

**MEMORANDUM**

**To:** Interested Parties  
**From:** Wes Anderson & Kayla Dunlap  
**Date:** February 24, 2015  
**Re:** Tennessee Statewide for Federation for Children – Highlights Memo

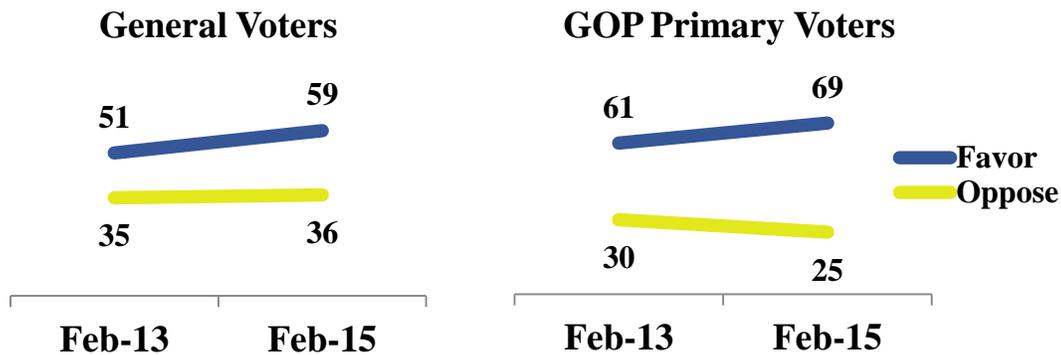
**KEY FINDINGS**

Below are highlights from our recent Tennessee statewide survey of likely voters conducted February 2<sup>nd</sup> through the 4<sup>th</sup>. This survey measures voters’ opinions on the overall quality of Tennessee’s education system and attitudes toward new education legislation like opportunity scholarships.

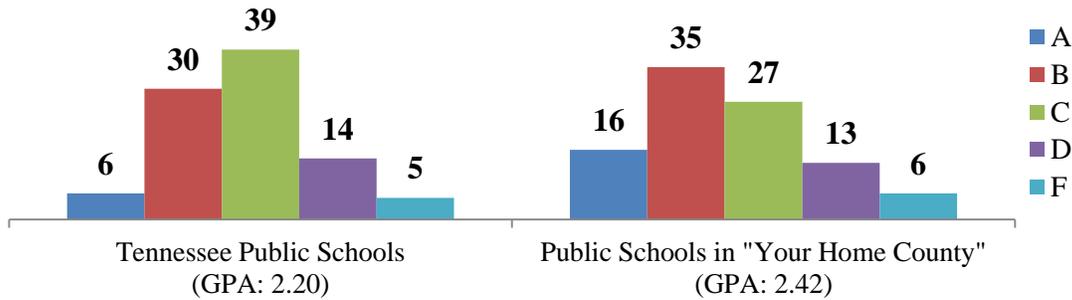
**Opportunity Scholarships:** To begin, when asked specifically about the State Legislature’s push for opportunity scholarships that “would allow parents to use the money the state has set aside for their education to send their children to a public, private, or religious school of their choice rather than the local public school they are assigned,” **59% of voters were inclined to support such legislation—an eight point improvement from 2013 where support maxed out at 51%.** Furthermore, 69% of Republican primary voters also support this legislation, another eight percent improvement from 2013 where only 61% said they supported it.

This includes 67% of voters residing in the Memphis Media Market and another 68% of Republicans. Among those with children in their household, a substantial, and perhaps unsurprising, 65% favor giving parents the right to use tax dollars to send their child to a school that better serves his/her needs.

<b>Opportunity Scholarships</b>	<i>Total</i>	<i>DEM</i>	<i>IND</i>	<i>GOP</i>	<i>Memphis Media Market</i>	<i>Children in Household</i>
Favor	59%	46%	61%	68%	67%	65%
Oppose	36%	49%	35%	26%	32%	31%



**School Grades:** When thinking about the public schools in the state of Tennessee, ¾ of general election voters gave them a passing grade (C or above), while 19% gave them a D or an F. Voters were slightly more biased when it came to the public schools in their home county, but not by much, as 78% rated them a C or better. This averages to a 2.42 GPA for public schools in one’s own county versus the 2.20 GPA given to public schools statewide.



Geographically, residents in the Nashville Media Market were the fondest of their county’s public schools giving them a GPA of 2.62 while those in Memphis ranked their schools the lowest at 2.03.

**Teachers’ Unions:** Lastly, teachers’ unions have the tendency to rub voters the wrong way as 52% of the voters believe teachers unions “care more about money and their own benefits instead of focusing on a quality education for our kids” while only 30% believe their intentions are pure. Sixty-one percent of Independents and 65% of Republicans are inclined to say the same.

Teachers’ Unions	Total	DEM	IND	GOP
Help Improve	30%	50%	19%	19%
Only Care about Money	52%	35%	61%	65%

## METHODOLOGY

The following survey was conducted by OnMessage Inc. in Tennessee. Telephone interviews were conducted on February 2-4, 2015. This survey consists of 600 likely voters with a 200 person oversample of likely GOP primary voters and was stratified by county to reflect historic voter trends. The margin of error for this survey is +/- 4.00%.

## ABOUT US

Wes Anderson is a leading GOP pollster with 20 years of experience in opinion research. As a founding partner, Wes now leads the polling divisions of OnMessage Inc. and OnMessage Sports, providing political and corporate clients with a full spectrum of quantitative and qualitative opinion research products. You can read more about Wes Anderson at [onmessageinc.com](http://onmessageinc.com).