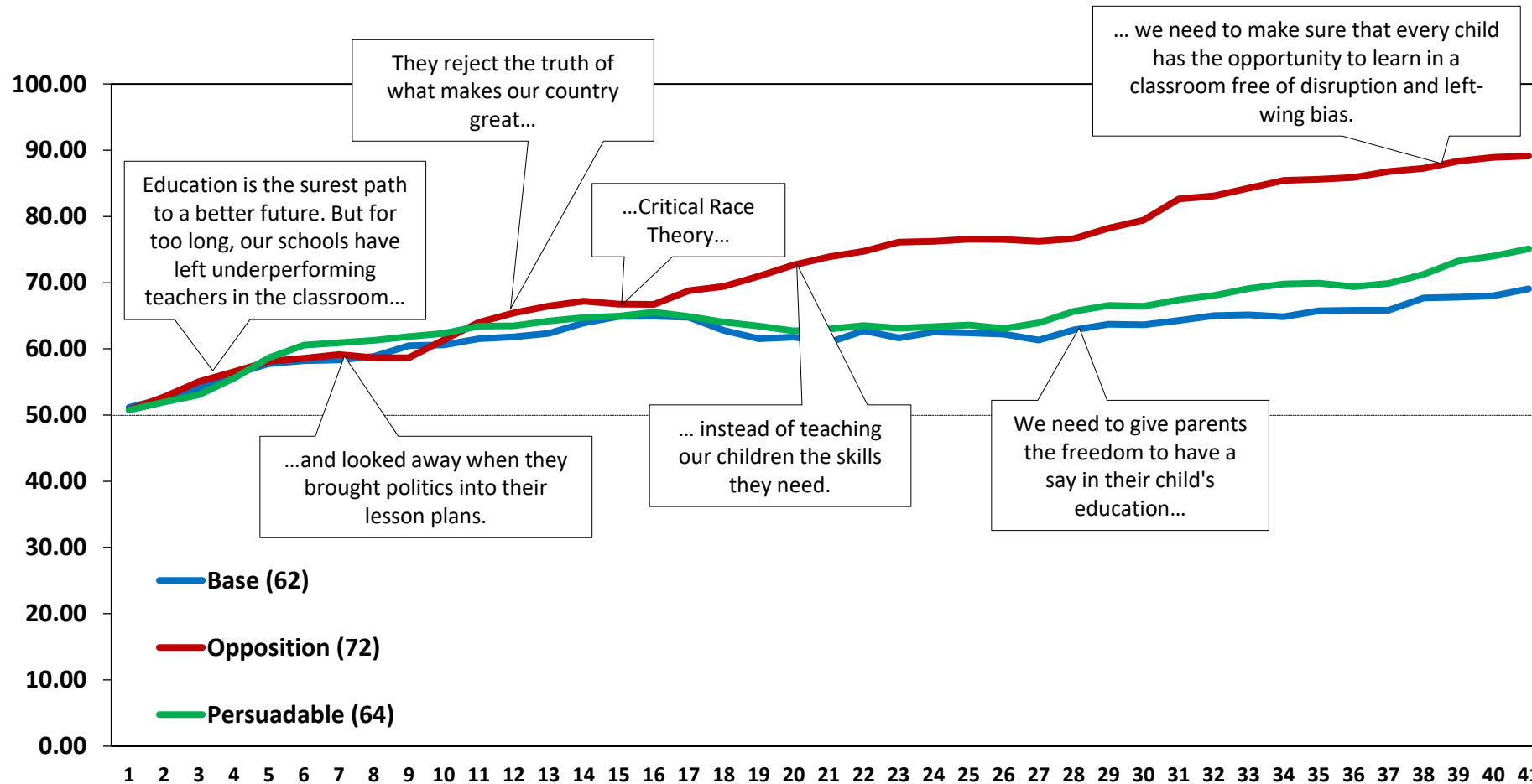
Summary of Message Ratings (Sorted by white Convincing Rating)	Mean Convincing Rating				Mean Dial Rating			
	Total	Wh	Black	Lat	Total	Wh	Black	Lat
Future (Revised)	78	78	79	76	70	69	71	69
Tell Hard Truths (Revised)	77	77	78	76	70	69	73	69
Opposition (Revised)	70	70	69	70	65	65	66	65

Summary of Message Ratings (Sorted by Democrat Convincing Rating)	Mean Convincing Rating				Mean Dial Rating			
	Total	Dem	Ind	Rep	Total	Dem	Ind	Rep
Tell Hard Truths (Revised)	77	83	74	71	70	74	65	66
Future (Revised)	78	82	73	75	70	73	67	66
Opposition (Revised)	70	58	74	83	65	60	66	70

(Data from Survey 2)



Opposition (Revised)

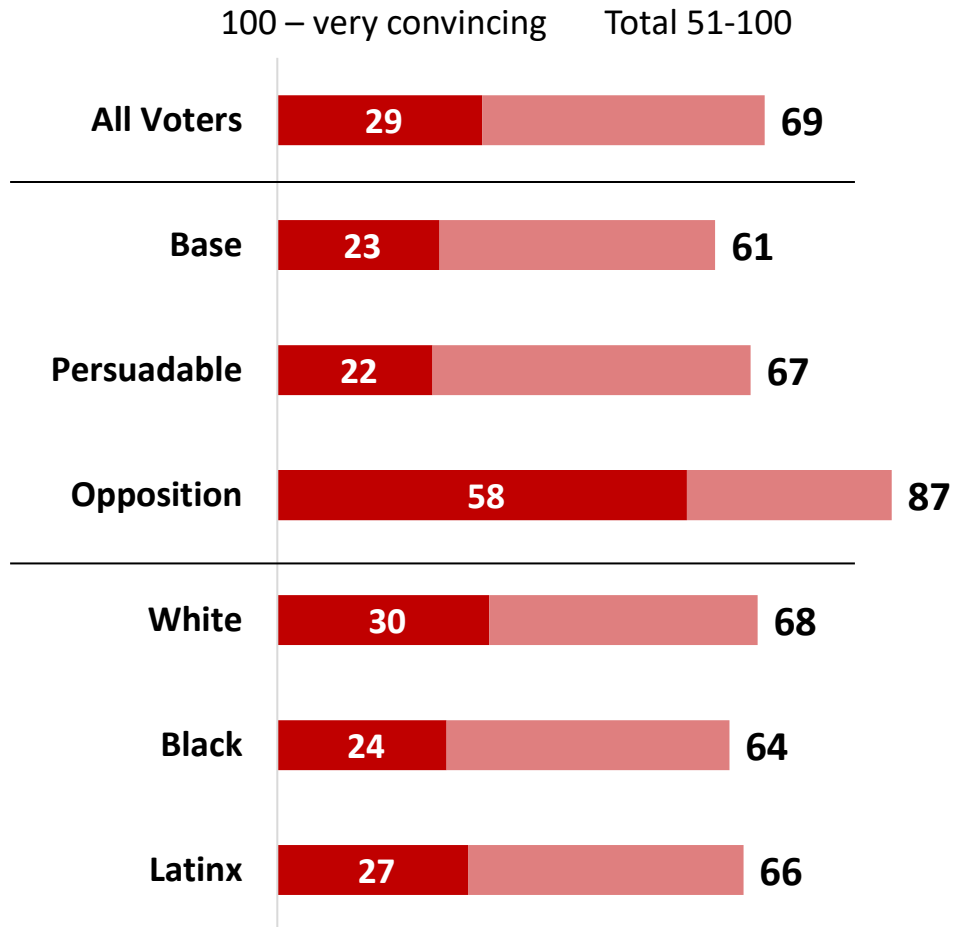


Education is the surest path to a better future. But for too long, our schools have left underperforming teachers in the classroom and looked away when they brought politics into their lesson plans. They reject the truth of what makes our country great and indoctrinate our children with Critical Race Theory, instead of teaching our children the skills they need. Children are being taught to feel ashamed of our country. We owe it to all of our children to do better. We need to give parents the freedom to have a say in their child's education in order to bring common sense to our schools. And we need to make sure that every child has the opportunity to learn in a classroom free of disruption and left-wing bias.

(Data from Survey 2)

Opposition (Revised)

How convincing did you find this message?



(Data from Survey 2)

WHAT WORKS (for them)

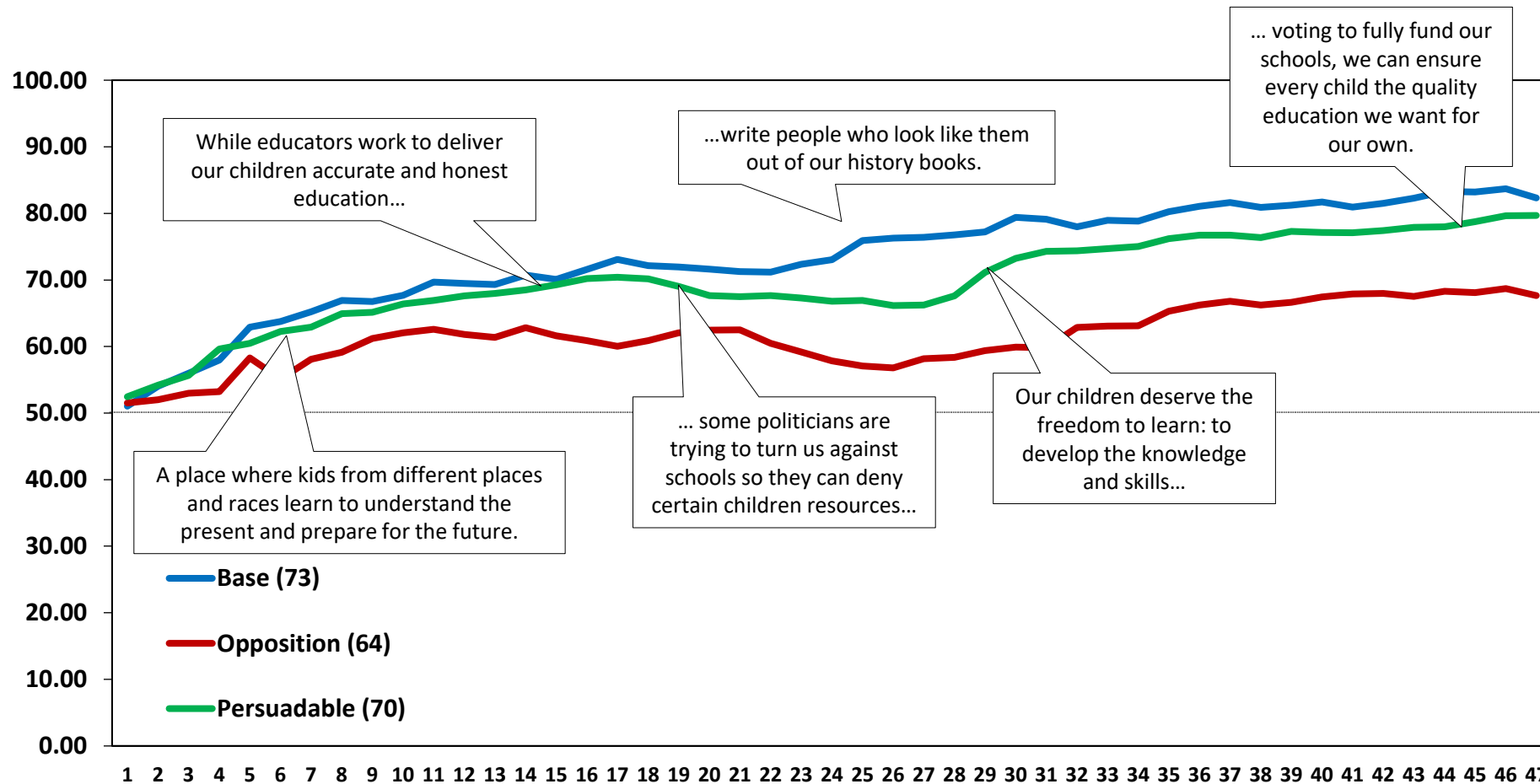
- ✓ Everyone dials up on the value of education making a better future (“Education is the surest path to a better future.”)
- ✓ Opposition voters dial up at “They reject the truth of what makes our country great...”
- ✓ Skills training is a strong value for opposition voters, and they dial up at “...instead of teaching our children the skills they need.”
- ✓ Everyone dials up at giving parents more freedom to have a say in their child's education
- ✓ Everyone dials up at the solution of “And we need to make sure that every child has the opportunity to learn in a classroom free of disruption and left-wing bias.”

WHAT FALLS SHORT

- X Persuadables and opposition plateau at the more overtly political parts of the message (“looked away when [teachers] brought politics into their lesson plans.”)
- X Base and persuadable voters continue to plateau and even opposition voters dial down at the mention of Critical Race Theory



Future (Revised)*

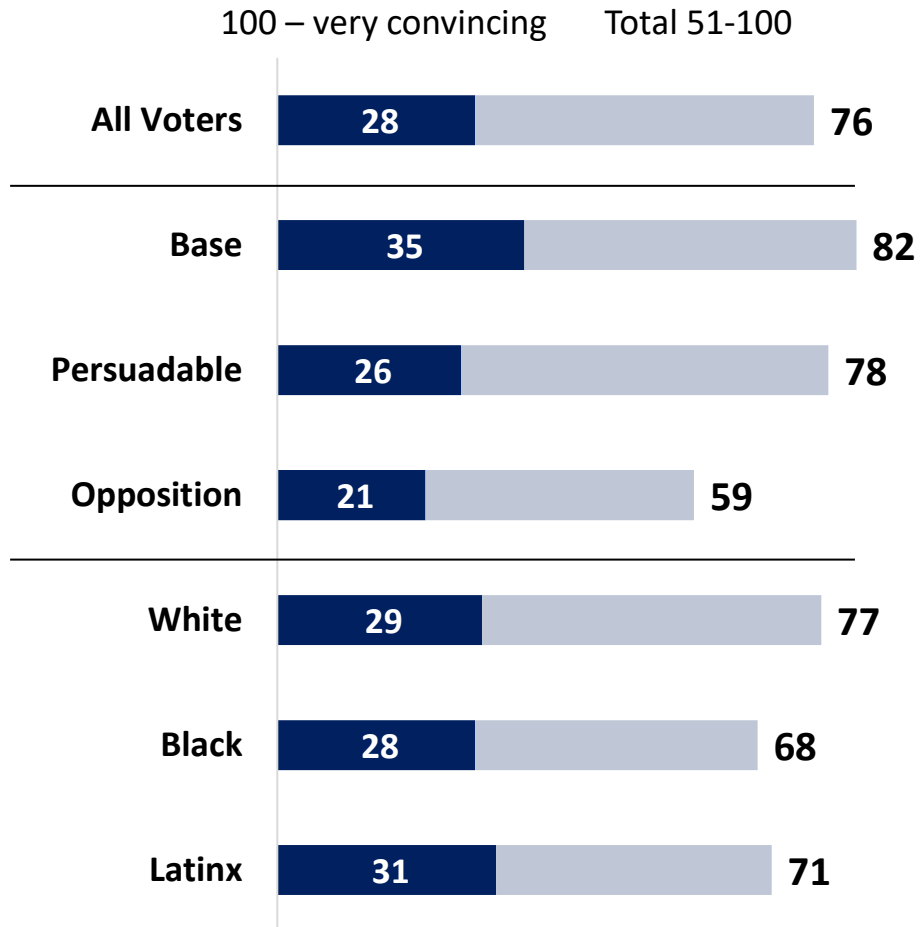


School is a place where childhood happens. A place where children of different places and races learn from the past, make sense of the present and prepare for the future. While educators work to deliver our children accurate and honest education, some politicians are trying to turn us against schools so they can deny certain children resources and write people who look like them out of our history books. Our children deserve the freedom to learn: to develop the knowledge and skills to reckon with our past, shape a better future, and pursue their dreams. By speaking up at school boards, contacting our elected leaders, and voting to fully fund our schools, we can ensure every child the quality education we want for our own.

*Data shown only of people who heard this message first (Data from Survey 2)

Future (Revised)*

How convincing did you find this message?



WHAT WORKS

- ✓ Everyone dials up at the value of education and preparing for the future (“School is a place where childhood happens. A place where kids from different places and races learn to understand the present and prepare for the future”)
- ✓ Base and persuadable voters dial up at the value of providing “accurate and honest education”
- ✓ Base voters dial back up when the problem statement turns to “writ[ing] people who look like them out of our history books.”
- ✓ Everyone, particularly persuadable voters, dial up at the values of freedom, skills, shaping a better future, and pursuing their dream: “Our children deserve the freedom to learn: to develop the knowledge and skills to reckon with our past, shape a better future, and pursue their dreams.”
- ✓ Base and persuadable voters dial up even further to the call to action about voting to fully fund schools (“By...voting to fully fund our schools, we can ensure every child the quality education we want for our own.”)
- ✓ This message does better among persuadables than the opposition

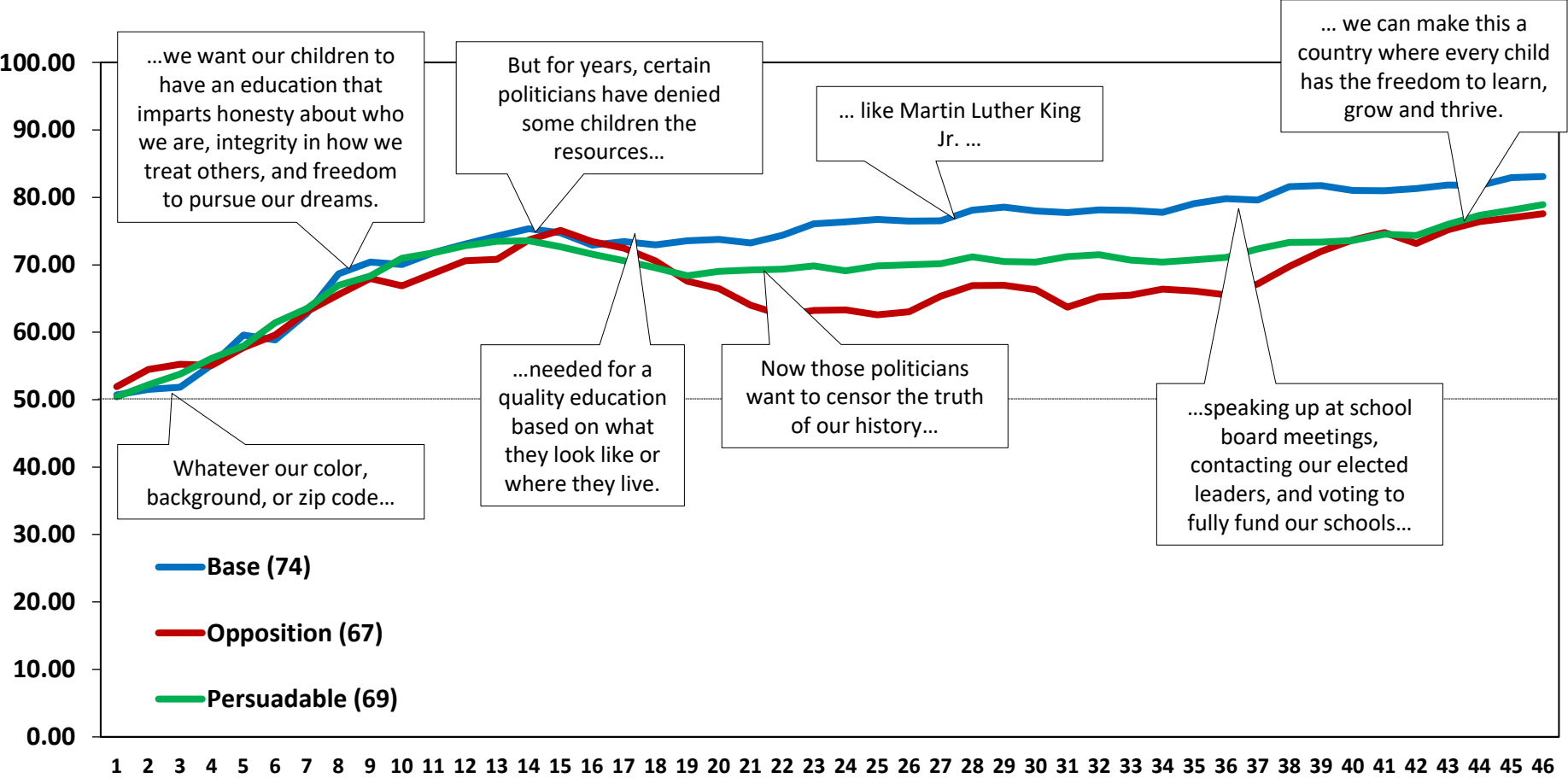
WHAT FALLS SHORT

- X Base and persuadable voters dial down at the division statement of “some politicians are trying to turn us against schools so they can deny certain children resources”

*Data shown only of people who heard this message first (Data from Survey 2)



Tell Hard Truths (Revised)



Whatever our color, background, or zip code, we want our children to have an education that imparts honesty about who we are, integrity in how we treat others, and freedom to pursue our dreams. But for years, certain politicians have denied some children the resources needed for a quality education based on what they look like or where they live. Now those politicians want to censor the truth of our history, passing laws to erase leaders like Martin Luther King Jr. who stood up to racism and changed our country for the better. By joining together and speaking up at school board meetings, contacting our elected leaders, and voting to fully fund our schools, we can make this a country where every child has the freedom to learn, grow and thrive.

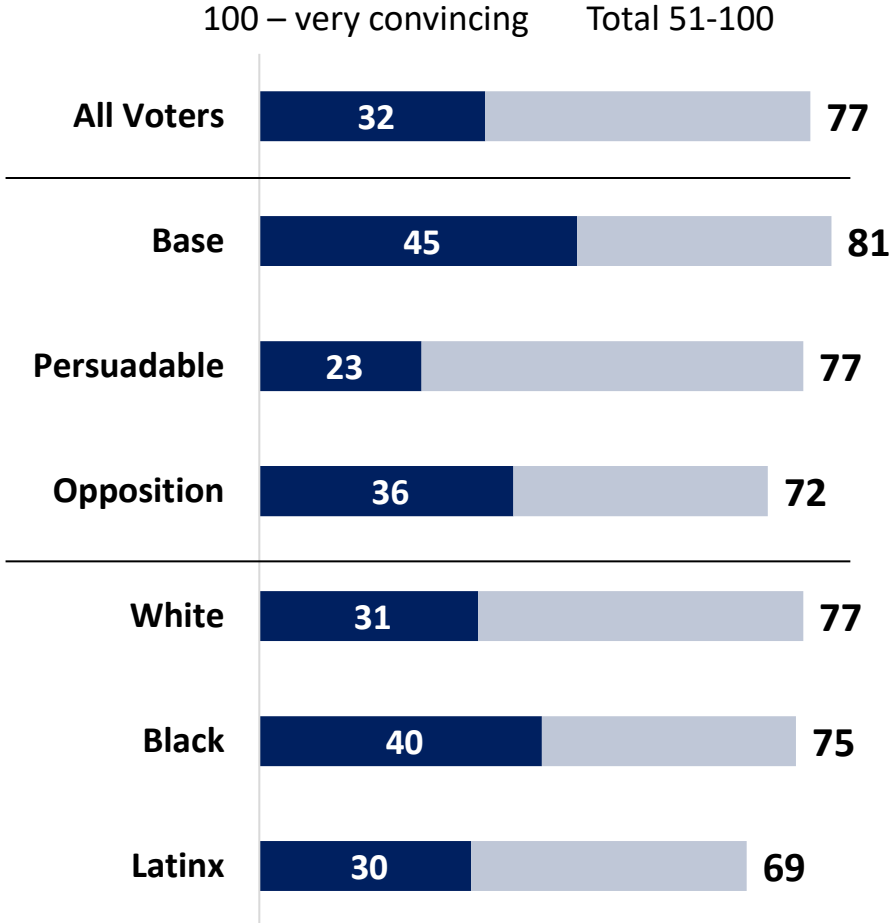
*Data shown only of people who heard this message first

(Data from Survey 2)



Tell Hard Truths (Revised)*

How convincing did you find this message?



WHAT WORKS

- ✓ Quick takeoff with the values of honesty, integrity, and the freedom to pursue their dreams (“...we want our children to have an education that imparts honesty about who we are, integrity in how we treat others, and freedom to pursue our dreams.”)
- ✓ While the base dials down at the problem statement, they plateau when we qualify that politicians deny “a quality education based on what they look like or where they live,” though persuadables keep dialing down.
- ✓ Persuadables plateau from dialing down during the problem statement when we connect it to politicians censoring history (“Now those politicians want to censor the truth of our history, passing laws to erase leaders like Martin Luther King Jr.”) The base dials up even higher to the example of erasing MLK Jr. from history.
- ✓ Everyone dials up to the specific calls to action of “speaking up at school board meetings, contacting our elected leaders, and voting to fully fund our schools”
- ✓ Everyone, especially persuadables, dial up to the outcomes oriented with freedom (“we can make this a country where every child has the freedom to learn, grow and thrive.”)
- ✓ This message does better among persuadables than the opposition

WHAT FALLS SHORT

- X Everyone dials down at the problem statement (“But for years, certain politicians have denied some children the resources...”)
- X The message does not alienate the opposition



*Data shown only of people who heard this message first (Data from Survey 2)

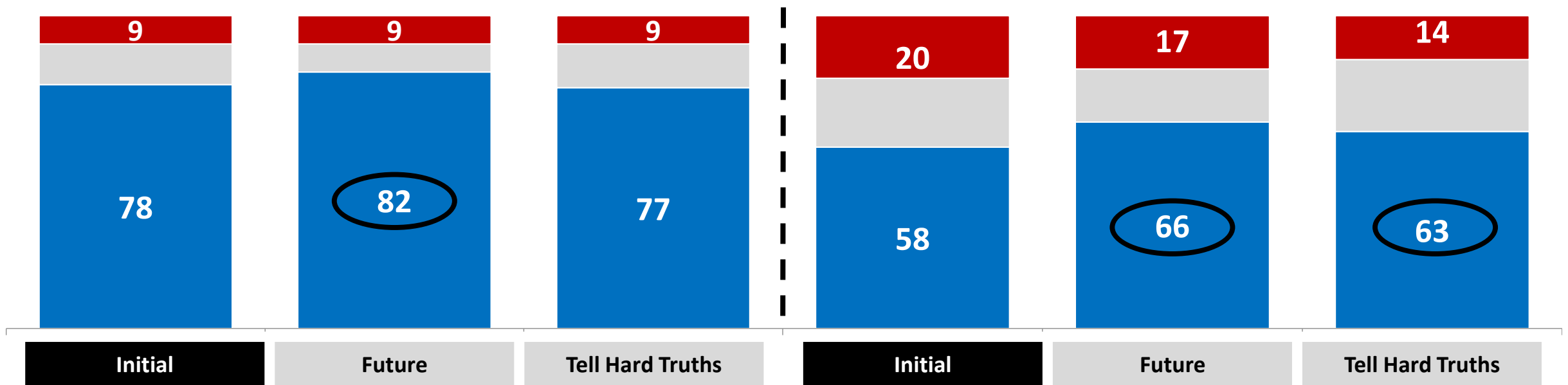
Both the revised Future and revised Tell Hard Truths messages increase persuadables' support for increasing funding for public schools even if it meant they would pay more in taxes.

Messaging Impact on Funding Support

[Do you favor or oppose increasing funding for public schools in your state even if it meant you would pay more in taxes]

Base

Persuadable



(Data from Survey 2)

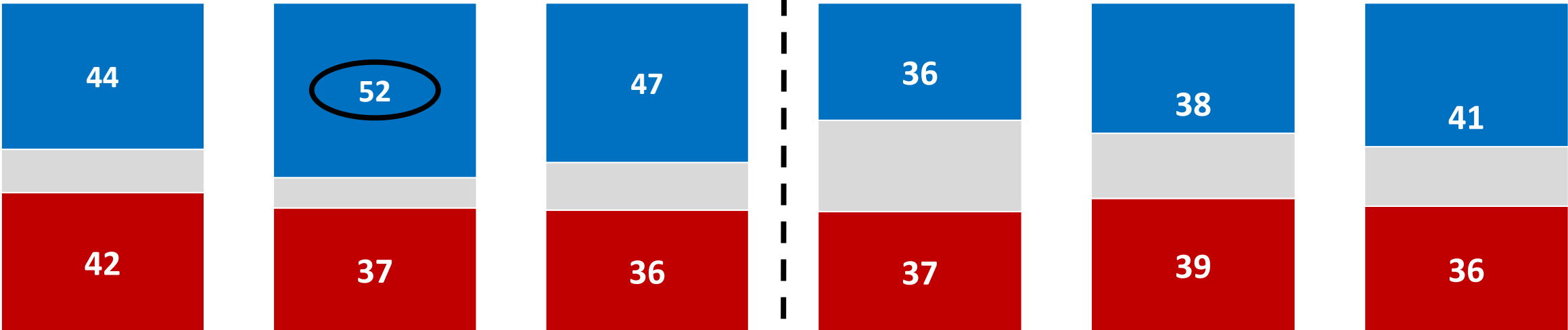
The revised Future message encourages base voters to hold candidates accountable that opposed funding for schools by making base voters less likely to vote for those candidates.

Messaging Impact on Voting

[If a candidate running for elected office opposed more funding for schools that need the most help, would that make you more likely to vote for that candidate or less likely to vote for that candidate]

Base

Persuadable



Initial

Future

Tell Hard Truths

Initial

Future

Tell Hard Truths

■ Total Less Likely
■ Neutral / No Difference
■ Total More Likely

(Data from Survey 2)

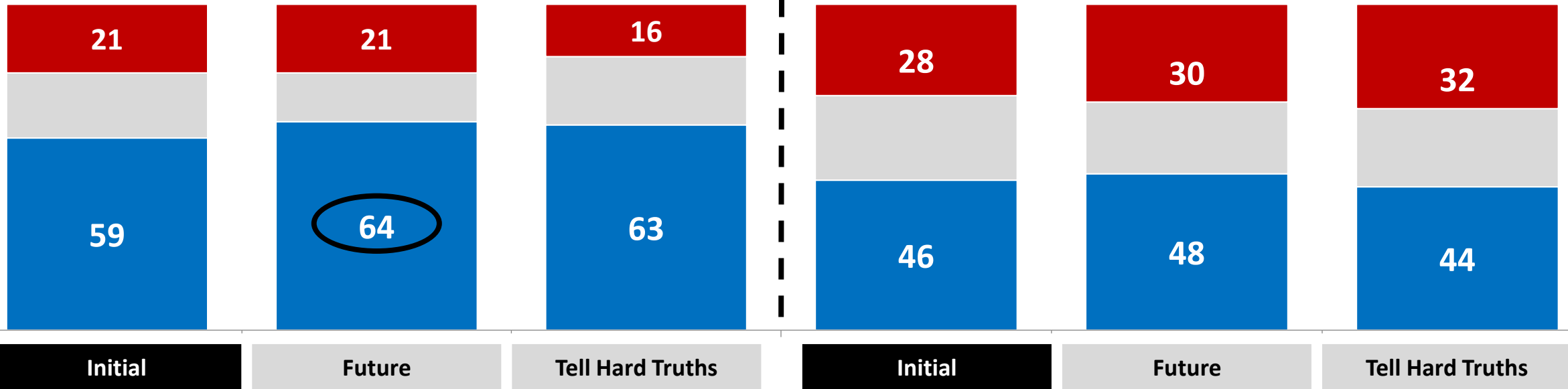
Both the revised Future and revised Tell Hard Truths messages increase support slightly among base voters to teach Critical Race Theory in public schools.

Messaging Impact on Teaching CRT

[As you may know, several states have passed new laws banning the teaching of Critical Race Theory in public schools. Based on what you know, do you favor or oppose teaching Critical Race Theory in public schools]

Base

Persuadable



(Data from Survey 2)

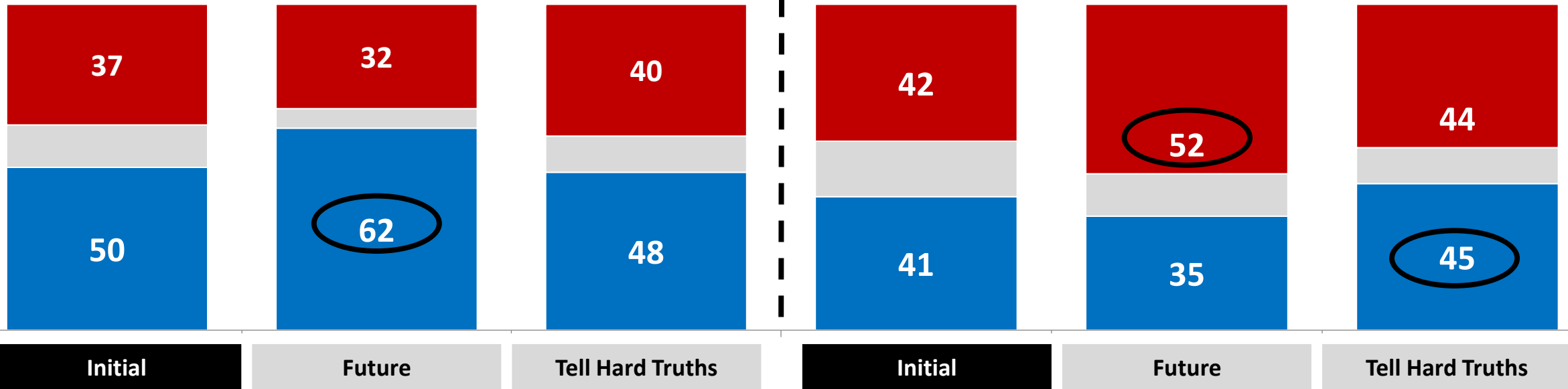
Messaging does little to move persuadables toward the notion politicians have riled up protests. The revised Future message moves base voters to say that these are people who politicians have fired up, but at the same time it increases persuadables' perception that these are parents sincerely fighting political bias and left-wing indoctrination.

Messaging Impact on Protests

[As you may know, there have been a lot of recent protests by people at local school board meetings across the country. Which of the following two statements is closer to your opinion?]

Base

Persuadable



These are parents who are sincerely fighting political bias and left-wing indoctrination

Not sure

These are people who politicians have fired up to block an accurate and honest education about our past

(Data from Survey 2)

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