

September 29, 2023



CYGNAL

Survey of Likely General Election Voters Texas House Districts

April 2023 | n=8,417

Insights & Analysis

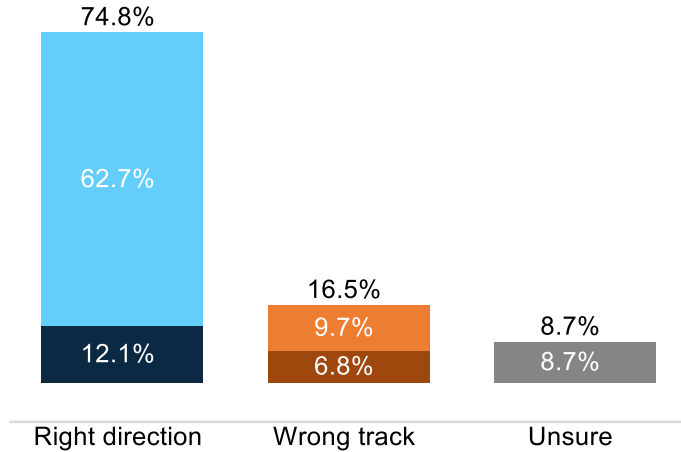
- In April, Governor Abbott commissioned individual polls in 21 state house districts held by Republicans to gauge how important School Choice is to voters (TL:DR **very important**). In an effort to get a more wholistic picture, the results were combined from the 21 individual surveys. It provides a clear message that, while results vary slightly from district to district, the overall result is the same – School Choice is a winning issue across Texas that all Republicans should embrace or experience electoral consequences.
 - More than 8,400 likely general election voters were surveyed as part of the project, including 4,808 Republicans.
- Support for **school choice** in the 21 combined House Districts in **Texas** is **strong** as 58% of overall voters support school choice (including **69% of Republicans**) and just 27% oppose. Only 17% of Republicans oppose.
- It is **imperative for Republicans up for re-election to support school choice**. Initial re-election support for the combined state representatives reaches 34% overall (49% among Republicans), and **support drops to 25% overall (28% among Republicans) if the state representative doesn't vote for school choice**, as a **majority** of Republicans become opposed.
 - If Abbott endorses another candidate against the state representative in a Republican primary because he/she wouldn't vote to provide school choice, the **Abbott-endorsed candidate gets 57%** while the **state representative drops all the way to 19% in the primary**.
- Even in state house district where the Republican state representative gets the highest initial support for re-election (53% overall; 69% among Republicans), that Republican state representative's support for re-election craters (36% overall; 40% among Republicans) if he doesn't support school choice.

Insights & Analysis

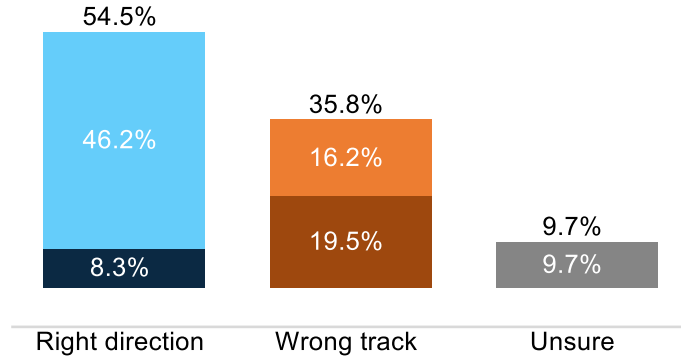
- As an example, the picture gets even worse for the state representative if Abbot endorses another candidate against him in a Republican primary **because he voted against school choice legislation**, only 34% of primary voters would support the current state representative whereas 43% would support the Abbott-endorsed candidate.
 - After basic messaging promoting school choice while also sharing the main arguments against choice, **support increases +3** to reach 61% support overall (including 73% of Republicans support).
- Voters are **optimistic** about the direction of the state (55% right direction overall, 75% right direction GOP), and **Abbott is very well liked** (+24 net fav overall; +70 net fav with GOP).
- Machine-learning generated three **segmentation analysis** groups: Persuadables (23%), School Choice Opposers (24%), and School Choice Supporters (53%).
 - The **Persuadables** group supports school choice but is undecided or ready for someone new on the re-elect ballot. They tend to be mid-income moderate women without a degree. This is a crucial group for Republicans in general elections.

TX Direction

Republicans



Overall

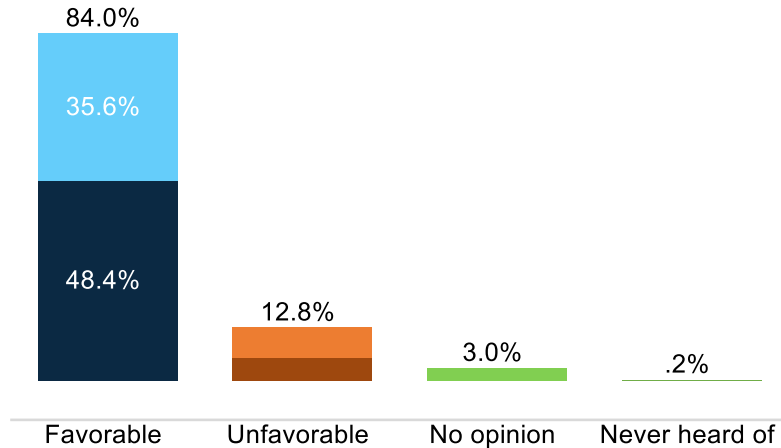


	F <55	F 55+	M <55	M 55+	M Col	M No Col	F No Col	F Col	Republican	Independent	Democrat	Choice Undec	Frgnt Church	Often Church	No Church	1 of 4	2 of 4	3 of 4	4 of 4
GOP - Right direction	64%	74%	77%	82%	79%	80%	68%	75%	75%	NA	NA	65%	77%	76%	72%	71%	69%	72%	77%
GOP - Wrong track	21%	17%	16%	13%	15%	14%	20%	16%	17%	NA	NA	19%	15%	17%	18%	19%	18%	19%	15%
GOP - Unsure	15%	9%	7%	4%	6%	6%	13%	10%	9%	NA	NA	16%	8%	6%	10%	10%	13%	9%	7%
Overall - Right direction	40%	56%	57%	67%	63%	63%	47%	52%	74%	38%	12%	43%	62%	58%	46%	51%	48%	53%	58%
Overall - Wrong track	46%	34%	35%	28%	31%	30%	40%	38%	17%	51%	81%	35%	28%	33%	45%	37%	39%	36%	34%
Overall - Unsure	13%	11%	8%	6%	6%	7%	12%	10%	9%	11%	7%	22%	10%	8%	9%	12%	13%	11%	8%

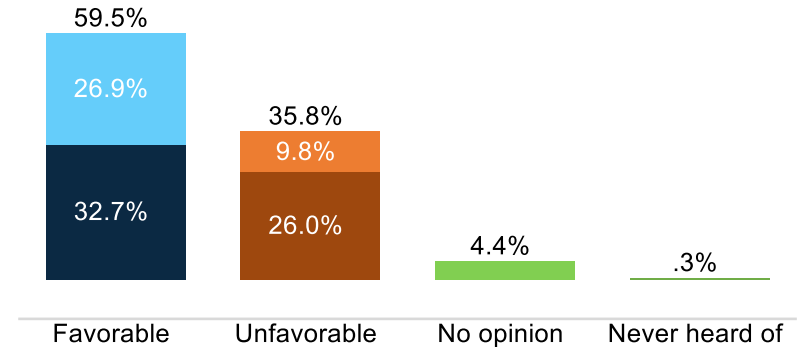
Generally speaking, would you say things in Texas are headed in the right direction or off on the wrong track?

Abbott Image

Republicans



Overall



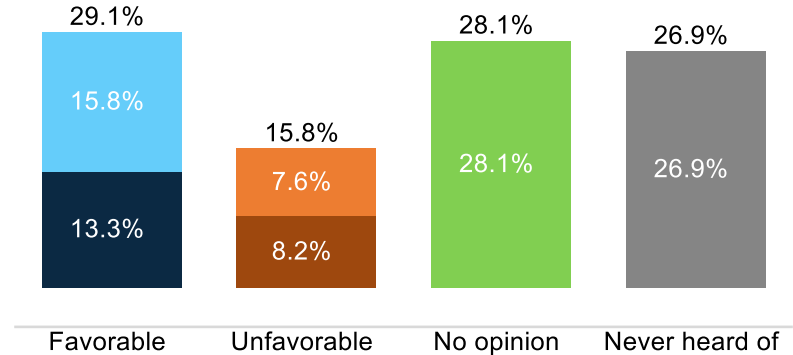
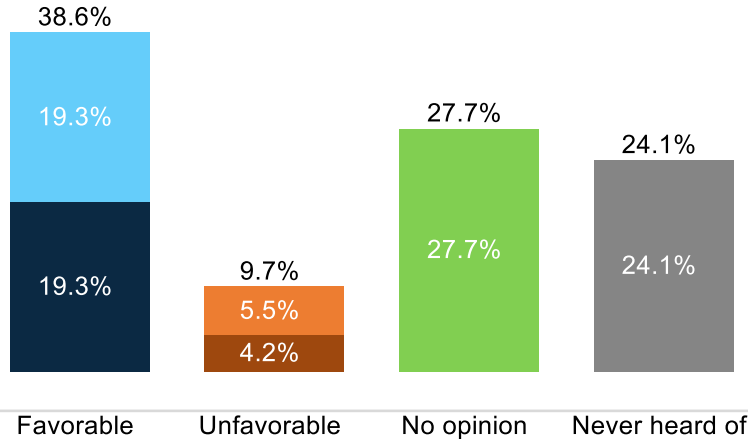
	F <55	F 55+	M <55	M 55+	M Col	M No Col	F No Col	F Col	Republican	Independent	Democrat	Choice Undec	Frgnt Church	Often Church	No Church	1 of 4	2 of 4	3 of 4	4 of 4
GOP - Fav	78%	85%	84%	88%	85%	88%	82%	82%	84%	NA	NA	87%	86%	83%	82%	82%	83%	83%	85%
GOP - Unfav	17%	12%	13%	10%	13%	10%	14%	15%	13%	NA	NA	7%	11%	14%	14%	12%	12%	13%	13%
GOP - NO	5%	3%	3%	1%	2%	2%	4%	3%	3%	NA	NA	5%	2%	3%	4%	6%	5%	4%	2%
GOP - NHO	0%	0%	0%	0%	0%	0%	0%	0%	0%	NA	NA	1%	0%	0%	0%	1%	0%	0%	0%
Overall - Fav	47%	63%	58%	71%	66%	67%	56%	56%	84%	39%	7%	53%	69%	62%	50%	57%	55%	57%	62%
Overall - Unfav	46%	33%	37%	26%	32%	30%	39%	40%	13%	56%	89%	32%	27%	34%	45%	35%	38%	37%	35%
Overall - NO	6%	4%	4%	2%	3%	3%	6%	4%	3%	4%	4%	14%	4%	4%	4%	6%	7%	6%	3%
Overall - NHO	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	1%	0%	0%	0%	1%	1%	0%	0%

Do you have a favorable or unfavorable opinion of Greg Abbott?

State Rep Image

Republicans

Overall

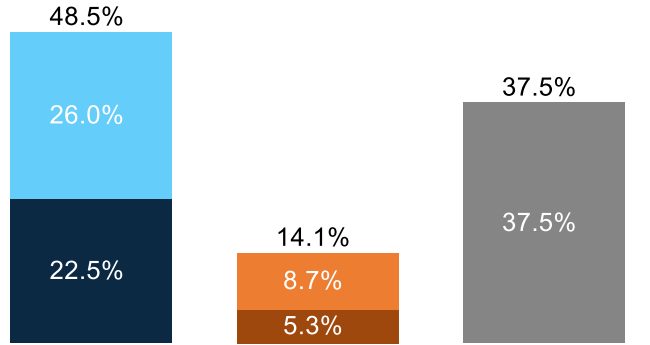


	F <55	F 55+	M <55	M 55+	M Col	M No Col	F No Col	F Col	Republican	Independent	Democrat	Choice Undec	Frgnt Church	Often Church	No Church	1 of 4	2 of 4	3 of 4	4 of 4
GOP - Fav	37%	38%	37%	42%	45%	38%	37%	43%	39%	NA	NA	29%	43%	41%	32%	27%	30%	33%	44%
GOP - Unfav	9%	10%	10%	10%	12%	9%	9%	10%	10%	NA	NA	7%	9%	9%	10%	7%	9%	7%	11%
GOP - NO	25%	32%	25%	27%	24%	27%	31%	30%	28%	NA	NA	31%	26%	27%	29%	27%	29%	31%	27%
GOP - NHO	29%	20%	27%	22%	18%	26%	23%	18%	24%	NA	NA	33%	21%	22%	29%	39%	32%	30%	18%
Overall - Fav	25%	30%	28%	34%	35%	30%	27%	33%	37%	23%	10%	20%	36%	33%	22%	20%	22%	26%	35%
Overall - Unfav	17%	14%	17%	15%	17%	16%	16%	16%	9%	21%	33%	10%	14%	14%	18%	14%	15%	14%	17%
Overall - NO	27%	32%	25%	28%	27%	27%	31%	31%	28%	27%	27%	32%	27%	27%	28%	26%	29%	30%	27%
Overall - NHO	31%	23%	30%	23%	21%	27%	26%	21%	25%	28%	30%	37%	23%	25%	32%	40%	34%	30%	21%

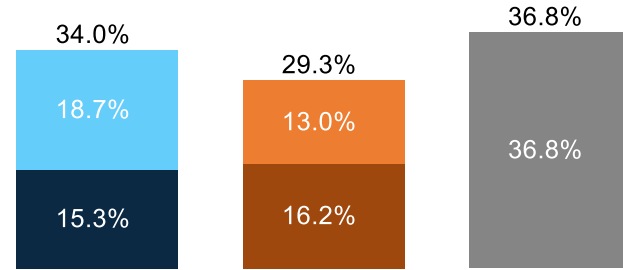
Do you have a favorable or unfavorable opinion of [name of local Republican state representative]?

State Rep Re-Elect

Republicans



Overall



Re-elect Republican

Time for someone new

Undecided

Re-elect Republican

Time for someone new

Undecided

	F <55	F 55+	M <55	M 55+	M Col	M No Col	F No Col	F Col	Republican	Independent	Democrat	Choice Undec	Frgnt Church	Often Church	No Church	1 of 4	2 of 4	3 of 4	4 of 4
GOP - Re-elect Republican	45%	47%	49%	53%	54%	50%	47%	49%	48%	NA	NA	37%	52%	49%	44%	37%	41%	47%	52%
GOP - Time for someone new	12%	16%	12%	15%	17%	13%	14%	14%	14%	NA	NA	11%	13%	15%	15%	14%	14%	13%	14%
GOP - Undecided	44%	37%	39%	32%	29%	37%	39%	37%	37%	NA	NA	52%	35%	36%	41%	50%	45%	40%	33%
Overall - Re-elect Republican	27%	34%	33%	42%	42%	37%	31%	35%	47%	23%	6%	22%	41%	38%	27%	26%	27%	31%	39%
Overall - Time for someone new	32%	29%	30%	26%	28%	28%	31%	28%	14%	39%	70%	26%	23%	28%	36%	29%	32%	29%	29%
Overall - Undecided	41%	37%	37%	32%	30%	35%	38%	37%	38%	38%	23%	52%	36%	35%	37%	45%	41%	40%	32%

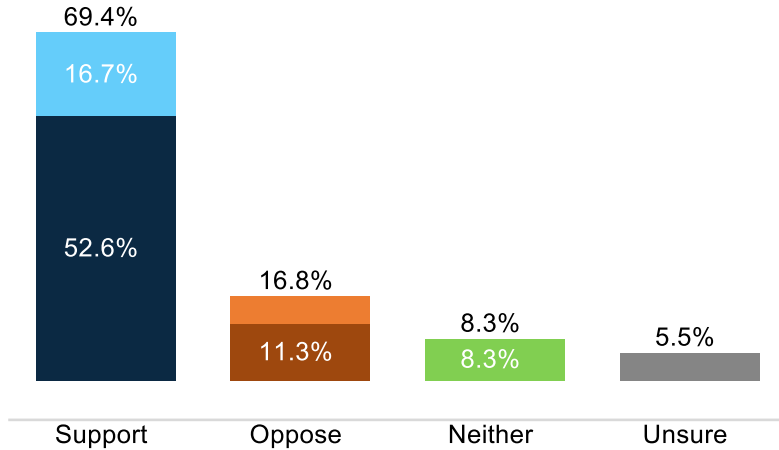
Do you believe [name of local Republican state representative] deserves re-election for Texas House of Representatives, or is it time for someone new?



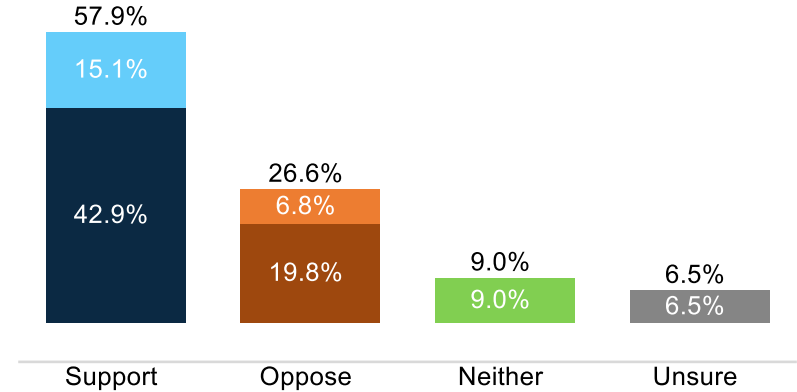
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School Choice S/O Initial

Republicans



Overall



	F <55	F 55+	M <55	M 55+	M Col	M No Col	F No Col	F Col	Republican	Independent	Democrat	Freq Church	Often Church	No Church	1 of 4	2 of 4	3 of 4	4 of 4
GOP - Support	67%	67%	69%	74%	72%	72%	67%	64%	69%	NA	NA	71%	68%	69%	69%	69%	68%	70%
GOP - Oppose	19%	17%	16%	15%	18%	15%	17%	20%	17%	NA	NA	18%	19%	14%	15%	15%	15%	18%
GOP - Neither	9%	10%	7%	7%	7%	7%	9%	10%	8%	NA	NA	7%	9%	9%	8%	9%	10%	8%
GOP - Unsure	5%	6%	7%	4%	3%	7%	7%	5%	6%	NA	NA	4%	4%	8%	8%	7%	8%	4%
Overall - Support	55%	55%	59%	64%	61%	62%	56%	51%	70%	51%	29%	63%	58%	54%	60%	58%	58%	57%
Overall - Oppose	28%	28%	26%	23%	27%	23%	26%	33%	17%	34%	53%	24%	28%	29%	22%	23%	25%	30%
Overall - Neither	9%	10%	9%	8%	8%	9%	10%	10%	8%	9%	10%	7%	9%	10%	10%	11%	9%	8%
Overall - Unsure	8%	7%	7%	5%	4%	6%	8%	6%	6%	6%	8%	5%	5%	8%	8%	8%	8%	5%

Do you support or oppose school choice, allowing parents to send their children to public, charter, or private schools with funding following the student?

Messages

Low-Income: *Some of the best education is often reserved for students with parents who can afford the best schools. School choice evens the playing field for all families and makes the best education available to every student of any background.*

Freedom from Indoctrination: *Schools should teach kids how to think, not what to think. Sadly, many are trying to indoctrinate kids in schools. School choice gives parents the ability to choose an education setting that is free from indoctrination at a public school.*

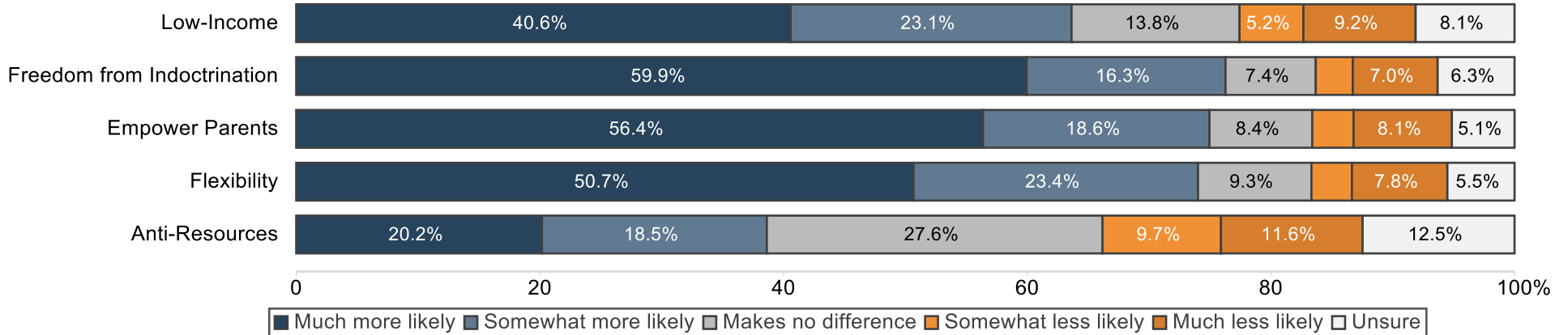
Empower Parents: *School choice empowers parents to be the final decision maker when it comes to their child's future. Parents should be able to consider options and have a say in their own child's education, regardless of income or ZIP code.*

Flexibility: *Every child learns differently and has different needs when it comes to education. School choice gives flexibility to parents to decide the right education that fits their child's unique needs.*

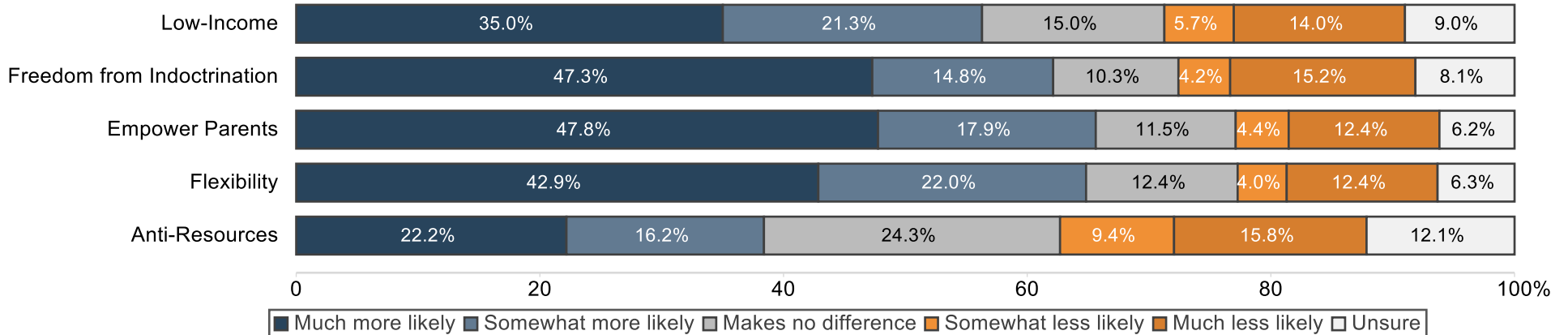
Anti-Resources: *Local education officials worry that expanding school choice options for parents would take away existing resources from public schools.*

Messages

Republicans



Overall



Messages Heatmaps (Republicans)

More Likely

	F <55	F 55+	M <55	M 55+	M Col	M No Col	F No Col	F Col	Republican	Independent	Democrat	Choice Undec	Frgnt Church	Often Church	No Church	1 of 4	2 of 4	3 of 4	4 of 4
Low-Income	59%	67%	61%	66%	60%	66%	64%	63%	64%	NA	NA	46%	64%	61%	66%	65%	63%	62%	64%
Freedom from Indoctrination	72%	77%	77%	78%	76%	78%	75%	74%	76%	NA	NA	67%	77%	75%	78%	77%	76%	76%	76%
Empower Parents	71%	77%	71%	79%	76%	74%	76%	71%	75%	NA	NA	58%	76%	75%	75%	77%	75%	76%	75%
Flexibility	74%	76%	70%	75%	71%	74%	75%	74%	74%	NA	NA	58%	75%	74%	74%	78%	73%	73%	74%
Anti-Resources	33%	43%	38%	39%	39%	40%	38%	40%	39%	NA	NA	31%	38%	40%	39%	36%	39%	38%	40%

Less Likely

	F <55	F 55+	M <55	M 55+	M Col	M No Col	F No Col	F Col	Republican	Independent	Democrat	Choice Undec	Frgnt Church	Often Church	No Church	1 of 4	2 of 4	3 of 4	4 of 4
Low-Income	17%	13%	15%	14%	18%	13%	12%	15%	14%	NA	NA	9%	16%	17%	12%	11%	13%	15%	15%
Freedom from Indoctrination	11%	9%	11%	10%	11%	9%	9%	10%	10%	NA	NA	6%	10%	10%	9%	9%	7%	11%	10%
Empower Parents	15%	10%	13%	10%	11%	11%	9%	14%	11%	NA	NA	8%	11%	12%	11%	12%	10%	13%	11%
Flexibility	12%	10%	12%	11%	15%	10%	10%	12%	11%	NA	NA	6%	11%	12%	10%	9%	10%	13%	11%
Anti-Resources	26%	20%	20%	21%	20%	21%	22%	21%	21%	NA	NA	17%	22%	24%	20%	23%	20%	21%	21%

Messages Heatmaps (Overall)

More Likely

	F <55	F 55+	M <55	M 55+	M Col	M No Col	F No Col	F Col	Republican	Independent	Democrat	Choice Undec	Frgnt Church	Often Church	No Church	1 of 4	2 of 4	3 of 4	4 of 4
Low-Income	56%	59%	52%	59%	53%	57%	59%	53%	64%	49%	41%	45%	59%	55%	55%	58%	57%	56%	56%
Freedom from Indoctrination	57%	64%	61%	67%	63%	66%	62%	57%	76%	52%	29%	50%	67%	63%	58%	63%	63%	62%	62%
Empower Parents	63%	68%	61%	70%	67%	66%	68%	61%	75%	58%	45%	55%	69%	67%	62%	68%	67%	66%	65%
Flexibility	66%	67%	61%	65%	62%	64%	68%	62%	74%	57%	45%	53%	68%	65%	62%	68%	66%	65%	63%
Anti-Resources	32%	44%	35%	42%	41%	39%	38%	40%	39%	39%	39%	30%	39%	41%	37%	34%	36%	38%	40%

Less Likely

	F <55	F 55+	M <55	M 55+	M Col	M No Col	F No Col	F Col	Republican	Independent	Democrat	Choice Undec	Frgnt Church	Often Church	No Church	1 of 4	2 of 4	3 of 4	4 of 4
Low-Income	20%	19%	22%	19%	23%	18%	16%	21%	14%	24%	34%	11%	19%	20%	21%	16%	19%	19%	21%
Freedom from Indoctrination	22%	18%	22%	16%	20%	17%	18%	22%	10%	26%	45%	12%	17%	18%	24%	18%	17%	20%	21%
Empower Parents	18%	15%	19%	15%	16%	16%	14%	19%	11%	21%	31%	9%	16%	16%	19%	17%	14%	17%	18%
Flexibility	15%	16%	17%	17%	19%	16%	13%	19%	11%	21%	30%	10%	15%	17%	17%	15%	14%	17%	17%
Anti-Resources	31%	21%	28%	21%	23%	24%	24%	26%	22%	28%	36%	20%	24%	25%	27%	27%	26%	25%	24%

How to Read a Cygnal Message Map (Example)

Effectiveness (X Axis)

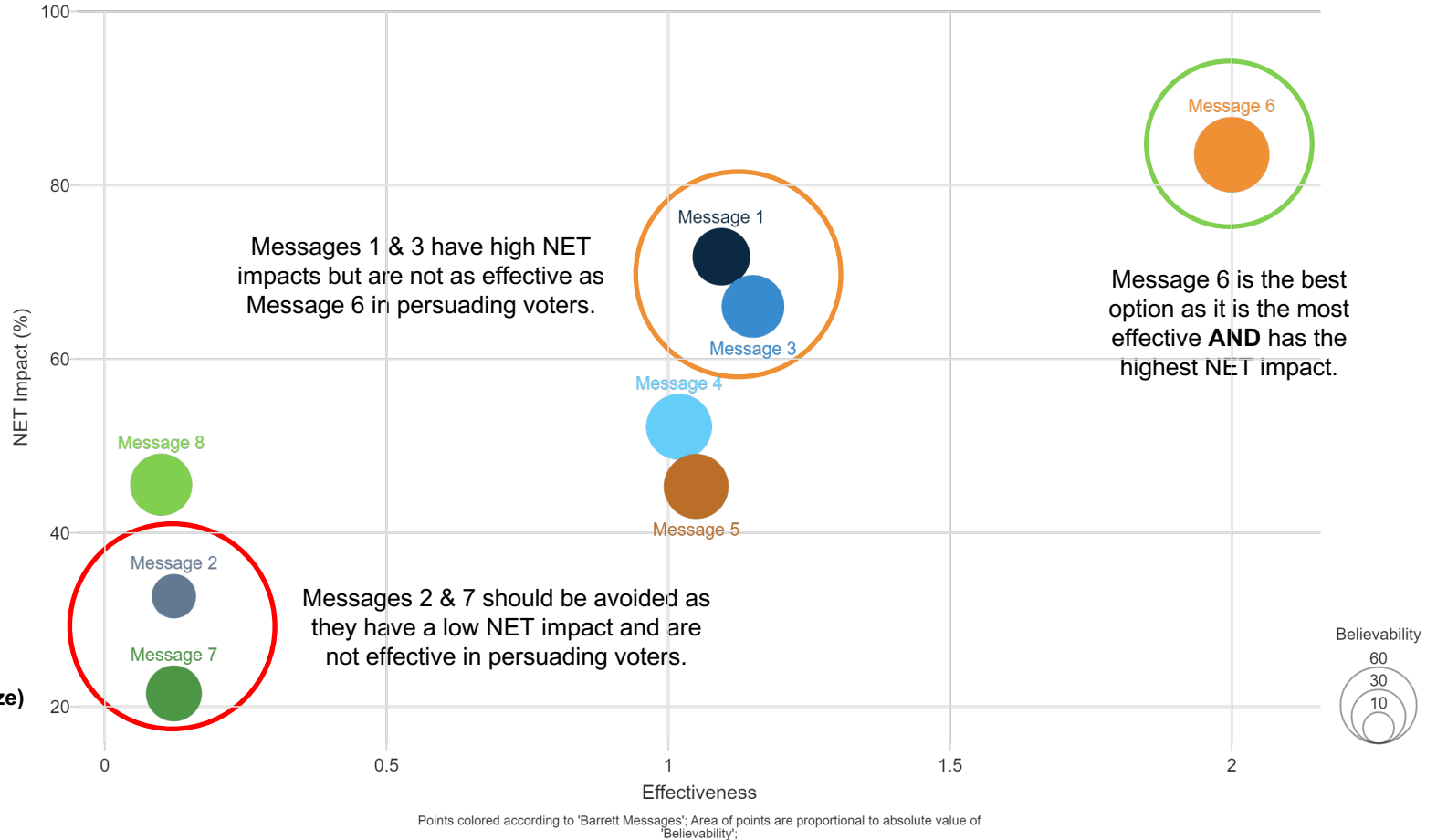
The horizontal position of each message indicates the message's *persuasion power* – the **most important** function. Messages positioned **furthest to the right** are the **most effective in changing** a voter's opinion. Pay attention to the **effectiveness scale** at the **bottom** and how messages compare graph-to-graph; standard range is 0 to 2.

Net Impact (Y Axis)

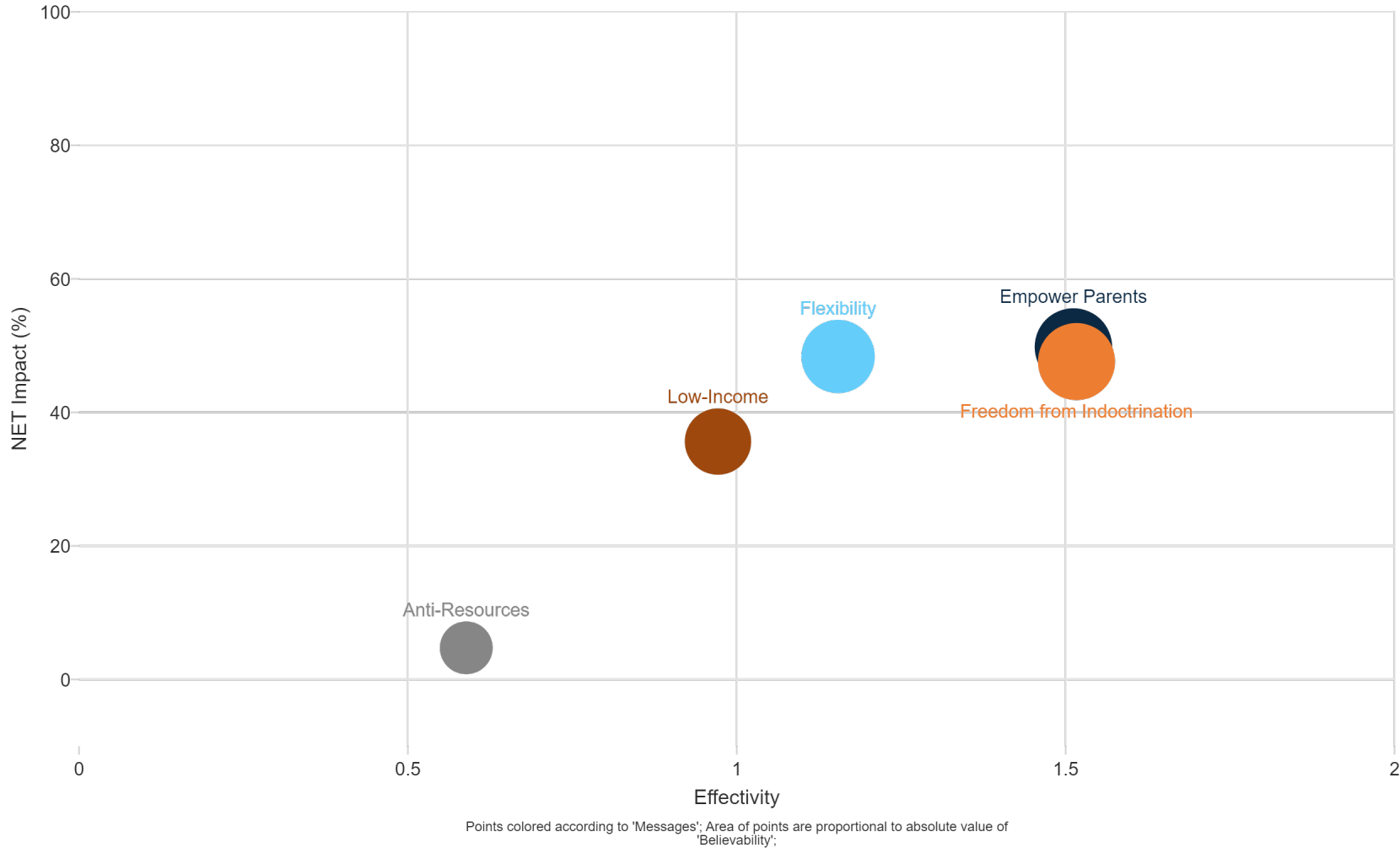
The vertical position of each message indicates the NET impact – or *popularity* – of each message. Messages with **highest position** have the **broadest appeal**. The closer a message is to the **bottom** of Net Impact, the more **drag** it has meaning it can cut against you.

Believability (Bubble Size)

The size of each message bubble reflects the **intensity** of responses (called *believability*). Larger bubbles reflect a high concentration of respondents choosing *much* more/less likely. This is a **comparative tool** for impact but third in importance of the overall graph.

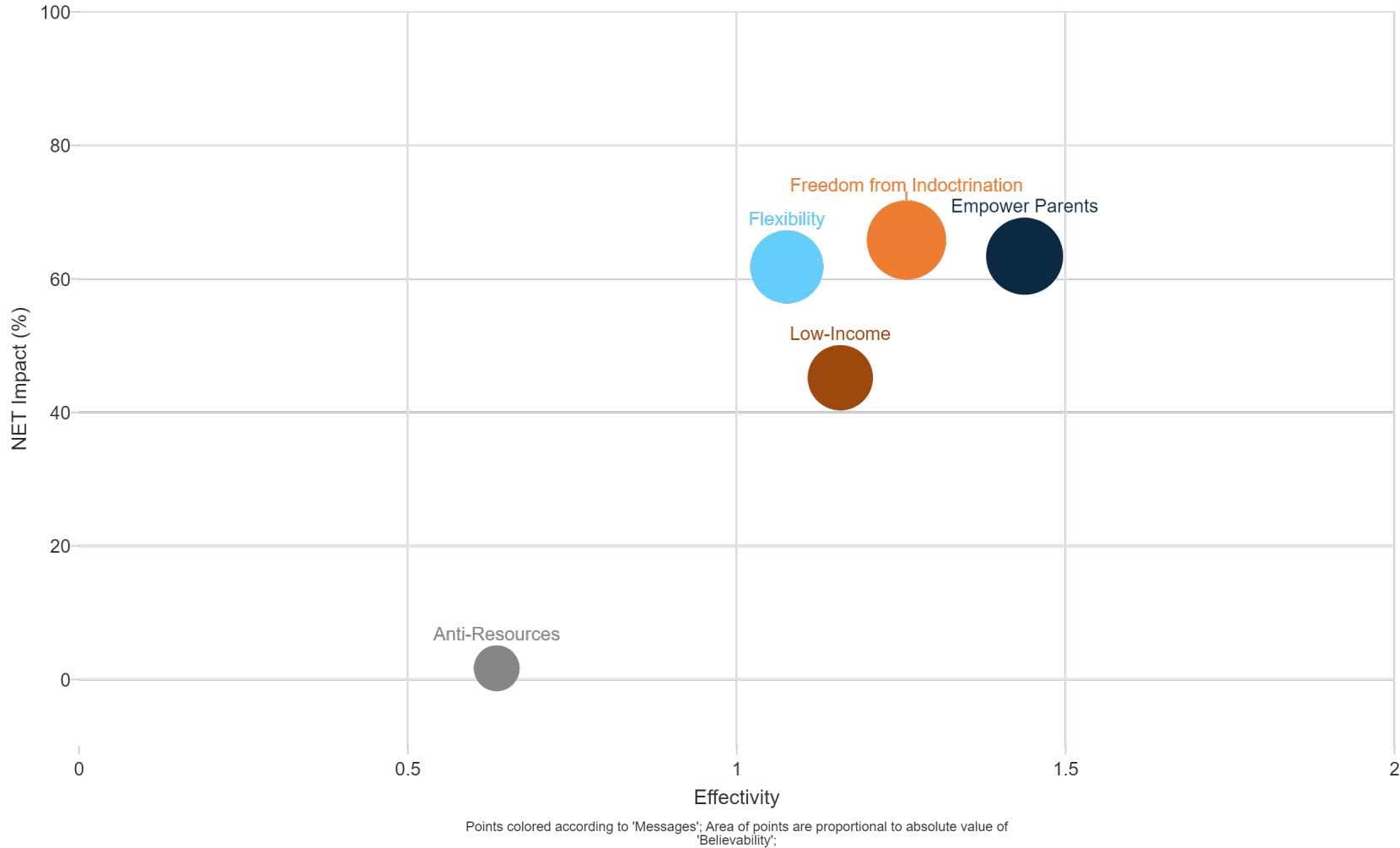


Pro-School Choice Message Mapping: Overall



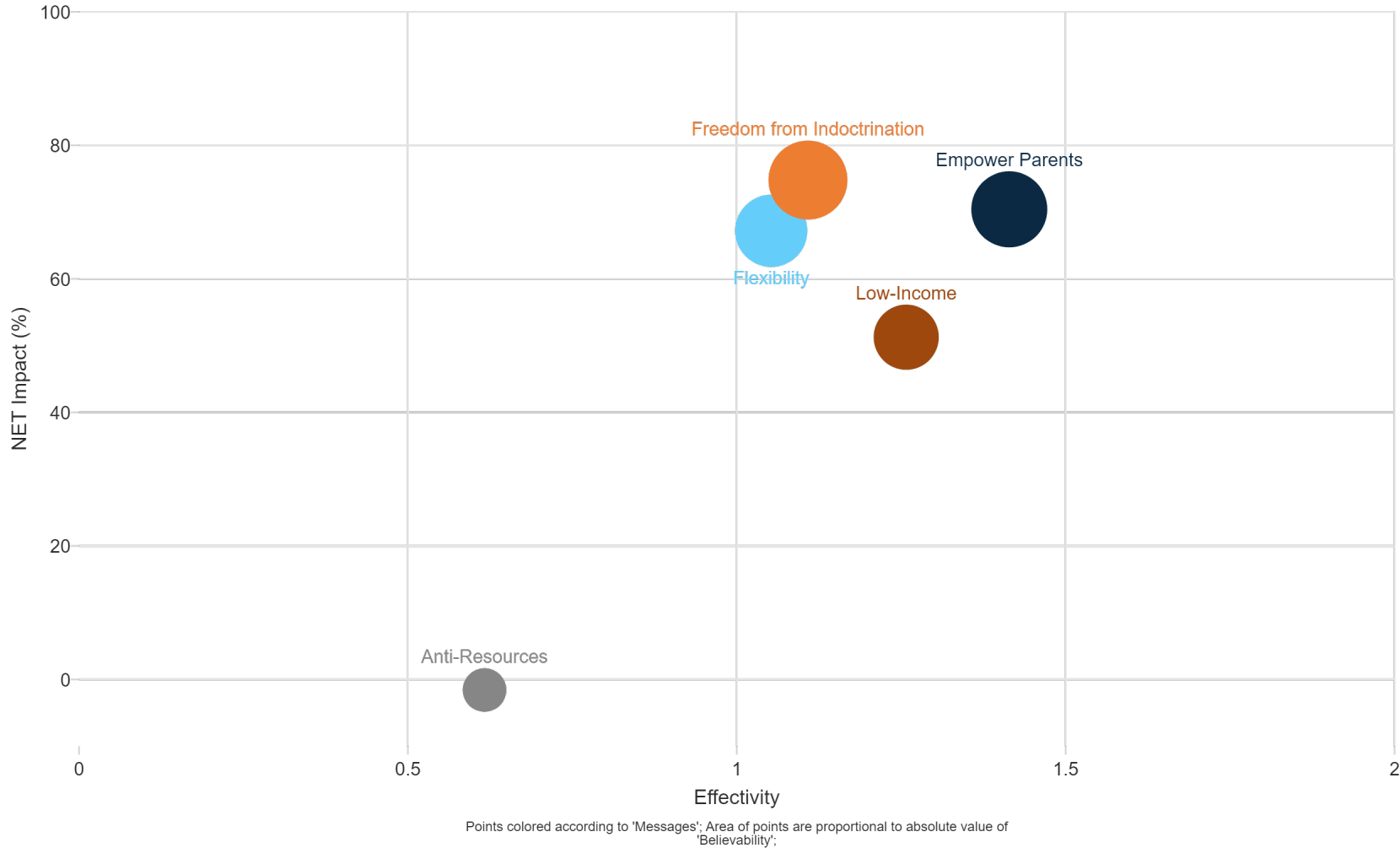
Effectiveness is the coefficient of the message in a logistic regression model with likelihood of supporting School Choice on the informed ballot. NET Impact is the difference of the percentage of likely voters who responded More likely and Less likely on the messages. Believability is the percentage of likely voters who responded Much more likely (Much less likely) on the positive (negative) messages. The higher the value of the metric, the more effective/more impactful/more believable the message is.

Pro-School Choice Message Mapping: Republicans



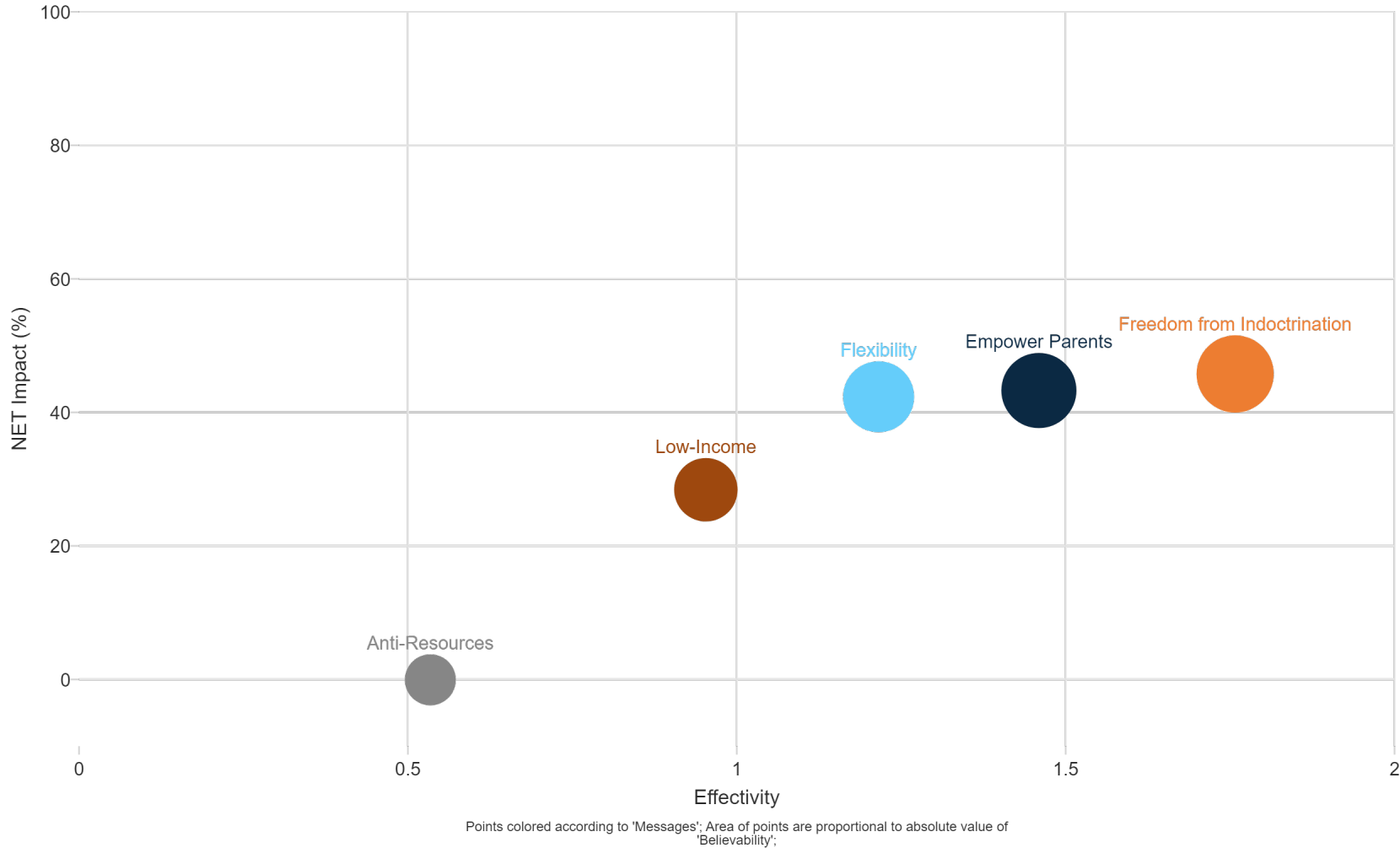
Effectiveness is the coefficient of the message in a logistic regression model with likelihood of supporting School Choice on the informed ballot. NET Impact is the difference of the percentage of likely voters who responded More likely and Less likely on the messages. Believability is the percentage of likely voters who responded Much more likely (Much less likely) on the positive (negative) messages. The higher the value of the metric, the more effective/more impactful/more believable the message is.

Pro-School Choice Message Mapping: Republicans, Very Conservative



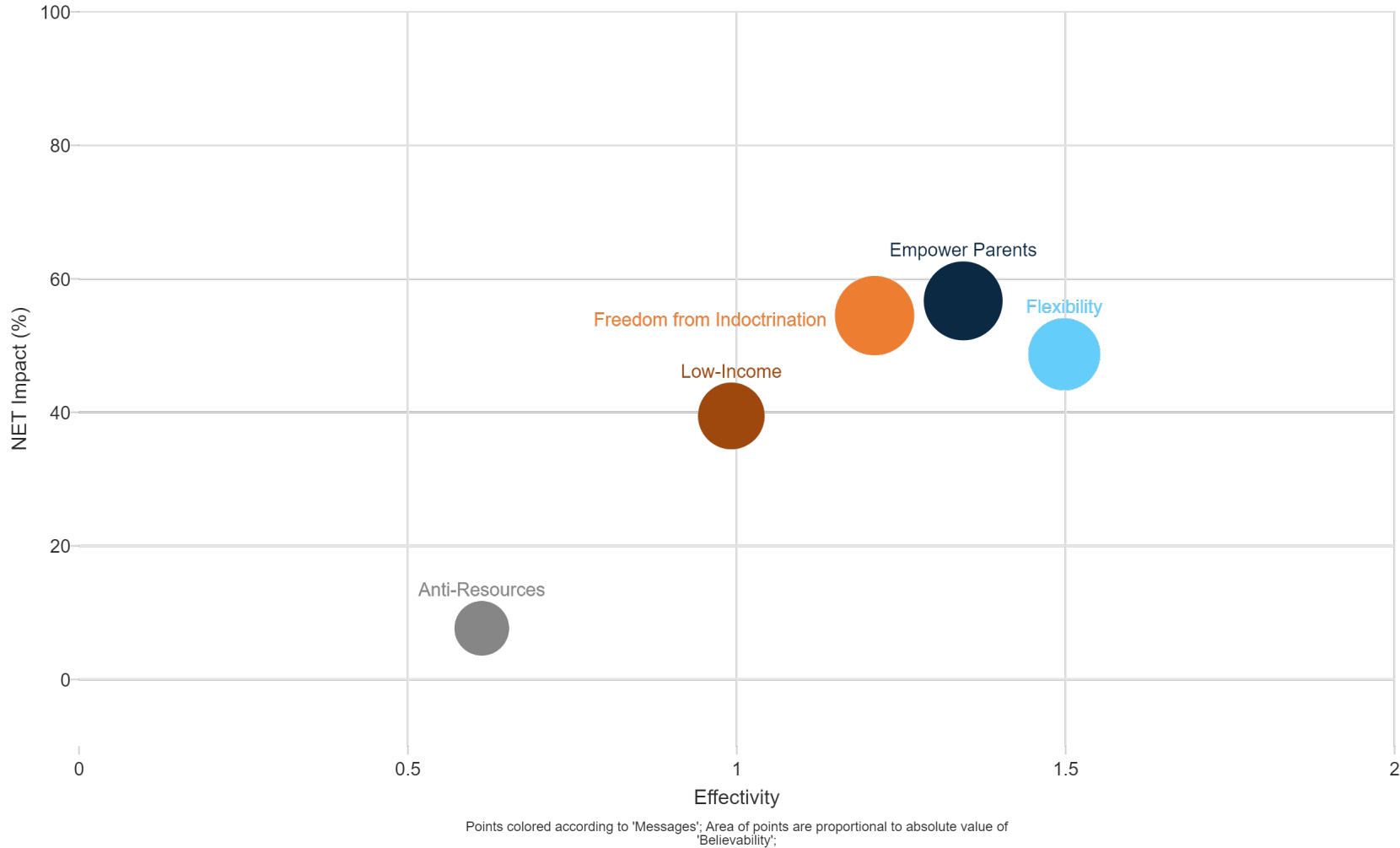
Effectiveness is the coefficient of the message in a logistic regression model with likelihood of supporting School Choice on the informed ballot. NET Impact is the difference of the percentage of likely voters who responded More likely and Less likely on the messages. Believability is the percentage of likely voters who responded Much more likely (Much less likely) on the positive (negative) messages. The higher the value of the metric, the more effective/more impactful/more believable the message is.

Pro-School Choice Message Mapping: Men <55



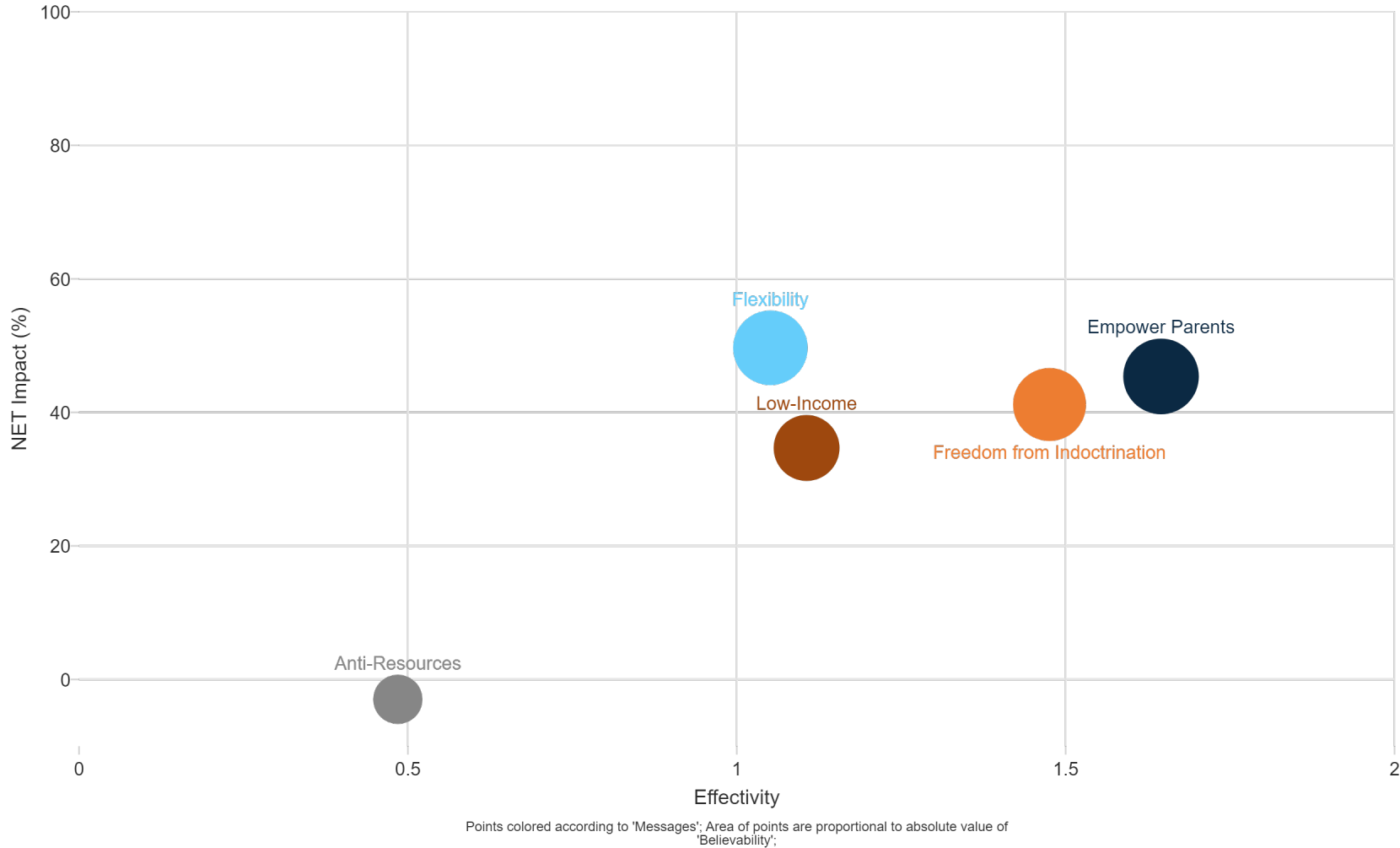
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Pro-School Choice Message Mapping: Men 55+



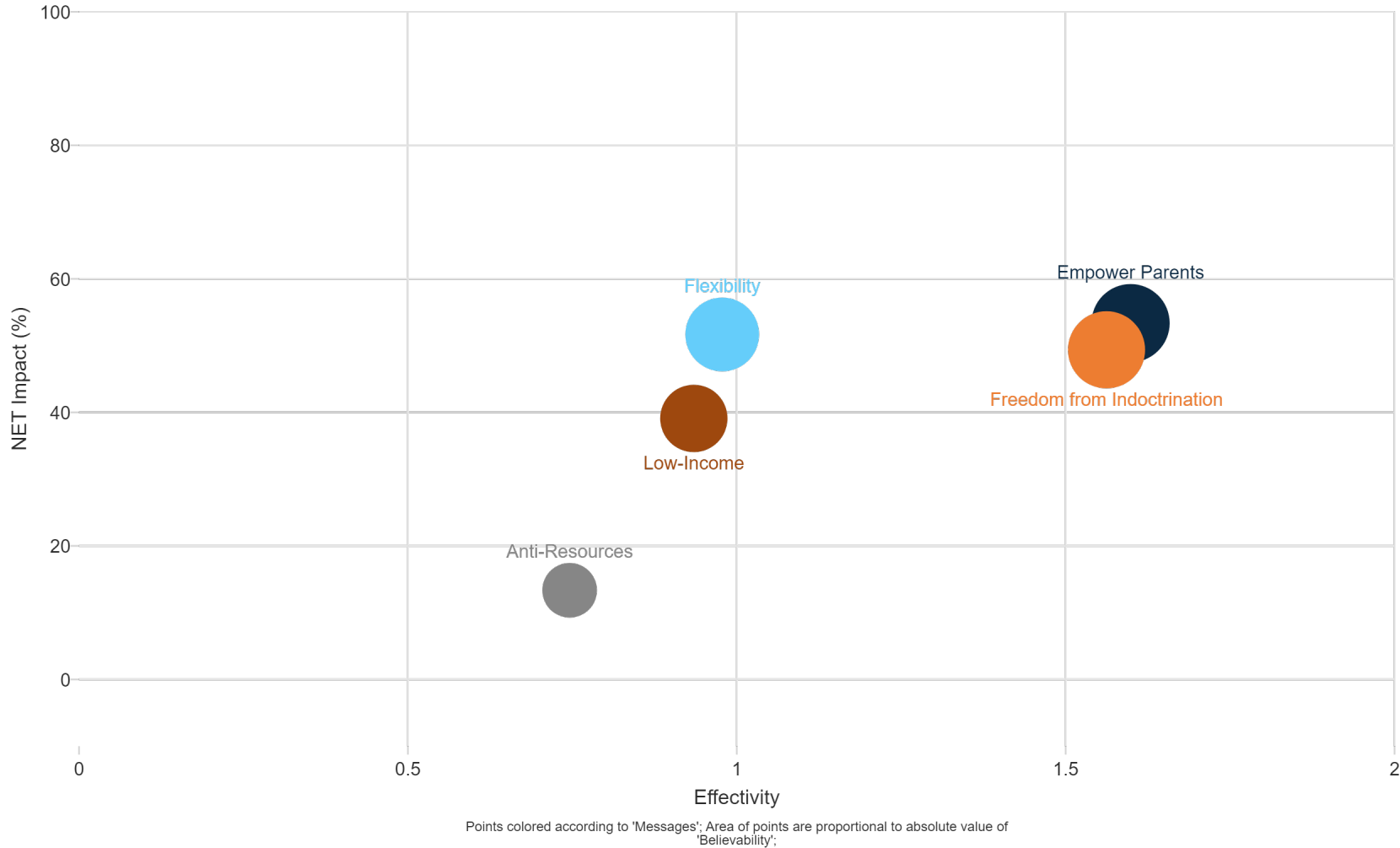
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Pro-School Choice Message Mapping: Women <55



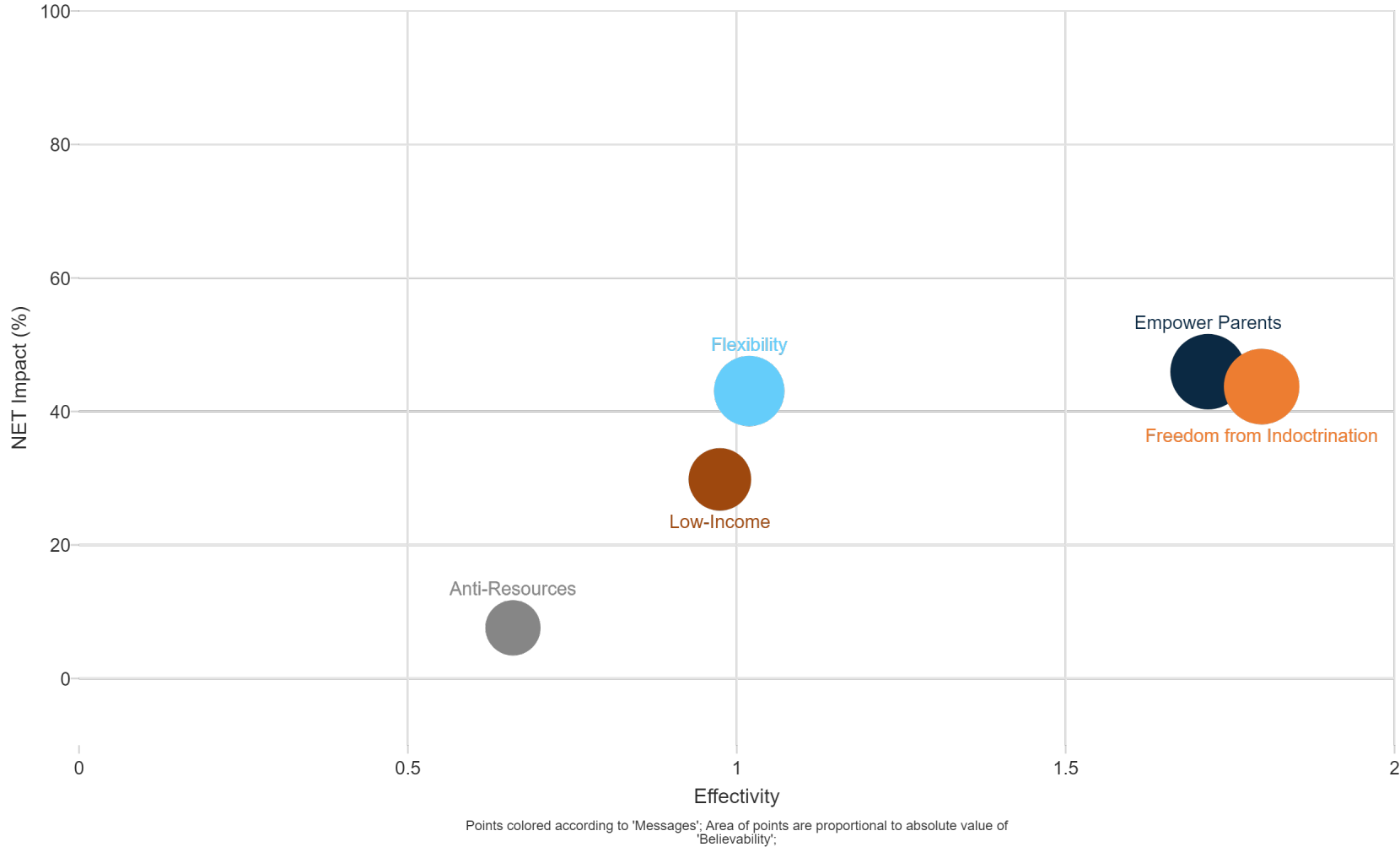
Effectiveness is the coefficient of the message in a logistic regression model with likelihood of supporting School Choice on the informed ballot. NET Impact is the difference of the percentage of likely voters who responded More likely and Less likely on the messages. Believability is the percentage of likely voters who responded Much more likely (Much less likely) on the positive (negative) messages. The higher the value of the metric, the more effective/more impactful/more believable the message is.

Pro-School Choice Message Mapping: Women 55+



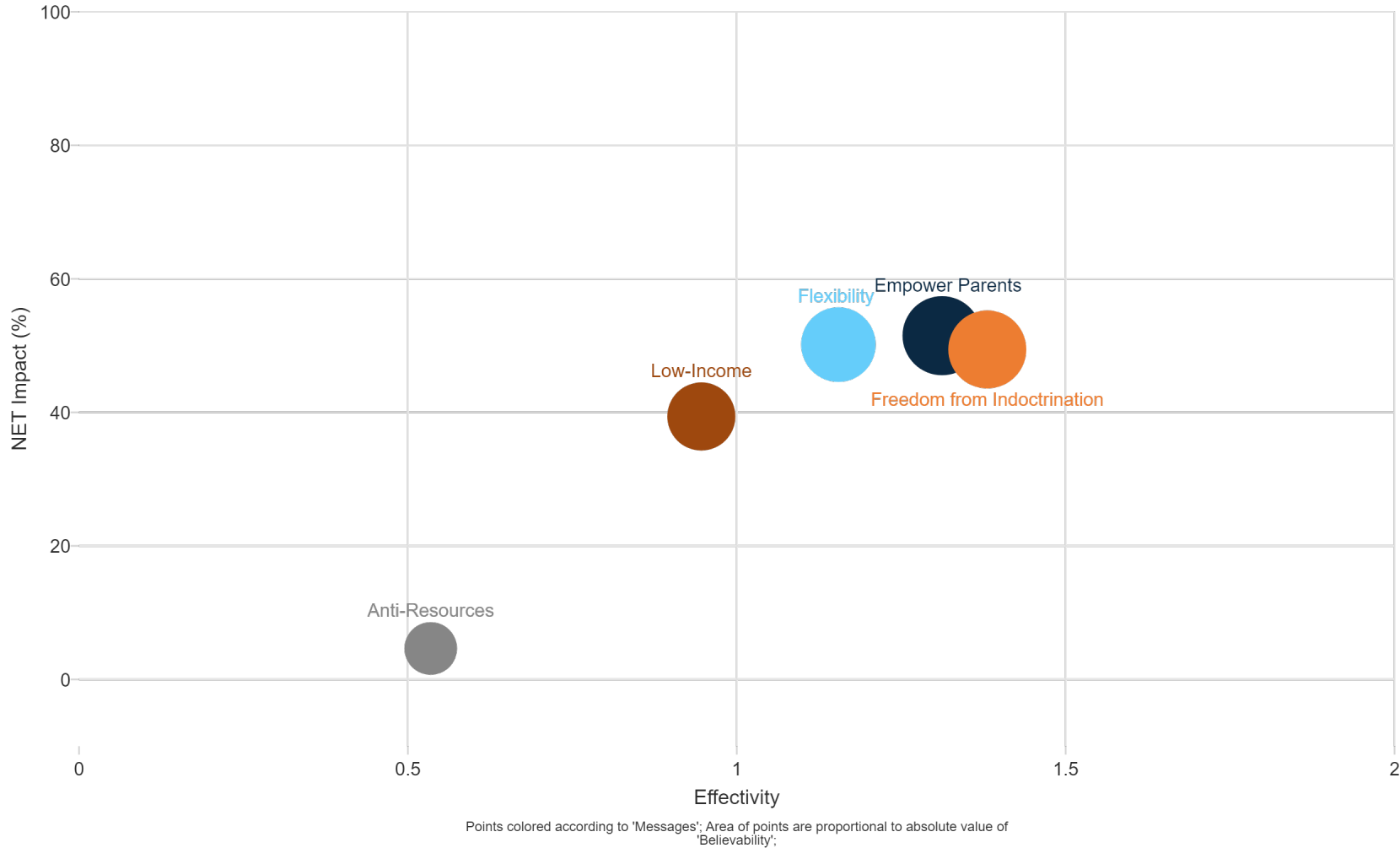
Effectiveness is the coefficient of the message in a logistic regression model with likelihood of supporting School Choice on the informed ballot. NET Impact is the difference of the percentage of likely voters who responded More likely and Less likely on the messages. Believability is the percentage of likely voters who responded Much more likely (Much less likely) on the positive (negative) messages. The higher the value of the metric, the more effective/more impactful/more believable the message is.

Pro-School Choice Message Mapping: College



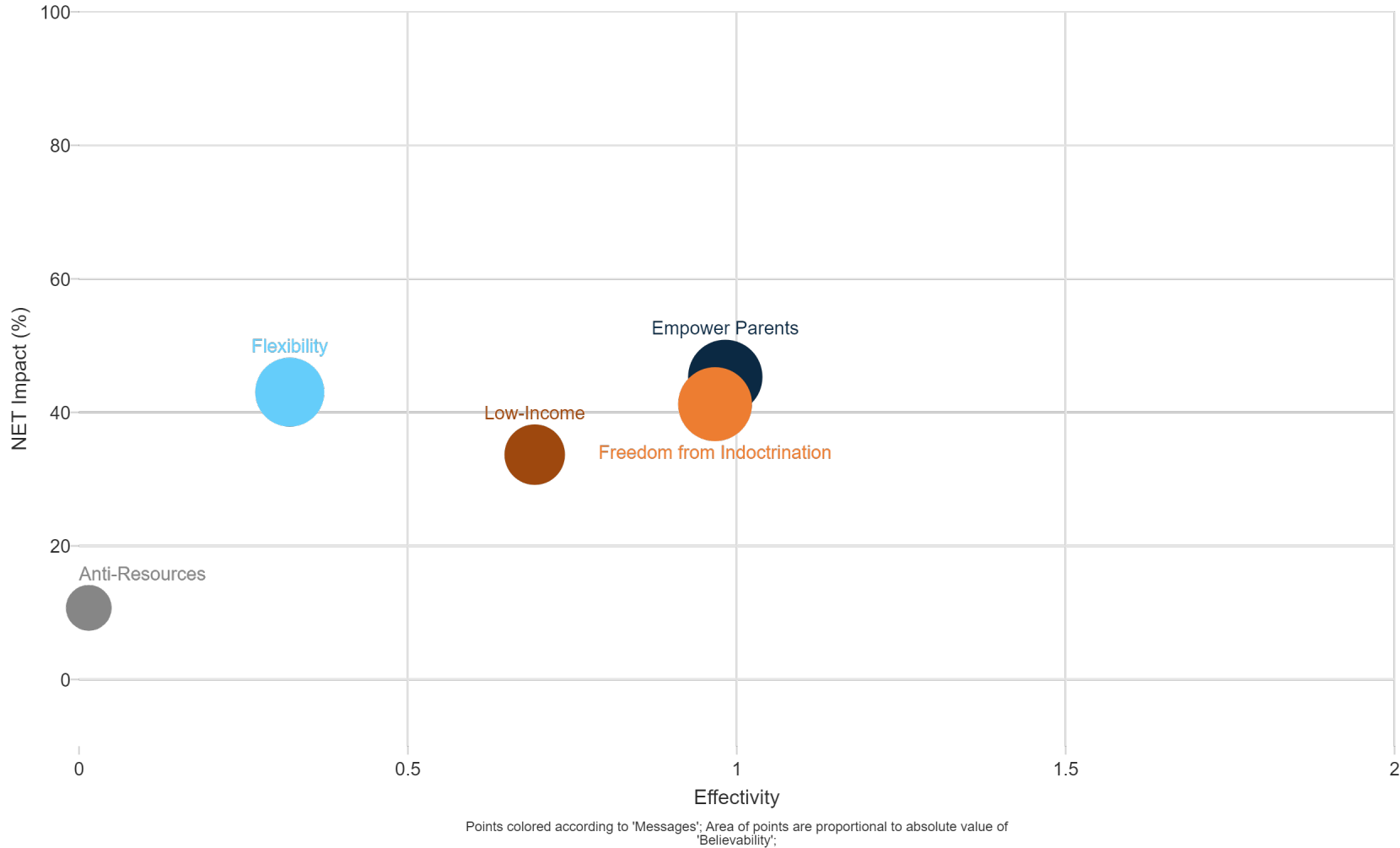
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Pro-School Choice Message Mapping: No College



Effectiveness is the coefficient of the message in a logistic regression model with likelihood of supporting School Choice on the informed ballot. NET Impact is the difference of the percentage of likely voters who responded More likely and Less likely on the messages. Believability is the percentage of likely voters who responded Much more likely (Much less likely) on the positive (negative) messages. The higher the value of the metric, the more effective/more impactful/more believable the message is.

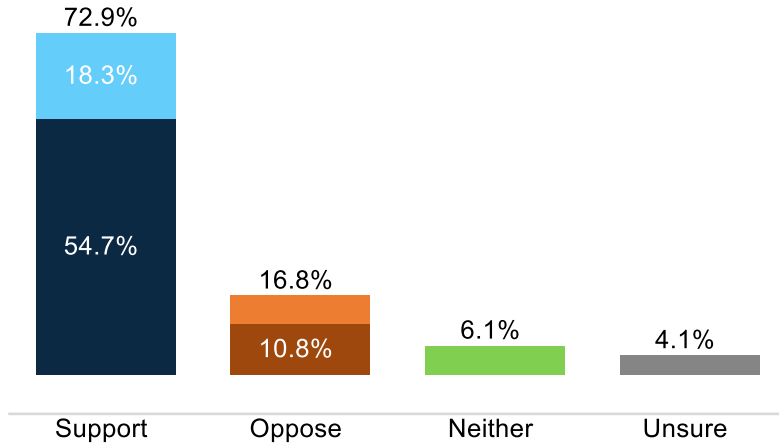
Pro-School Choice Message Mapping: Unsure on Initial School Choice S/O



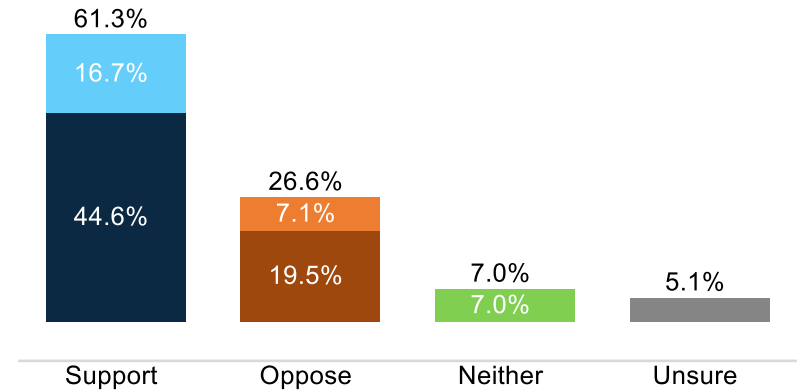
Effectiveness is the coefficient of the message in a logistic regression model with likelihood of supporting School Choice on the informed ballot. NET Impact is the difference of the percentage of likely voters who responded More likely and Less likely on the messages. Believability is the percentage of likely voters who responded Much more likely (Much less likely) on the positive (negative) messages. The higher the value of the metric, the more effective/more impactful/more believable the message is.

School Choice S/O Informed

Republicans



Overall



	F <55	F 55+	M <55	M 55+	M Col	M No Col	F No Col	F Col	Republican	Independent	Democrat	Choice Undec	Frgnt Church	Often Church	No Church	1 of 4	2 of 4	3 of 4	4 of 4
GOP - Support	70%	72%	73%	77%	74%	75%	71%	68%	73%	NA	NA	45%	75%	69%	74%	76%	71%	73%	73%
GOP - Oppose	19%	17%	18%	14%	18%	15%	17%	20%	17%	NA	NA	12%	17%	20%	15%	13%	16%	15%	18%
GOP - Neither	6%	6%	6%	6%	5%	6%	7%	7%	6%	NA	NA	12%	5%	7%	7%	6%	8%	8%	5%
GOP - Unsure	5%	4%	3%	4%	3%	4%	5%	5%	4%	NA	NA	32%	4%	4%	4%	4%	6%	4%	4%
Overall - Support	58%	61%	61%	67%	63%	65%	61%	55%	73%	54%	32%	38%	67%	61%	58%	65%	62%	62%	60%
Overall - Oppose	28%	27%	28%	23%	28%	23%	25%	32%	16%	34%	54%	12%	23%	28%	29%	21%	24%	24%	30%
Overall - Neither	8%	7%	7%	6%	5%	7%	8%	8%	6%	7%	8%	13%	6%	7%	8%	7%	9%	8%	6%
Overall - Unsure	6%	5%	5%	4%	4%	5%	6%	5%	4%	5%	5%	37%	4%	5%	5%	6%	6%	6%	4%

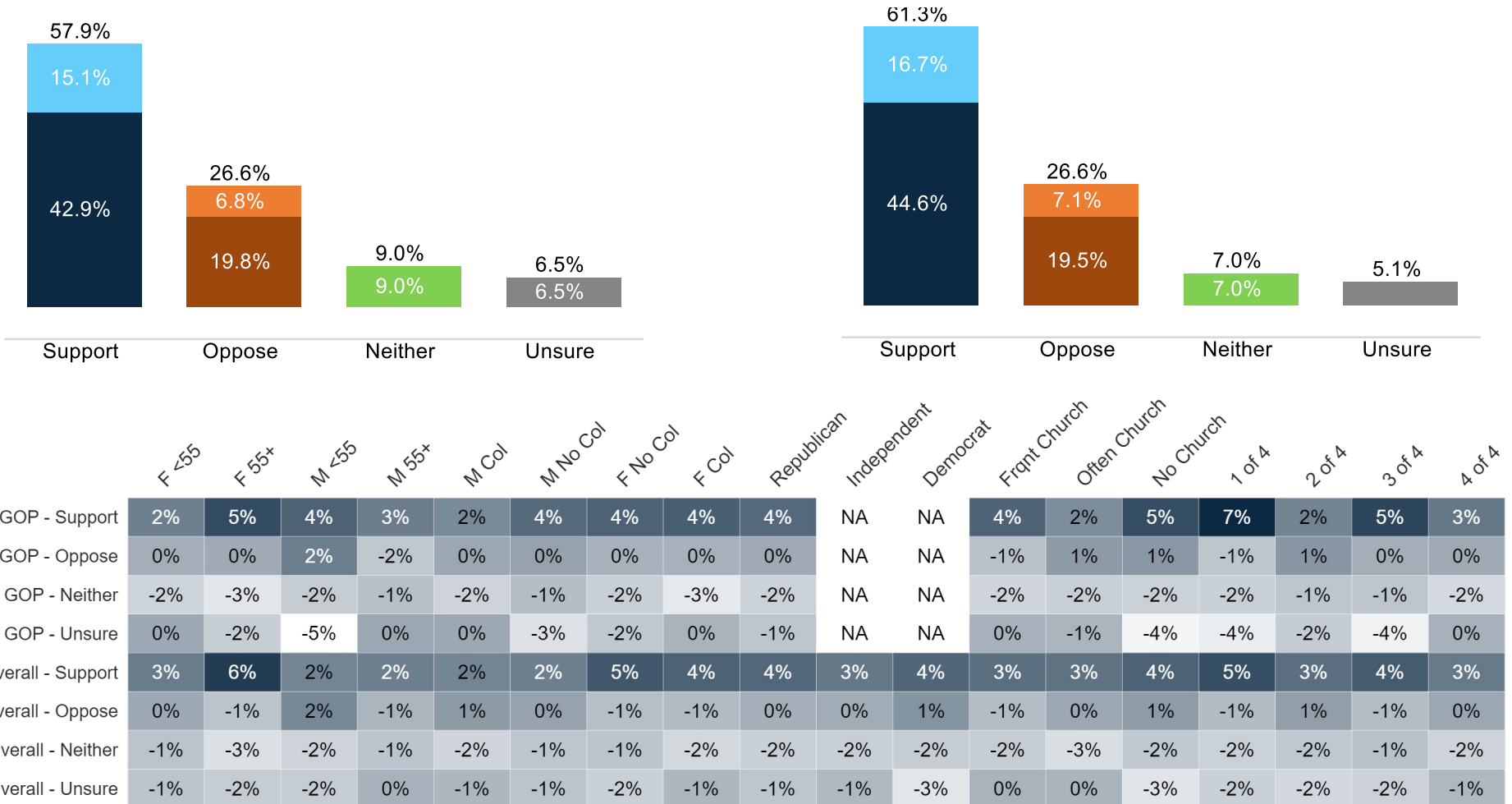
Do you support or oppose school choice, allowing parents to send their children to public, charter, or private schools with funding following the student?

Percent Change: Initial to Informed S/O (Overall)

Initial S/O

Informed S/O

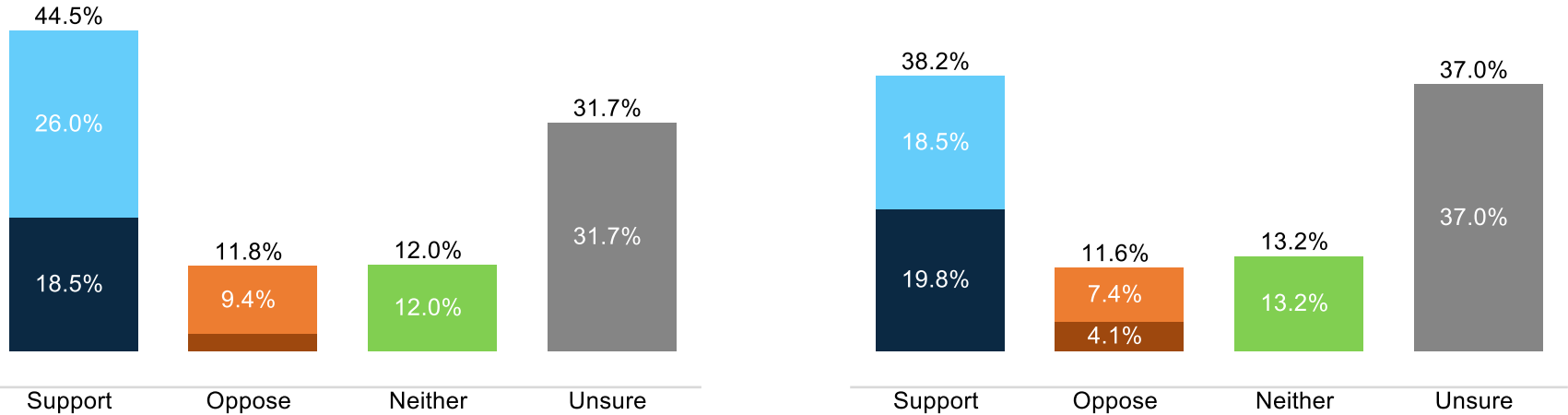
Support +3.4 from Initial



School Choice S/O Informed Among Initial Undecideds

Republicans

Overall



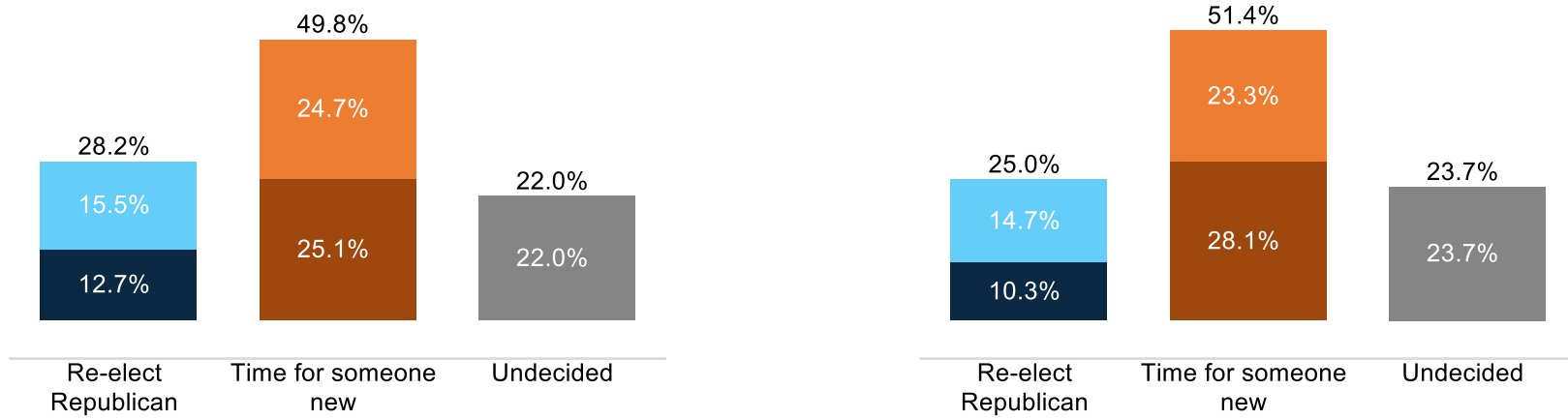
	F <55	F 55+	M <55	M 55+	M Col	M No Col	F No Col	F Col	Republican	Independent	Democrat	Choice Undec	Frgnt Church	Often Church	No Church	1 of 4	2 of 4	3 of 4	4 of 4
GOP - Support	37%	45%	47%	48%	36%	44%	35%	46%	45%	NA	NA	45%	48%	49%	42%	71%	53%	37%	38%
GOP - Oppose	4%	10%	23%	6%	21%	21%	11%	2%	12%	NA	NA	12%	4%	11%	18%	0%	8%	27%	9%
GOP - Neither	21%	10%	8%	11%	0%	13%	19%	13%	12%	NA	NA	12%	10%	12%	13%	15%	12%	15%	10%
GOP - Unsure	38%	35%	22%	35%	43%	22%	34%	38%	32%	NA	NA	32%	38%	28%	26%	14%	27%	21%	44%
Overall - Support	34%	43%	38%	37%	31%	35%	40%	35%	45%	30%	41%	38%	42%	45%	37%	51%	38%	40%	33%
Overall - Oppose	12%	11%	14%	9%	16%	8%	11%	7%	8%	13%	20%	12%	8%	12%	15%	9%	13%	12%	12%
Overall - Neither	17%	11%	11%	13%	6%	17%	13%	17%	14%	15%	12%	13%	14%	9%	15%	15%	15%	12%	13%
Overall - Unsure	36%	36%	36%	41%	48%	41%	35%	40%	33%	42%	28%	37%	36%	34%	34%	26%	34%	36%	43%

Do you support or oppose school choice, allowing parents to send their children to public, charter, or private schools with funding following the student?

State Rep Informed Re-Elect

Republicans

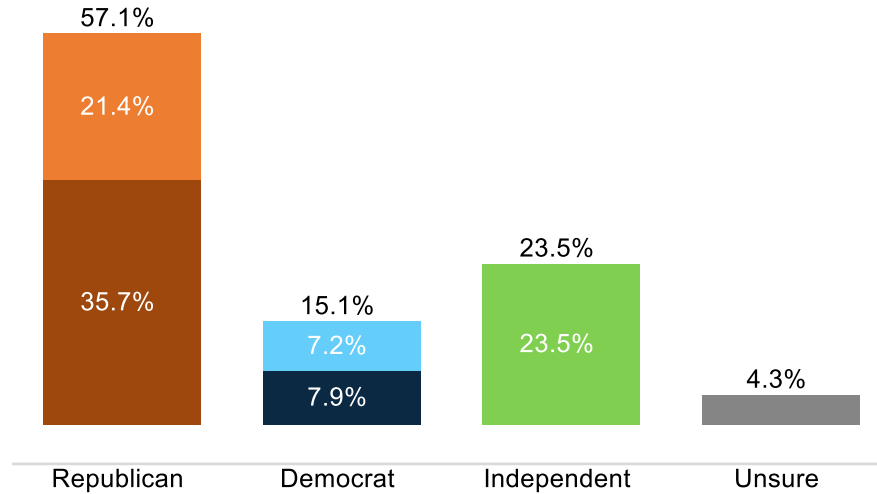
Overall



	F <55	F 55+	M <55	M 55+	M Col	M No Col	F No Col	F Col	Republican	Independent	Democrat	Choice Undec	Frqnt Church	Often Church	No Church	1 of 4	2 of 4	3 of 4	4 of 4
GOP - Re-elect Republican	30%	28%	27%	28%	32%	26%	28%	33%	28%	NA	NA	24%	29%	34%	24%	20%	22%	25%	32%
GOP - Time for someone new	42%	52%	48%	55%	49%	53%	47%	47%	50%	NA	NA	27%	51%	45%	52%	53%	53%	50%	49%
GOP - Undecided	28%	20%	24%	17%	19%	21%	25%	20%	22%	NA	NA	49%	20%	21%	24%	28%	25%	25%	20%
Overall - Re-elect Republican	24%	25%	25%	25%	28%	25%	23%	30%	28%	25%	20%	17%	27%	31%	22%	19%	19%	23%	29%
Overall - Time for someone new	47%	52%	51%	56%	50%	55%	50%	47%	50%	52%	60%	32%	52%	47%	54%	53%	55%	51%	50%
Overall - Undecided	29%	23%	24%	19%	22%	21%	27%	23%	23%	23%	21%	51%	21%	22%	25%	29%	26%	26%	21%

If [name of local Republican state representative] voted against school choice legislation, would you believe she deserves re-election to the Texas House of Representatives, or would it be time for someone new?

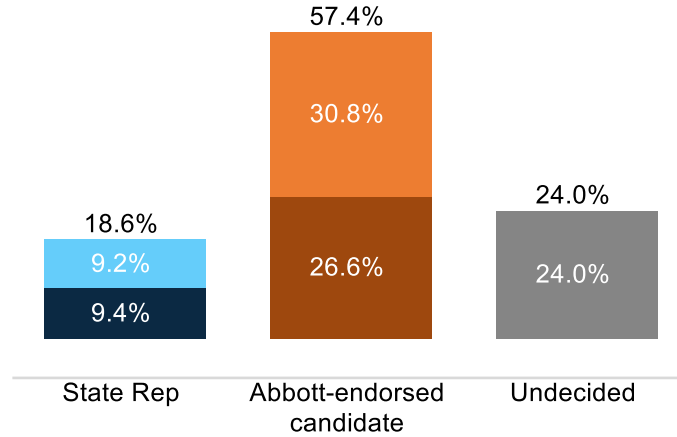
Partisanship by Response



	F <55	F 55+	M <55	M 55+	M Col	M No Col	F No Col	F Col	Choice Undec	Frgnt Church	Often Church	No Church	1 of 4	2 of 4	3 of 4	4 of 4
Republican	50%	61%	54%	64%	62%	61%	57%	56%	49%	66%	60%	49%	54%	52%	54%	61%
Independent	24%	18%	29%	24%	24%	26%	20%	22%	20%	20%	24%	27%	28%	28%	24%	21%
Democratic	20%	17%	13%	10%	11%	10%	18%	18%	20%	11%	13%	21%	13%	14%	17%	15%
Strongly Republican	27%	40%	32%	43%	39%	40%	36%	33%	35%	44%	34%	29%	32%	30%	32%	40%
Mostly Republican	23%	21%	22%	20%	23%	21%	21%	23%	15%	22%	26%	20%	22%	22%	22%	21%
Mostly Democratic	11%	7%	7%	4%	5%	5%	9%	9%	10%	5%	7%	10%	6%	8%	9%	7%
Strongly Democratic	10%	10%	6%	6%	6%	6%	9%	8%	10%	6%	6%	11%	7%	6%	8%	9%
Unsure	6%	4%	5%	2%	4%	3%	6%	4%	11%	3%	3%	3%	6%	6%	5%	3%

Generally speaking, do you think of yourself as a Democrat, Republican, or Independent?

State Rep Re-Elect – Abbott Other

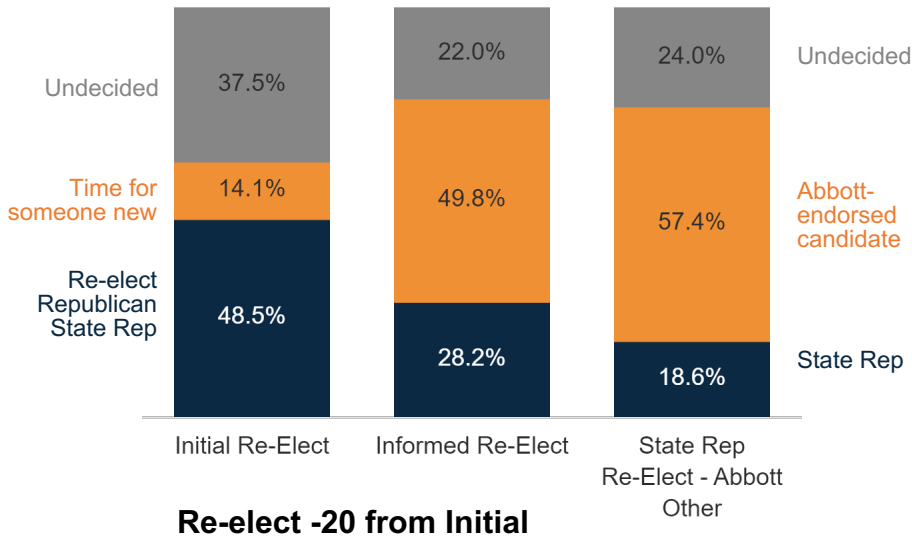


	F <35	F 55+	M <35	M 55+	M Col	M No Col	F No Col	F Col	Choice Undec	Frgnt Church	Often Church	No Church	1 of 4	2 of 4	3 of 4	4 of 4
State Rep	21%	18%	18%	18%	24%	15%	18%	23%	9%	20%	22%	15%	11%	12%	16%	22%
Abbott-endorsed candidate	52%	57%	57%	63%	57%	62%	56%	52%	51%	57%	54%	62%	64%	62%	60%	55%
Definitely State Rep	11%	8%	10%	9%	12%	8%	9%	11%	5%	11%	12%	7%	7%	5%	8%	11%
Probably State Rep	10%	9%	8%	10%	12%	8%	8%	11%	4%	10%	11%	8%	5%	6%	8%	11%
Probably Abbott-endorsed candidate	32%	30%	32%	30%	29%	34%	30%	30%	28%	29%	30%	34%	37%	34%	30%	29%
Definitely Abbott-endorsed candidate	19%	27%	25%	33%	28%	28%	25%	23%	24%	28%	23%	27%	26%	28%	30%	25%
Undecided	27%	25%	25%	19%	19%	22%	27%	25%	40%	23%	24%	24%	25%	27%	24%	23%

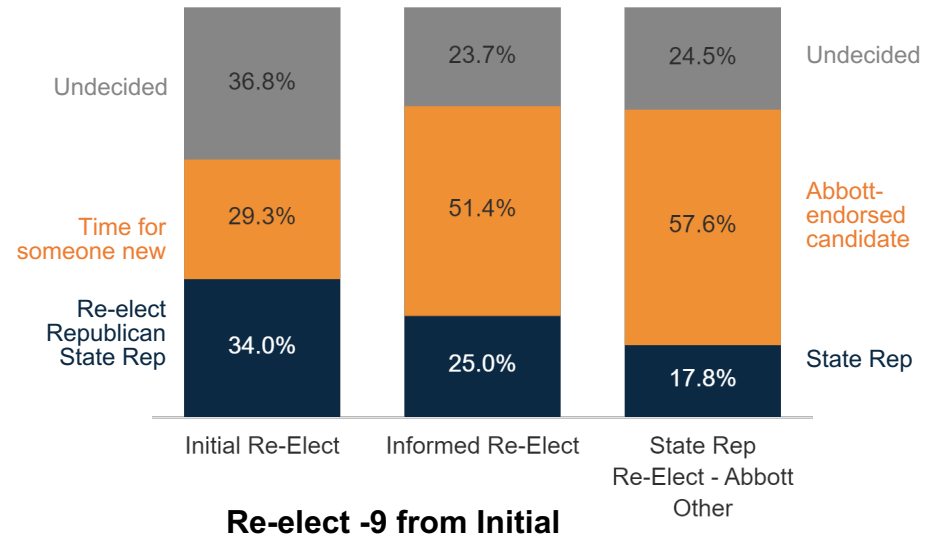
If Governor Greg Abbott endorsed another candidate in a Republican primary against [name of local Republican state representative] because she voted against school choice legislation, would you support Slawson or the Abbott-endorsed candidate?

State Rep Re-Elect Summary

Republicans

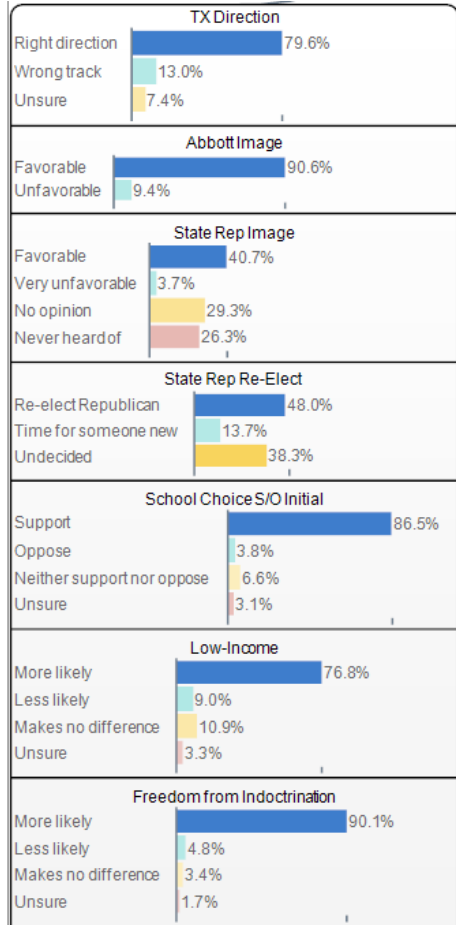


Overall

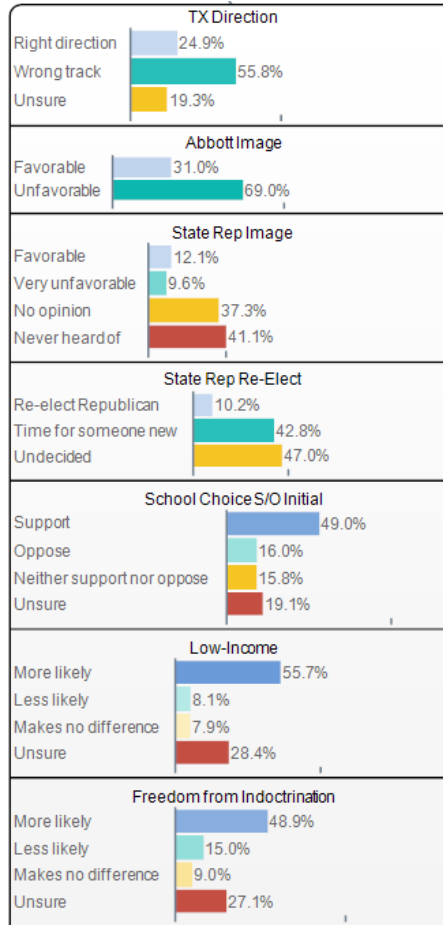


Segmentation Analysis:

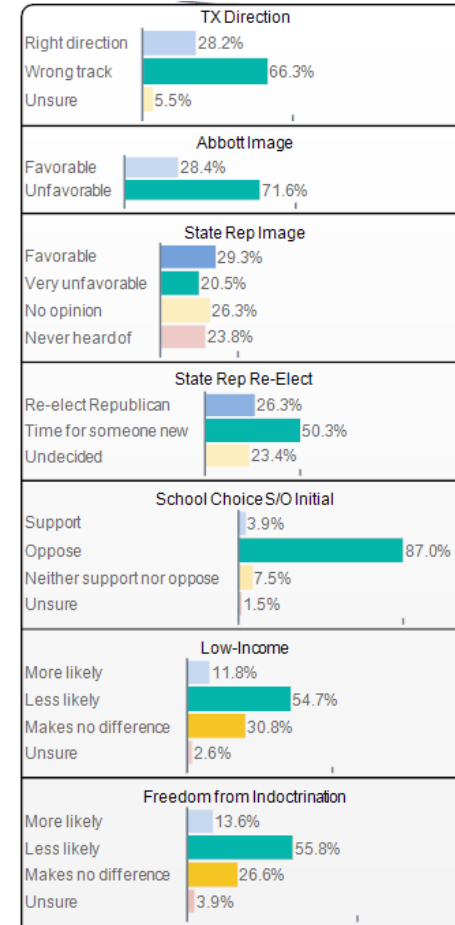
School Choice Supporters (53%)



Persuasables (23%)



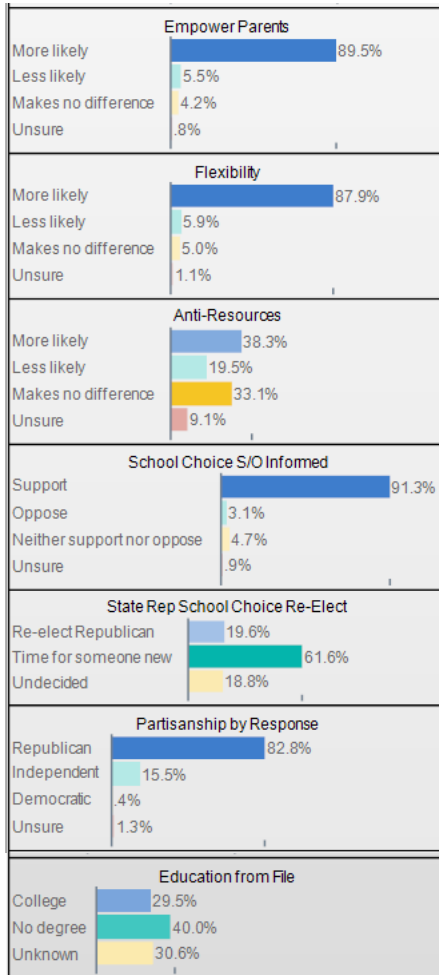
School Choice Opposers (24%)



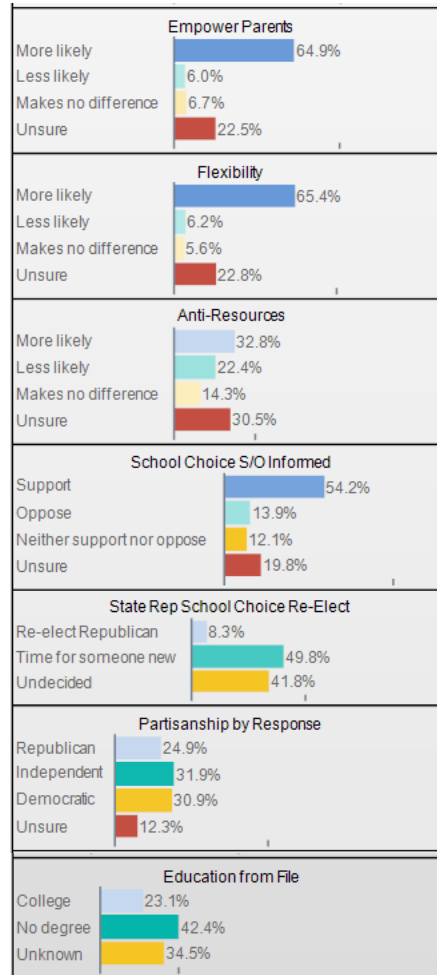
Latent class analysis was used to determine if there are groups of respondents that emerge in the survey. The segments/groups created are examined in terms of difference in demographics and question responses and named based on the dominating characteristics within the group.

Segmentation Analysis:

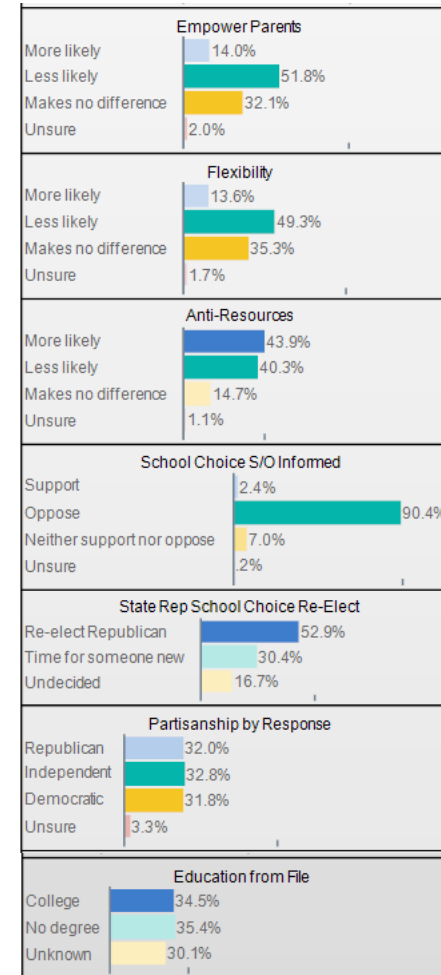
School Choice Supporters (53%)



Persuadables (23%)



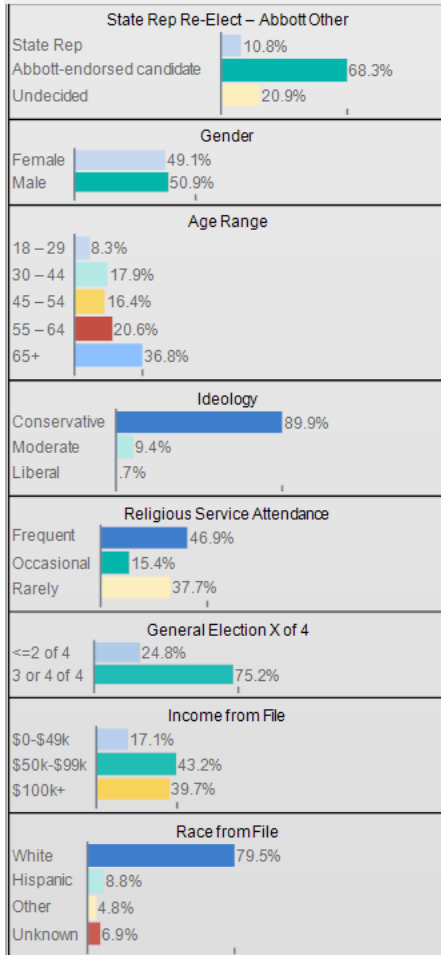
School Choice Opposers (24%)



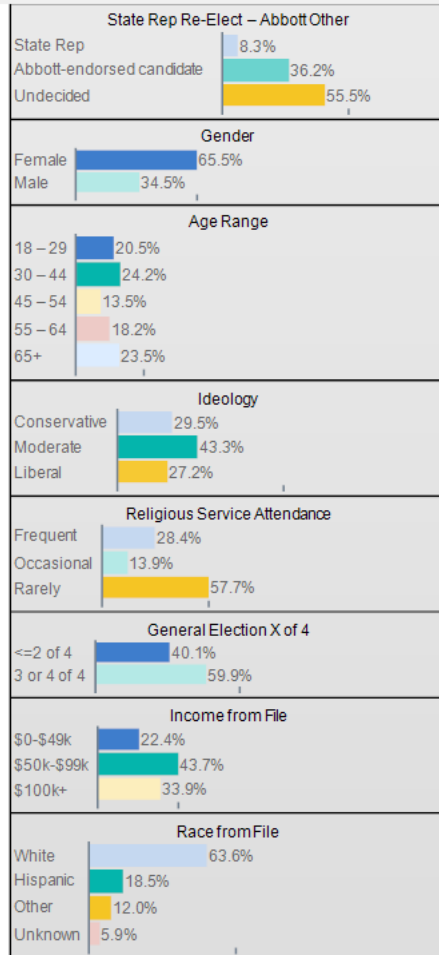
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Segmentation Analysis:

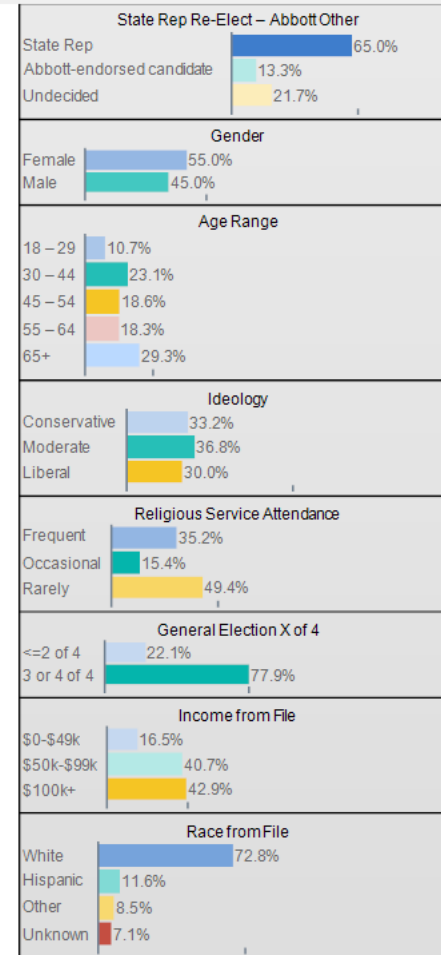
School Choice Supporters (53%)



Persuadables (23%)



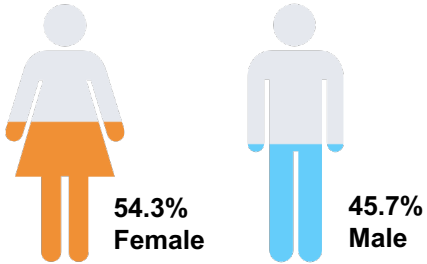
School Choice Opposers (24%)



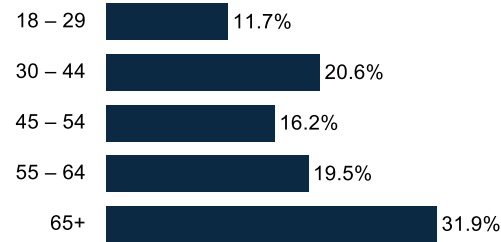
Latent class analysis was used to determine if there are groups of respondents that emerge in the survey. The segments/groups created are examined in terms of difference in demographics and question responses and named based on the dominating characteristics within the group.

Demographics (Overall)

Sex



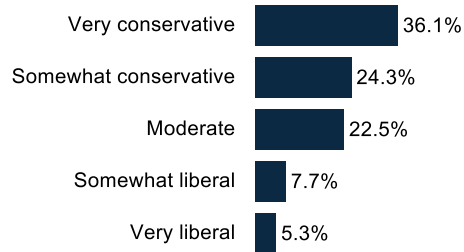
Age Range



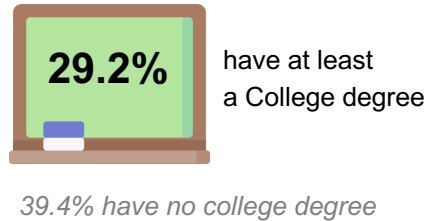
Household Income



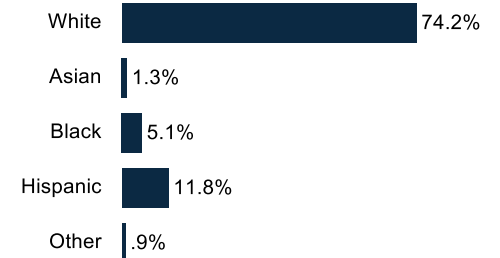
Ideology



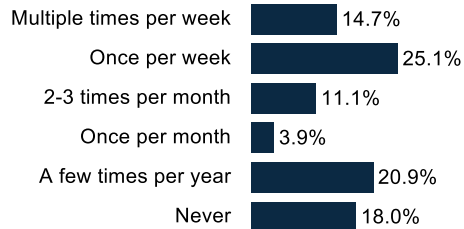
Education



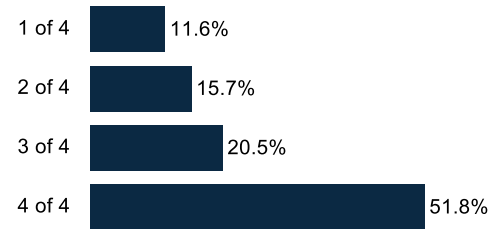
Race/Ethnicity



Religious Service Attendance

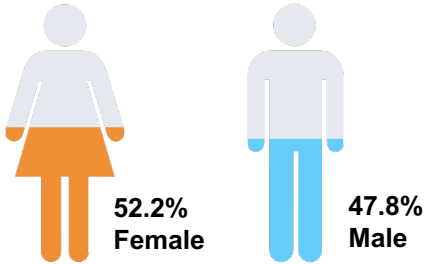


General Election X of 4

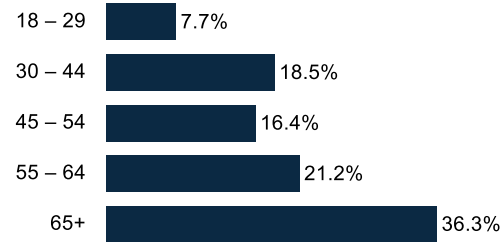


Demographics (Republican)

Sex



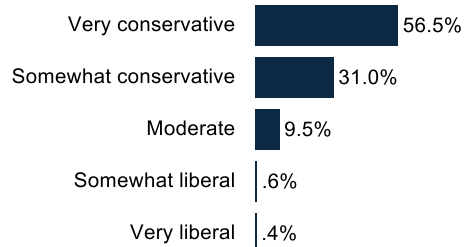
Age Range



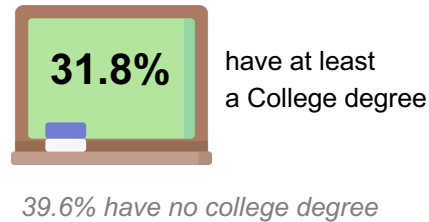
Household Income



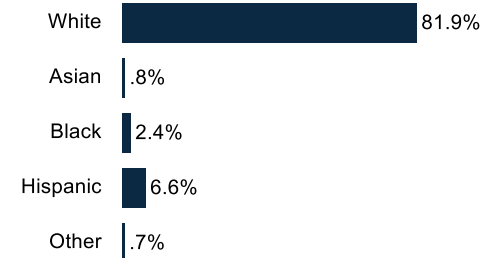
Ideology



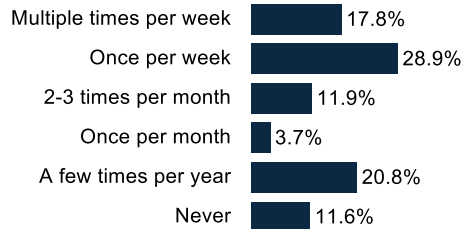
Education



Race/Ethnicity



Religious Service Attendance



General Election X of 4

