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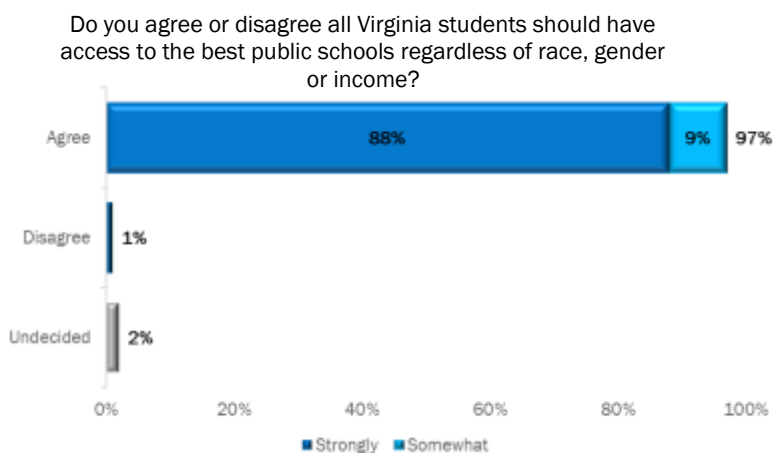
TO: INTERESTED PARTIES
FROM: TREVOR K. SMITH, PH.D.
SUBJECT: VIRGINIANS ARE DONE WITH EDUCATION BOUNDARIES
DATE: NOVEMBER 10, 2022

A new poll by WPA Intelligence conducted on behalf of Yes. Every Kid. in Virginia found that likely voters overwhelmingly agree that boundaries between students and the schools they want to attend should not exist.

Overwhelming Agreement to end Zoning Discrimination

Nearly all voters (97%) agree that all Virginia students should have access to the best public schools, regardless of race, gender or income.

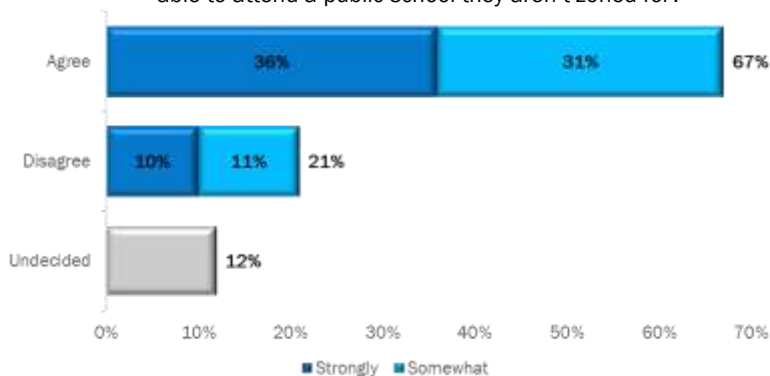
- Nearly nine-in-ten (88%) strongly agree with this position.



Attending a Public-School Kids are Not Zoned for

Over half of likely voters (67%) agree that all kids from Virginia should be able to attend any public school, even if they are not zoned specifically to the one they wish to attend.

Do you agree or disagree that all Virginia kids should be able to attend a public school they aren't zoned for?

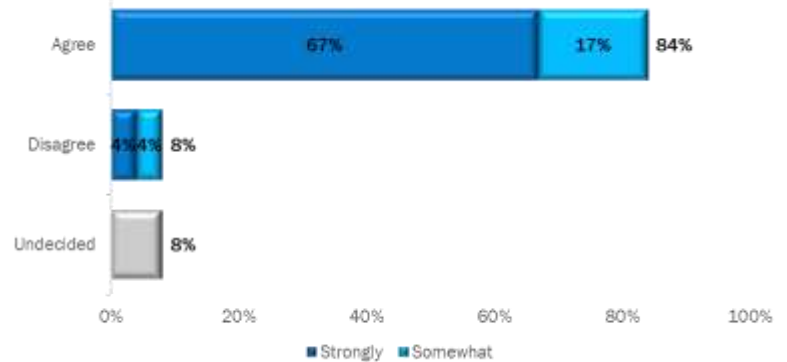


Virginians Support Equity

We also found that the vast majority of likely voters (84%) agree under privileged students should have access to the best public schools, just like the rich kids.

- Over half of likely voters (67%) strongly agree with this position.

Virginia has arbitrary district boundaries that traditionally leave underprivileged students behind. Do you agree or disagree that those kids should have access to the best public schools just like the rich kids do?

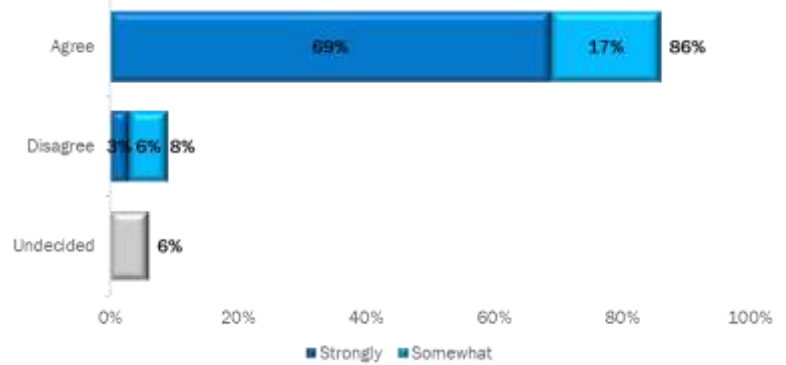


Overwhelming Agreement on Open Access to Any Available Public-School Course

Moreover, a vast majority (86%) agree that student should have access to any available public-school course.

- Over two-thirds (69%) of voters agree with this position.

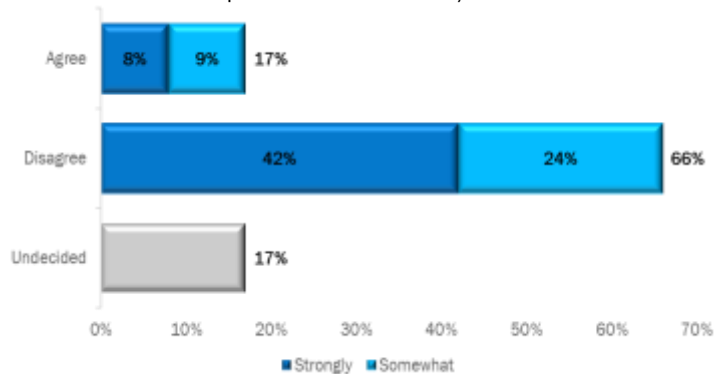
Do you agree or disagree that any Virginia students should have access to any available public-school courses they choose to attend?



Disagreement in Forcing Students to Stay in a School They Don't Want to Be

Finally, two thirds of voters (66%) disagree that any child should be forced to stay in a public school where he/she does not want to be.

Do you agree or disagree that any child should be forced to stay in public school where he/she doesn't want to be?



Methodology

WPAi selected a random sample of registered voters from the Virginia voter file using Registration Based sampling (RBS). WPAi conducted a poll of n=504 likely voters in Virginia. Data were collected via live callers and text messages between October 22-24, 2022, 47% of interviews were conducted via landline, and 53% via SMS.

The sample for this survey was stratified based on geography, age, gender, partisanship, and ethnicity. This methodology allows us to avoid post-survey “weighting” which can reduce the reliability of survey results. The survey has a margin of error of $\pm 4.4\%$ at the 95% confidence level.

About WPA Intelligence

WPA Intelligence is a leading provider of survey research, predictive analytics and application-based data management technology. WPAi clients win at a rate that exceeds the industry standard by double-digits.

WPAi has been the data team behind the RNC voter scores program, the polling/data team for the 2016 Cruz for President effort, the providers of data strategy for the Las Vegas Raiders relocation and, most recently, the team behind the analytics and polling for Glenn Youngkin’s 2021 Virginia Gubernatorial campaign.

WPAi has been nationally recognized for providing cutting-edge intelligence to help our clients win. The American Association of Political Consultants (AAPC) has awarded WPAi with eleven Pollies including Best in Show. In 2022, CEO Chris Wilson and Vice President Amanda Iovino were awarded Pollster of the Year for our polling and analytics work on the Youngkin for Governor Campaign. We have also been recognized by Campaigns & Elections’ Reed Awards for the Best Use of Data Analytics/Machine Learning, Best New Research Technique, Best Application of AI Technology to Optimize Targeting, and Best Data Analytics Solutions.

The cornerstone of WPAi is our personnel. Our methodological approaches are dictated by advanced statistical guidelines as determined by our PhD-led team of researchers and data scientists. Our team has consistently been recognized as some of the best in the industry: CEO Chris Wilson was named Campaigns & Elections’ Technology Leader of the Year; Amanda Iovino, Vice President, Matt Knee, Vice President and Director of Analytics, Trevor K. Smith, Ph.D., Chief Research Officer, and Conor Maguire, Principal and Managing Director, each have been recognized amongst the American Association of Political Consultants (AAPC)’s prestigious 40 Under 40 list.

