

School Choice Winning Issue in Key Georgia Battleground Districts



CYGNAL

DATE: February 7, 2024
TO: Interested Parties
FROM: John Rogers, Pollster
RE: Survey of 1,800 Likely General Election Voters in Georgia

School choice a key winning issue in six battleground State House Districts

There is strong support for universal school choice across Georgia's most competitive State House Districts. Cygnal conducted six polls of likely general election voters in the key November battleground districts of HD48 (Scott Hilton), HD53 (Deborah Silcox), HD81 (Lauren Daniel), HD99 (Matt Reeves), HD151 (Mike Cheokas), and HD154 (Gerald Greene). Each poll had n300 respondents, with a $\pm 5.63\%$ margin of error for each House District survey.

Across the entire sample of n1,800 voters, 66% support establishing universal school choice, where "all Georgia families could direct resources to follow the student and pick the education option that best fits their unique needs."

Swing voters and Independents support universal school choice

These six districts contain what will likely be the most competitive Georgia House District general election contests. The generic congressional ballot in HD53 is R+3, for example. But the Republican legislator's support for school choice is a leverage point that moves key voter groups to consider voting GOP: **62% of swing voters** (a compilation of three voter groups, those who were *probably Republican*, or *probably Democrat*, or *undecided* on the generic congressional ballot) support universal school choice, with self-identifying **Independents a touch higher at 63% support.**

Both swing voters and Independents prefer universal school choice

After being presented with the option of a universal school choice program that would be available to all Georgians, versus a limited school choice program, 62% of swing voters and 67% of Independents said that all families with K-12 students should have access to school choice, not just families zoned to low-performing schools.

Universal school choice almost uniformly popular with the GOP base

For GOP lawmakers, supporting universal school choice is not only a move that will add Independents and some moderate Democrats to their column, but it will also shore up their electoral base. 77% of Republican voters support universal school choice—with only 10% indicating opposition.

Kemp very popular, while both Trump's and Biden's images are underwater Governor Brian Kemp's net image is a remarkable +34 across the six House districts (including a robust +46 with Independents), in stark contrast to President Joe Biden, whose image is deeply underwater with a net favorability of -21. Former President Donald Trump's image is -9.

Methodology: This probabilistic survey was conducted January 11 – 14, 2024, with n1,800 Likely General Election Voters across six Georgia House Districts. Each House District poll had a sample of n300, with a margin of error of $\pm 5.63\%$ for each House District. Known registered voters were interviewed via live phones and SMS. This survey was weighted to a likely general election voter universe.

