

TO: THE HERZOG FOUNDATION: TODD GRAVES AND JACOB HAWKINS

FROM: CHRIS WILSON AND TREVOR SMITH, PH.D.

SUBJECT: CHRISTIAN SCHOOL PARENTS ARE MORE SATISFIED WITH EDUCATION THAN PUBLIC SCHOOL PARENTS

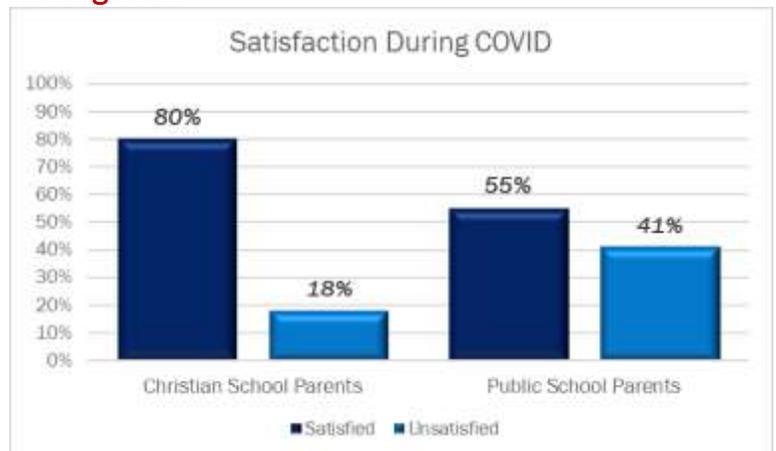
DATE: AUGUST 4, 2021

WPAi conducted a study to understand the impact of current events on parents of children in public schools and parents of children in Christian schools. Clearly, parents of children Christian schools are far more satisfied with their child’s education during COVID and their children are in a better position going forward.

Satisfaction During Covid

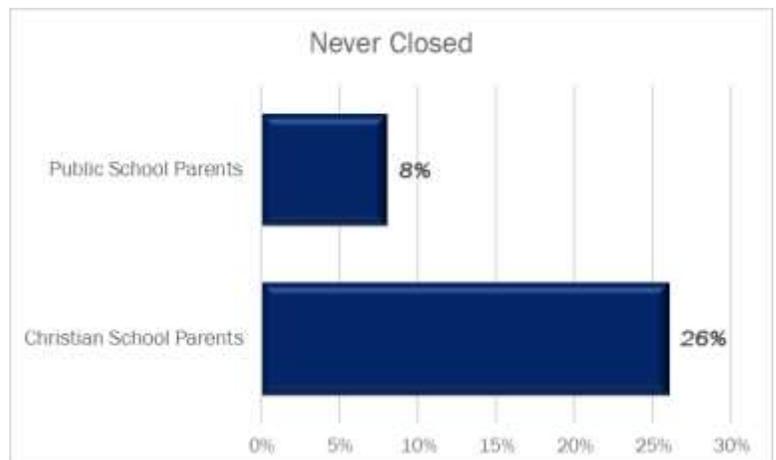
Parents of children in Christian schools are far more satisfied with their child’s education during COVID than the parents of children in public schools.

- Four-in-five (80%) of parents of children in Christian schools are satisfied.
- A slight majority (55%) of parents of children in public schools are satisfied.
- However, almost half (41%) of parents with children in public schools are unsatisfied with their child’s education during COVID.



Moreover, there is a large discrepancy in how much Christian schools versus public schools closed during the pandemic according to the parents.

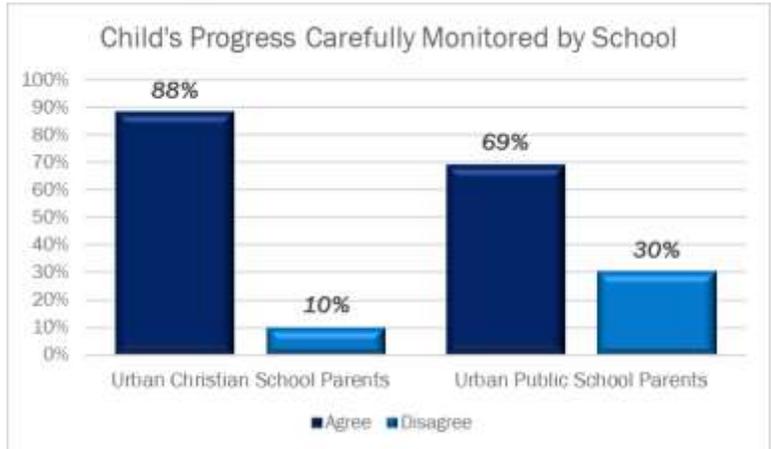
- One-quarter (26%) of parents with children in Christian school note that their schools never closed
- Less than one-in-ten (8%) parents of children in public schools believe their schools never closed.



Concern Over Monitoring Progress – Urban Regions

When asked if they agreed or disagreed that their child's progress is carefully monitored by the schools, there again is a large discrepancy.

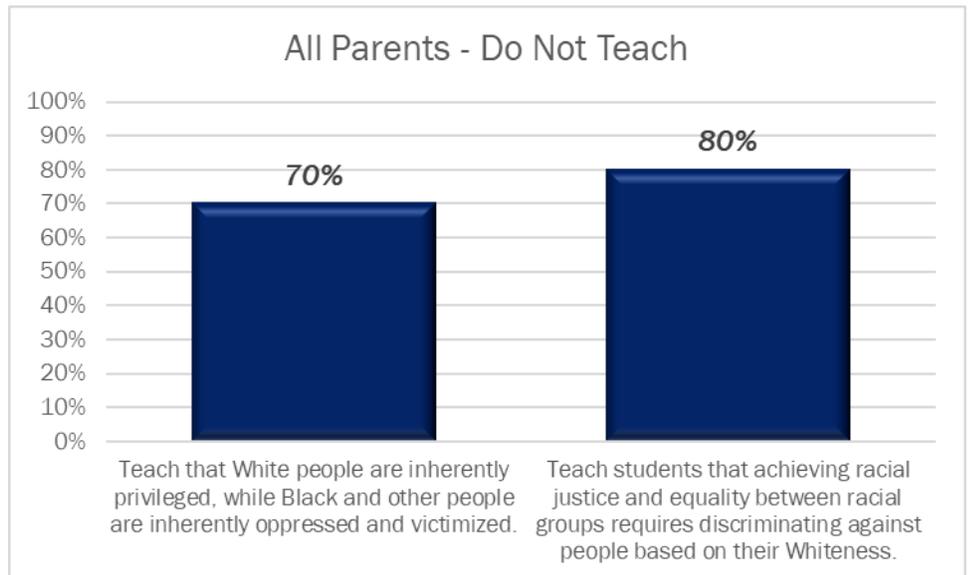
- Only 10% of parents with children in urban Christian schools are concerned or disagree that their child's progress is carefully monitored.
- While almost one-third (30%) of parents with children in urban public schools are concerned or disagree that their child's progress is carefully monitored by their child's school.



Social Issues

Parents do not want to their children taught radical social positions incongruent with reality.

- 70% of all parents do not want their children taught that White people are inherently privileged, while Black and other people are inherently oppressed and victimized.
- 80% of all parents do not want their children taught that achieving racial justice and equality between racial groups requires discriminating against people based on their Whiteness.



Methodology

WPA Intelligence conducted a study of Parents of school age children nationally.

WPAi selected a random sample of parents from the national file using modeled consumer data of homes with children ages 4-17. Additionally, we targeted a general parent online panel of parents with children in Christian schools to complete the oversample of the survey. The sample for this survey was stratified based on geography, age, gender, religiosity, and population density. This methodology allows us to avoid post-survey “weighting” which can reduce the reliability of survey results.

The core survey of parents with school age children were contacted by phone via a live telephone operator interview from July 1-10, 2021 with 65% of interviews conducted via mobile phone. The study has a sample size of n=503 Parents with children in school with a margin of error of $\pm 4.4\%$ in 95 out of 100 cases.

The survey of parents with children in Christian schools were contacted by phone via a live telephone operator interview, SMS texts, and online from July 1-16, 2021 with 53% of interviews conducted via cell phone or SMS texts, 12% landline, and 35% online. The study has a sample size of n=524 Parents of Children in Christian schools with a margin of error of $\pm 4.3\%$ in 95 out of 100 cases.

The oversample survey of parents with children in public schools were contacted by phone via a live telephone operator interview from July 1-10, 2021 with 65% of interviews conducted via mobile phone. The study has a sample size of n=429 Parents with children in public school with a margin of error of $\pm 4.7\%$ in 95 out of 100 cases.

About WPA Intelligence

Since 1998, WPA Intelligence has been a leading provider of survey research, predictive analytics and technology for corporations, educational institutions, public affairs programs, non-profits, and campaigns from President to Governor, U.S. Congress, and local elections in all 50 states and multiple foreign countries. In the 2017-2018 and 2019-2020 cycles, WPAi’s polling and analytics plotted the course for multiple winning Senate, Governor, and House campaigns.

WPAi’s data and analytics continue to lead the industry. In the 2016 Republican Primary for President, arguably the most unprecedented presidential contest by way of turnout and political environment volatility, WPAi accurately projected turnout and the ballot score in 42 states using predictive analytics. In 2018, our predictive analytics tools were a key element of the RNC Voter Scores program and predicted the margins in numerous races with unmatched accuracy. Again in 2020, WPAi had unparalleled accuracy helping propel several candidates to victory in U.S. House and Senate elections.

WPAi has been nationally recognized for providing cutting-edge intelligence to help our clients win. The American Association of Political Consultants (AAPC) awarded WPAi “Pollies” for our Predictive Analytics and Adaptive Sampling techniques and our groundbreaking, data-focused social media application “Leonardo.” For our work in 2018, WPAi received “Reed Awards” for Best use of Data Analytics/Machine Learning, Best Use of Online Targeting for a Gubernatorial Campaign, Best New Research Technique, and Best Application of AI Technology to Optimize Targeting. In 2019, Chris Wilson, CEO, won Technology Leader of the Year by Campaigns & Elections and Matt Knee, Director of Analytics won AAPC’s 40 under 40; in 2020, Trevor K. Smith, Ph.D., Research Director, won AAPC’s 40 under 40 as well.

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