



A  **CYGNAL Company**

Survey of Registered Voters

North Carolina Statewide

Conducted January 20 - 24, 2021

n=950 | $\pm 3.18\%$



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

| | <i>2020 Results</i> | | |
|-----------|-------------------------|----------|---------------|
| | Freq. | % | % |
| 0 | 612 | 64.4% | 77% |
| 1 | 138 | 14.5% | 12% |
| 2 | 121 | 12.7% | 7% |
| 3 | 46 | 4.8% | 2% |
| 4 | 16 | 1.6% | 1% |
| 5 or more | 18 | 1.9% | 1% |
| Total | 950 | 100.0% | 100.0% |

2. Since the outbreak of COVID-19, have you had to spend additional money on the education of your child or children?

| | Freq. | % |
|--------|--------------|----------|
| Yes | 215 | 63.5% |
| No | 108 | 31.9% |
| Unsure | 15 | 4.5% |
| Total | 338 | 100.0% |

3. Please tell me whether you agree or disagree with the following statement: I have had to significantly modify my work routine or leave my job to accommodate my child's education during COVID-19.

| | Freq. | % |
|--|-------------------|---------------------|
| <u>Agree</u> | <u>199</u> | <u>59.0%</u> |
| Strongly agree | 122 | 36.2% |
| Somewhat agree | 77 | 22.8% |
| <u>Neither agree nor disagree</u> | <u>43</u> | <u>12.7%</u> |
| <u>Disagree</u> | <u>91</u> | <u>27.1%</u> |
| Somewhat disagree | 32 | 9.5% |
| Strongly disagree | 59 | 17.5% |
| Unsure | 4 | 1.2% |
| Total | 338 | 100.0% |

4. What type of school does your child currently attend?

| | <i>2020 Results</i> | | |
|---------------------------------------|-------------------------|----------|------------|
| | Freq. | % | % |
| Traditional public school | 242 | 71.5% | 64% |
| Charter school | 27 | 8.0% | 11% |
| Private religious or parochial school | 25 | 7.4% | 5% |
| Private non-religious school | 12 | 3.5% | 6% |



| | | | |
|------------|-----|--------|--------|
| Homeschool | 29 | 8.4% | 11% |
| Unsure | 4 | 1.2% | 3% |
| Total | 338 | 100.0% | 100.0% |

5. If location and cost were not factors, what type of school would you select for your child?

| | Freq. | % | 2020 Results % |
|---------------------------------------|-------|--------|----------------|
| Traditional public school | 99 | 29.3% | 32% |
| Charter school | 38 | 11.4% | 14% |
| Private religious or parochial school | 107 | 31.7% | 23% |
| Private non-religious school | 55 | 16.4% | 20% |
| Homeschool | 17 | 4.9% | 8% |
| Unsure | 21 | 6.3% | 4% |
| Total | 338 | 100.0% | 100.0% |

6. Have your children changed schools or have you considered changing schools since March 2020 due to COVID-19?

| | Freq. | % |
|---|------------|--------------|
| <u>Yes</u> | 131 | 38.8% |
| Yes, we've changed schools | 45 | 13.3% |
| Yes, we've considered changing schools but haven't yet | 86 | 25.4% |
| <u>No, we've neither changed nor considered changing</u> | 197 | 58.4% |
| Unsure | 10 | 2.9% |
| Total | 338 | 100.0% |

7. If you were to transfer your child to a different school through a parental choice program, what would be the primary factor influencing your decision?

| | Freq. | % | 2020 Results % |
|---|-------|--------|----------------|
| Cost of attendance | 21 | 6.3% | 5% |
| Quality of education | 122 | 36.2% | 62% |
| School safety | 16 | 4.8% | 12% |
| Switch to in-person instruction | 61 | 17.9% | - |
| Athletics and/or extracurricular activities | 10 | 3.0% | 3% |
| Religious or philosophical reasons | 25 | 7.5% | 8% |
| Would not consider transferring | 59 | 17.5% | - |
| Other | 12 | 3.6% | 4% |
| Unsure | 10 | 3.1% | 5% |
| Total | 338 | 100.0% | 100.0% |



8. Do you agree or disagree with the following statement: Parents should have the ability to choose where their child attends school?

| | Freq. | % | 2020 Results % |
|------------------------|--------------|--------------|-------------------------------------|
| <u>Agree</u> | 778 | 81.9% | 81% |
| Strongly agree | 547 | 57.5% | 53% |
| Somewhat agree | 232 | 24.4% | 28% |
| <u>Disagree</u> | 142 | 15.0% | 14% |
| Somewhat disagree | 82 | 8.6% | 8% |
| Strongly disagree | 60 | 6.4% | 6% |
| Unsure | 29 | 3.1% | 6% |
| Total | 950 | 100.0% | 100.0% |

9. As you may know, parental choice is where parents have the freedom to choose where to send their child to school. Regardless of your overall opinion of parental choice, which of the following options do you think is the most convincing reason to support parental choice?

| | Freq. | % | 2020 Results % |
|---|--------------|----------|-------------------------------------|
| Parental choice lets parents choose the best educational option for their child | 410 | 43.2% | 42% |
| Parental choice provides children trapped in underperforming schools with the opportunity for a better education | 187 | 19.7% | 20% |
| The existence of other educational options motivates public schools to do better | 96 | 10.1% | 12% |
| Parental choice results in higher levels of educational satisfaction, improved student achievement and taxpayer savings | 127 | 13.4% | 8% |
| Unsure | 130 | 13.6% | 18% |
| Total | 950 | 100.0% | 100.0% |



10. And again, regardless of your overall opinion of parental choice, which of the following options do you think is the most convincing reason to oppose parental choice?

| | Freq. | % | 2020 Results % |
|---|--------------|----------|-------------------------------|
| Parental choice programs hurt public schools financially | 159 | 16.8% | 18% |
| Parental choice programs leave public schools with students who have higher needs | 131 | 13.8% | 13% |
| Parental choice programs encourage de facto segregation | 217 | 22.9% | 18% |
| Parental choice programs don't lead to better schools or student performance | 111 | 11.7% | 12% |
| Unsure | 331 | 34.9% | 39% |
| Total | 950 | 100.0% | 100.0% |

11. In your opinion, who is best suited to determine where a child should attend school?

| | Freq. | % | 2020 Results % |
|-------------------------------|--------------|----------|-------------------------------|
| The child's parents/guardians | 732 | 77.1% | 76% |
| Local school boards* | 112 | 11.8% | 8% |
| Unsure | 106 | 11.1% | 16% |
| Total | 950 | 100.0% | 100.0% |

*Note: "The government" asked in place of "Local school boards" in 2020 survey."

12. Students are often given the grades A, B, C, and D, and Fail to denote the quality of their work. Suppose the public schools themselves were graded in the same way. What grade would you give local public schools in North Carolina?

| | Freq. | % |
|--------|--------------|----------|
| A | 71 | 7.5% |
| B | 211 | 22.2% |
| C | 292 | 30.8% |
| D | 153 | 16.1% |
| F | 98 | 10.3% |
| Unsure | 125 | 13.1% |
| Total | 950 | 100.0% |



13. The North Carolina Opportunity Scholarship Program provides government funded vouchers of up to \$4,200 to low and moderate-income students that can be applied to tuition at a private school of their parents' choice. In 2020 over 14,000 students participated in this program. Do you favor or oppose the opportunity scholarship program?

| | Freq. | % | 2020 Results % |
|----------------------|-------------------|---------------------|----------------------|
| <u>Favor</u> | <u>630</u> | <u>66.4%</u> | <u>67%</u> |
| Strongly favor | 381 | 40.1% | 38% |
| Somewhat favor | 249 | 26.2% | 29% |
| <u>Oppose</u> | <u>234</u> | <u>24.7%</u> | <u>22%</u> |
| Somewhat oppose | 94 | 9.9% | 12% |
| Strongly oppose | 140 | 14.8% | 10% |
| Unsure | 85 | 9.0% | 11% |
| Total | 950 | 100.0% | 100.0% |

14. Would you be more likely or less likely to vote for a state lawmaker who supports Opportunity Scholarships?

| | Freq. | % |
|-----------------------------------|-------------------|---------------------|
| <u>More likely</u> | <u>502</u> | <u>52.8%</u> |
| Much more likely | 281 | 29.6% |
| Somewhat more likely | 220 | 23.2% |
| <u>Makes no difference</u> | <u>136</u> | <u>14.3%</u> |
| <u>Less likely</u> | <u>222</u> | <u>23.4%</u> |
| Somewhat less likely | 92 | 9.7% |
| Much less likely | 130 | 13.7% |
| Unsure | 91 | 9.5% |
| Total | 950 | 100.0% |

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

| | Freq. | % | 2020 Results % |
|----------------------|-------------------|---------------------|----------------------|
| <u>Favor</u> | <u>558</u> | <u>58.7%</u> | <u>58%</u> |
| Strongly favor | 309 | 32.5% | 27% |
| Somewhat favor | 249 | 26.2% | 31% |
| <u>Oppose</u> | <u>267</u> | <u>28.1%</u> | <u>31%</u> |



| | | | |
|-----------------|-----|--------|---------------|
| Somewhat oppose | 135 | 14.2% | 18% |
| Strongly oppose | 132 | 13.9% | 13% |
| Unsure | 126 | 13.2% | 12% |
| Total | 950 | 100.0% | 100.0% |

16. An "education savings account" in K–12 education – often called an ESA – creates a savings account using government funds for parents with restricted uses for educational purposes. Parents can use these funds to pay for: school tuition; tutoring; online education programs; therapies for students with special needs; textbooks or other instructional materials; or save for future college expenses. Do you favor or oppose education savings accounts?

| | Freq. | % |
|----------------------|-------------------|---------------------|
| <u>Favor</u> | <u>683</u> | <u>71.9%</u> |
| Strongly favor | 397 | 41.8% |
| Somewhat favor | 286 | 30.2% |
| <u>Oppose</u> | <u>151</u> | <u>15.9%</u> |
| Somewhat oppose | 60 | 6.4% |
| Strongly oppose | 91 | 9.6% |
| Unsure | 115 | 12.1% |
| Total | 950 | 100.0% |

17. Would you favor or oppose legislative proposals that provide parents greater flexibility in allocating how tax dollars are spent for their child's education?

| | Freq. | % |
|----------------------|-------------------|---------------------|
| <u>Favor</u> | <u>691</u> | <u>72.7%</u> |
| Strongly favor | 441 | 46.4% |
| Somewhat favor | 250 | 26.3% |
| <u>Oppose</u> | <u>163</u> | <u>17.1%</u> |
| Somewhat oppose | 84 | 8.8% |
| Strongly oppose | 79 | 8.3% |
| Unsure | 97 | 10.2% |
| Total | 950 | 100.0% |

Now, thinking about the impact of COVID-19 on education...

18. Would you say that you approve or disapprove of Governor Roy Cooper's handling of school re-opening, in light of COVID-19?

| | Freq. | % |
|-----------------------|-------------------|---------------------|
| <u>Approve</u> | <u>371</u> | <u>39.0%</u> |
| Strongly approve | 211 | 22.2% |
| Somewhat approve | 160 | 16.8% |



| | | |
|--|-------------------|---------------------|
| <u>Neither approve nor disapprove</u> | <u>106</u> | <u>11.2%</u> |
| <u>Disapprove</u> | <u>436</u> | <u>45.9%</u> |
| Somewhat disapprove | 115 | 12.1% |
| Strongly disapprove | 321 | 33.8% |
| Unsure | 37 | 3.9% |
| Total | 950 | 100.0% |

19. Would you say that you approve or disapprove of your local school district's handling of school re-opening, in light of COVID-19?

| | Freq. | % |
|--|-------------------|---------------------|
| <u>Approve</u> | <u>326</u> | <u>34.4%</u> |
| Strongly approve | 136 | 14.3% |
| Somewhat approve | 191 | 20.1% |
| <u>Neither approve nor disapprove</u> | <u>133</u> | <u>14.0%</u> |
| <u>Disapprove</u> | <u>423</u> | <u>44.6%</u> |
| Somewhat disapprove | 167 | 17.6% |
| Strongly disapprove | 256 | 27.0% |
| Unsure | 67 | 7.0% |
| Total | 950 | 100.0% |

20. Overall, would you say that instructional changes made this year in response to COVID-19 have had a positive or negative impact on student learning in North Carolina public schools?

| | Freq. | % |
|---|-------------------|---------------------|
| <u>Positive</u> | <u>97</u> | <u>10.2%</u> |
| Very positive | 36 | 3.8% |
| Somewhat positive | 61 | 6.4% |
| <u>Neither positive nor negative</u> | <u>127</u> | <u>13.4%</u> |
| <u>Negative</u> | <u>656</u> | <u>69.1%</u> |
| Somewhat negative | 274 | 28.9% |
| Very negative | 382 | 40.2% |
| Unsure | 70 | 7.3% |
| Total | 950 | 100.0% |

21. Are you female or male?

| | Freq. | % |
|--------|--------------|----------|
| Female | 514 | 54.1% |
| Male | 436 | 45.9% |
| Total | 950 | 100.0% |



22. What age range do you fall within?

| | Freq. | % |
|---------------------------|-------------------|---------------------|
| <u>Under 50</u> | <u>397</u> | <u>41.8%</u> |
| 18 - 34 | 173 | 18.2% |
| 35 - 49 | 224 | 23.6% |
| <u>50 and over</u> | <u>553</u> | <u>58.2%</u> |
| 50 - 64 | 277 | 29.2% |
| 65 or older | 276 | 29.0% |
| Total | 950 | 100.0% |

23. What is your race or ethnicity?

| | Freq. | % |
|-----------------------------|-------|--------|
| White | 627 | 66.0% |
| Black or African-American | 190 | 20.0% |
| Hispanic or Latino | 25 | 2.7% |
| Any other race or ethnicity | 62 | 6.6% |
| Unsure | 45 | 4.7% |
| Total | 950 | 100.0% |

24. How are you registered to vote in North Carolina? You may consider yourself of a different party, but what does your voter registration card show?

| | Freq. | % |
|---------------|-------|--------|
| Republican | 278 | 29.3% |
| Democrat | 301 | 31.6% |
| Unaffiliated | 299 | 31.5% |
| Another party | 28 | 3.0% |
| Unsure | 44 | 4.6% |
| Total | 950 | 100.0% |

25. And thinking about your views toward politics and government, would you say you are...

| | Freq. | % |
|----------------------------|-------------------|---------------------|
| <u>Conservative</u> | <u>412</u> | <u>43.4%</u> |
| Very conservative | 214 | 22.5% |
| Somewhat conservative | 198 | 20.9% |
| <u>Moderate</u> | <u>269</u> | <u>28.3%</u> |
| <u>Liberal</u> | <u>208</u> | <u>21.9%</u> |
| Somewhat liberal | 124 | 13.0% |
| Very liberal | 84 | 8.9% |
| Unsure | 61 | 6.4% |
| Total | 950 | 100.0% |



26. Do you consider the area where you live to be more rural, suburban, or urban?

| | Freq. | % |
|----------|--------------|----------|
| Rural | 342 | 36.0% |
| Suburban | 470 | 49.5% |
| Urban | 138 | 14.6% |
| Total | 950 | 100.0% |

27. What is the highest level of education you have reached so far?

| | Freq. | % |
|----------------------------|--------------|----------|
| Completed some high school | 32 | 3.4% |
| Highschool graduate or GED | 88 | 9.3% |
| Completed some college | 202 | 21.3% |
| Associate degree | 121 | 12.8% |
| Bachelor's degree | 251 | 26.4% |
| Graduate degree or further | 255 | 26.9% |
| Total | 950 | 100.0% |

28. What annual income range do you fall within out of the following options?

| | Freq. | % |
|----------------------|--------------|----------|
| Less than \$50,000 | 326 | 34.3% |
| \$50,000 - \$100,000 | 377 | 39.7% |
| More than \$100,000 | 247 | 25.9% |
| Total | 950 | 100.0% |

29. General Election X/4 (1/4, 2/4, 3/4, 4/4)

| | Freq. | % |
|--------|--------------|----------|
| 0 of 4 | 80 | 8.4% |
| 1 of 4 | 113 | 11.9% |
| 2 of 4 | 128 | 13.4% |
| 3 of 4 | 147 | 15.5% |
| 4 of 4 | 483 | 50.8% |
| Total | 950 | 100.0% |

30. Geo

| | Freq. | % |
|----------------|--------------|----------|
| West/Charlotte | 341 | 35.9% |
| Central | 177 | 18.6% |
| Raleigh-Durham | 290 | 30.6% |
| Coast | 142 | 15.0% |
| Total | 950 | 100.0% |



31. Geo - DMAs

| | Freq. | % |
|------------------|-------|--------|
| Charlotte | 272 | 28.7% |
| Chattanooga | 3 | 0.3% |
| Florence/Myrtle | 3 | 0.3% |
| Green/Nw Brn/Wsh | 87 | 9.1% |
| Green/Spart/Ash | 65 | 6.9% |
| Grsbro/Wnsal/Hpt | 174 | 18.4% |
| Norfolk | 21 | 2.2% |
| Raleigh/Durham | 290 | 30.6% |
| Wilmington | 34 | 3.6% |
| Total | 950 | 100.0% |

32. Age + Gender

| | Freq. | % |
|-----------|-------|--------|
| F 18 - 34 | 103 | 10.9% |
| F 35 - 49 | 126 | 13.3% |
| F 50 - 64 | 141 | 14.8% |
| F 65+ | 144 | 15.2% |
| M 18 - 34 | 70 | 7.4% |
| M 35 - 49 | 98 | 10.4% |
| M 50 - 64 | 136 | 14.3% |
| M 65+ | 131 | 13.8% |
| Total | 950 | 100.0% |

33. Urbanicity + Gender

| | Freq. | % |
|-----------------|-------|--------|
| Rural Female | 178 | 18.7% |
| Rural Male | 164 | 17.2% |
| Suburban Female | 264 | 27.8% |
| Suburban Male | 206 | 21.7% |
| Urban Female | 72 | 7.6% |
| Urban Male | 66 | 6.9% |
| Total | 950 | 100.0% |

34. Swing Voters

| | Freq. | % |
|-------|-------|--------|
| Yes | 268 | 28.2% |
| No | 682 | 71.8% |
| Total | 950 | 100.0% |



35. Generation

| | Freq. | % |
|-----------------|--------------|----------|
| Gen Z | 18 | 1.8% |
| Millennials | 254 | 26.7% |
| Gen X | 251 | 26.4% |
| Boomers | 316 | 33.3% |
| Traditionalists | 112 | 11.8% |
| Total | 950 | 100.0% |

36. Party from File

| | Freq. | % |
|------------|--------------|----------|
| Republican | 287 | 30.2% |
| Democratic | 342 | 36.0% |
| Other | 321 | 33.8% |
| Total | 950 | 100.0% |

37. Education

| | Freq. | % |
|-----------------------------|--------------|----------|
| Bachelor's degree or higher | 342 | 36.0% |
| Some college | 133 | 14.0% |
| High school or less | 186 | 19.6% |
| Unknown | 289 | 30.5% |
| Total | 950 | 100.0% |

38. Education + Gender

| | Freq. | % |
|-----------------------|--------------|----------|
| Female College degree | 178 | 18.7% |
| Female No degree | 170 | 17.9% |
| Female Unknown | 166 | 17.5% |
| Male College degree | 164 | 17.2% |
| Male No degree | 149 | 15.6% |
| Male Unknown | 123 | 13.0% |
| Total | 950 | 100.0% |

39. Partisanship + Gender

| | Freq. | % |
|----------------------|--------------|----------|
| Republican Female | 130 | 13.7% |
| Republican Male | 148 | 15.6% |
| Democrat Female | 185 | 19.4% |
| Democrat Male | 116 | 12.2% |
| Another party Female | 17 | 1.8% |
| Another party Male | 11 | 1.2% |
| Unaffiliated Female | 159 | 16.7% |
| Unaffiliated Male | 141 | 14.8% |
| Unsure | 44 | 4.6% |
| Total | 950 | 100.0% |



40. Partisanship + Age

| | Freq. | % |
|---------------------------|-------|--------|
| Republican 18 - 34 | 35 | 3.7% |
| Republican 35 - 49 | 73 | 7.7% |
| Republican 50 - 64 | 96 | 10.1% |
| Republican 65 or older | 74 | 7.8% |
| Democrat 18 - 34 | 57 | 6.0% |
| Democrat 35 - 49 | 52 | 5.4% |
| Democrat 50 - 64 | 73 | 7.7% |
| Democrat 65 or older | 119 | 12.5% |
| Another party 18 - 34 | 9 | 0.9% |
| Another party 35 - 49 | 6 | 0.6% |
| Another party 50 - 64 | 5 | 0.5% |
| Another party 65 or older | 8 | 0.9% |
| Unaffiliated 18 - 34 | 64 | 6.7% |
| Unaffiliated 35 - 49 | 83 | 8.7% |
| Unaffiliated 50 - 64 | 85 | 8.9% |
| Unaffiliated 65 or older | 68 | 7.2% |
| Unsure | 44 | 4.6% |
| Total | 950 | 100.0% |

41. Race + Gender

| | Freq. | % |
|------------------------------------|-------|--------|
| White Female | 336 | 35.3% |
| White Male | 292 | 30.7% |
| Black or African-American Female | 122 | 12.8% |
| Black or African-American Male | 68 | 7.2% |
| Hispanic or Latino Female | 13 | 1.4% |
| Hispanic or Latino Male | 12 | 1.3% |
| Any other race or ethnicity Female | 26 | 2.8% |
| Any other race or ethnicity Male | 36 | 3.8% |
| Unsure | 45 | 4.7% |
| Total | 950 | 100.0% |

METHODOLOGY

This probabilistic survey was conducted January 20 – 24, 2021, with 950 likely registered voters. It has a margin of error of $\pm 3.18\%$. Known registered voters were interviewed via IVR, SMS, and email invitation. This survey was weighted to likely registered voter universe.

ABOUT THE FIRM

[Cygnal](#) is an award-winning national public opinion and predictive analytics firm that pioneered multi-mode polling, peer-to-peer text collection, and Political Emotive Analysis. Cygnal was recently named the #1 Republican private pollster by Nate Silver's *FiveThirtyEight*, as well as the #1 most accurate polling and research firm in the country for 2018 by *The New York Times*. Its team members have worked in 47 states and countries on more than 1,100 corporate, public affairs, and political campaigns.

