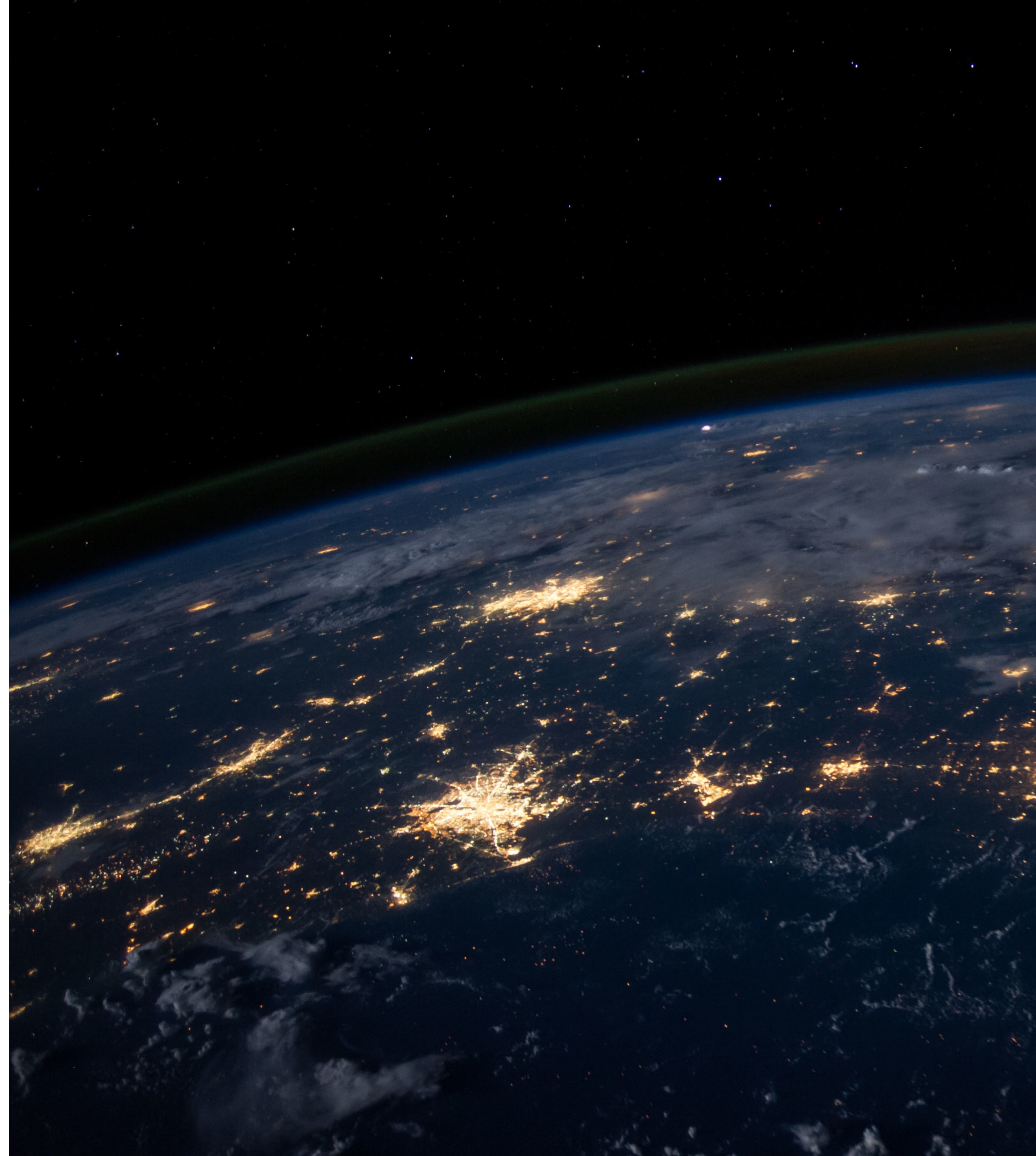




# Back To School

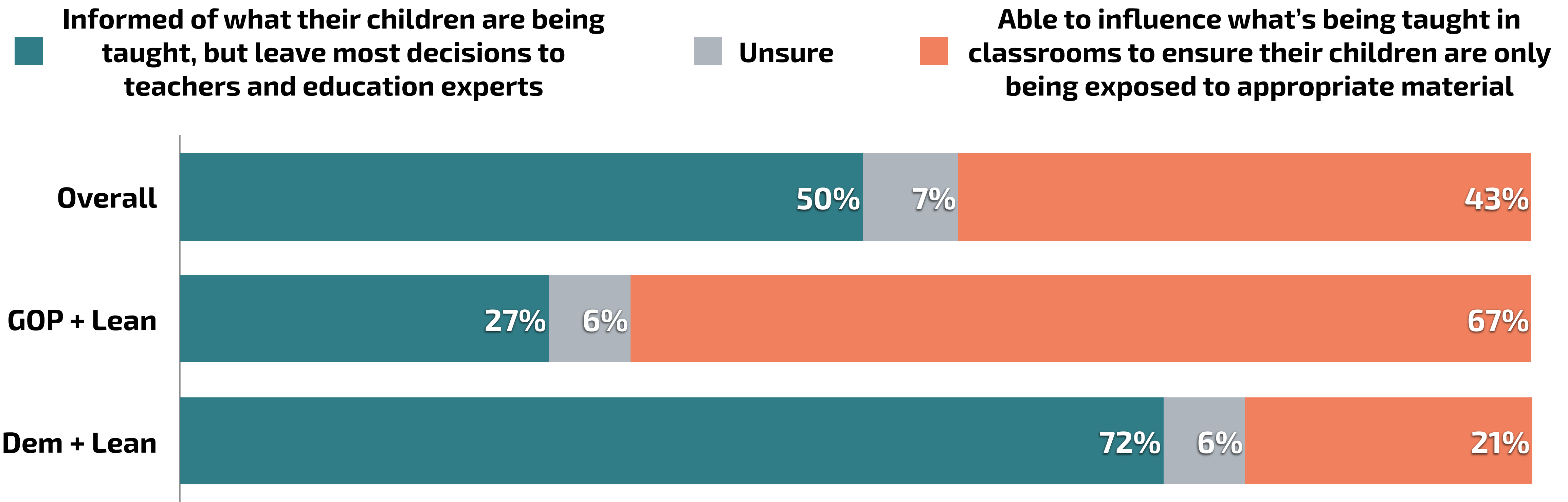
## Verified Voter Omnibus Survey

N = 1,054 Voters in the Likely Electorate (LV), Nationwide  
Field Dates: August 19-22, 2022



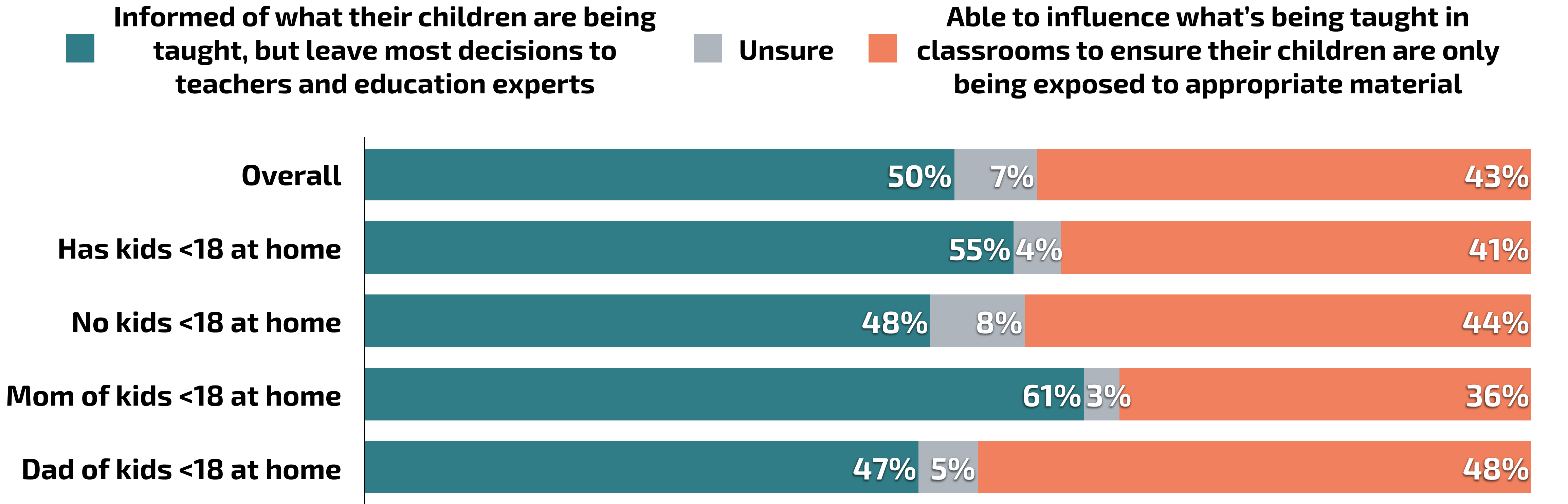
# By 7 Point Margin, The Electorate Believes Parents Should Be Informed Of What Their Children Are Being Taught, But Leave Most Decisions To Teachers

Q. Which of the following comes closest to your view, even if neither is exactly right?  
Parents should be...



# More Than Half Of Parents Say Parents Should Be Informed Of What Their Children Are Taught, But Leave Most Decisions To Teachers

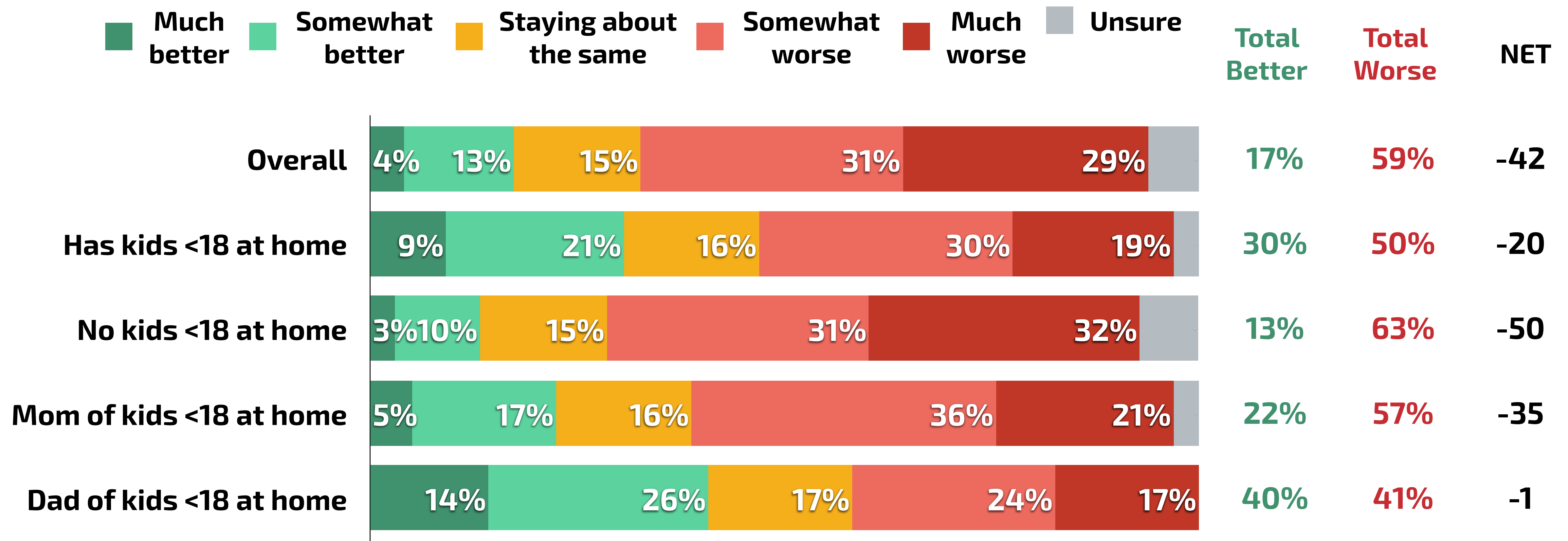
Q. Which of the following comes closest to your view, even if neither is exactly right?  
Parents should be...



N = 1,054 Voters in Likely Electorate nationwide, fielded August 19-22, 2022

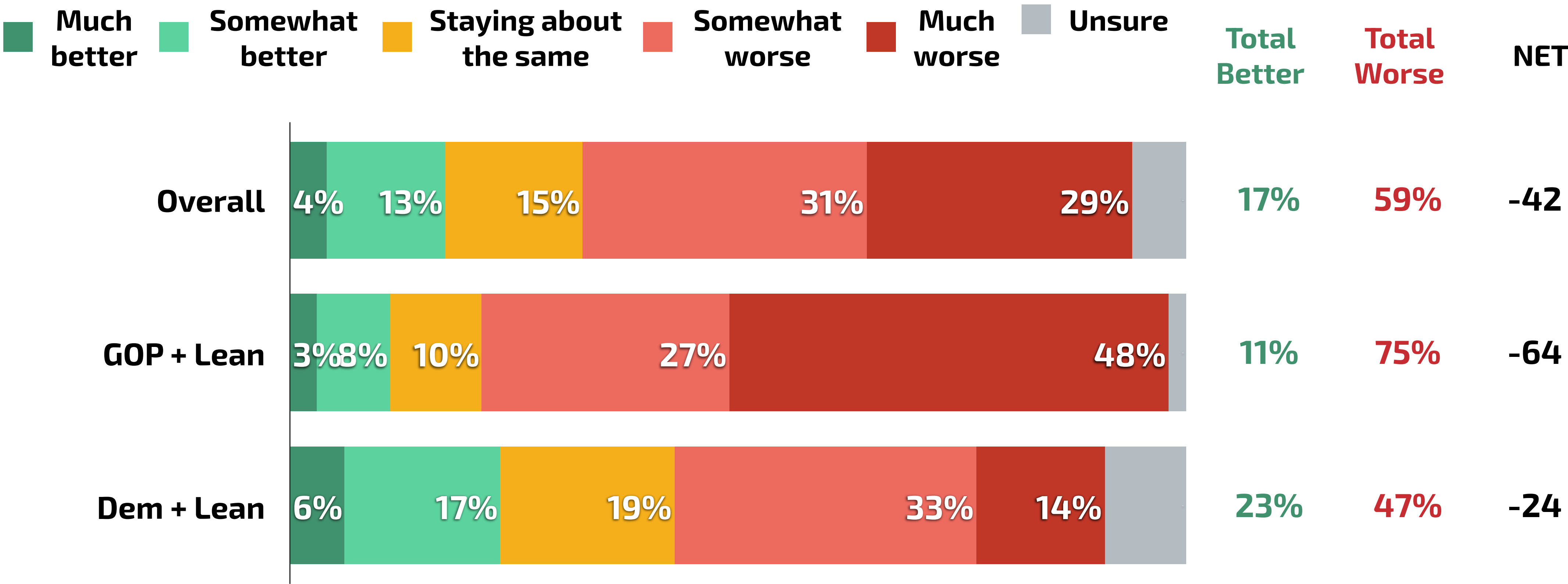
# 6-In-10 Say Public Schools Are Getting Worse

Q. Do you think public schools are getting better, worse, or staying about the same?



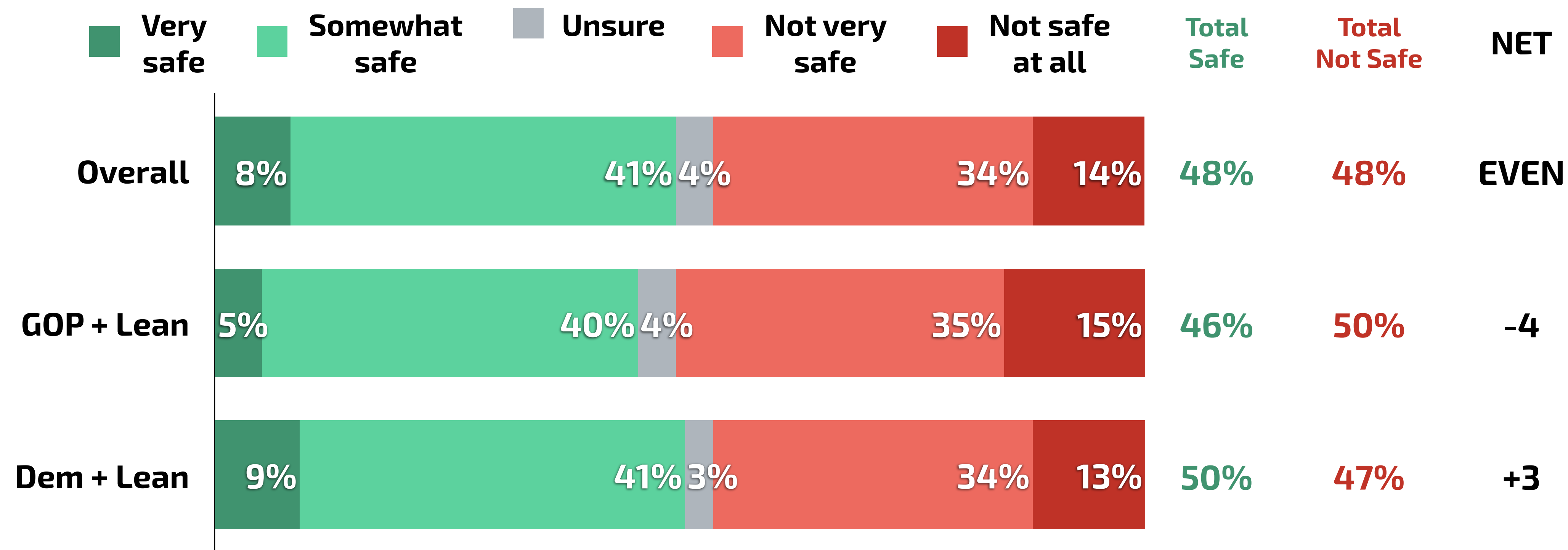
# 75% Of Republicans, 47% Of Democrats Say Public Schools Are Getting Worse

Q. Do you think public schools are getting better, worse, or staying about the same?



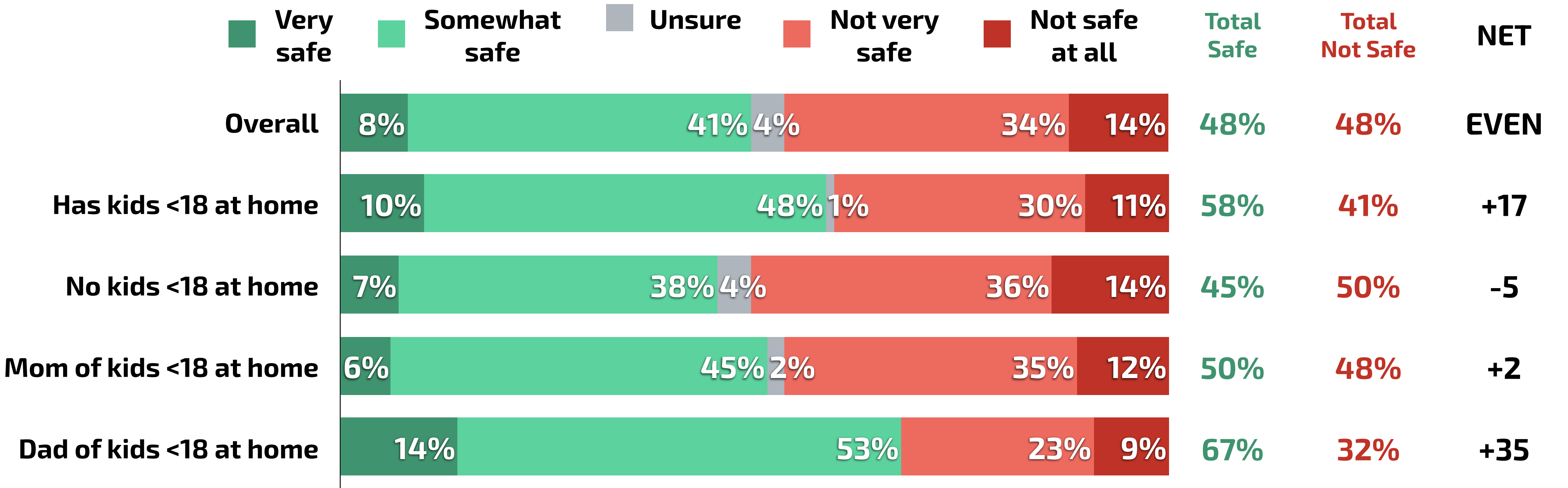
# Electorate Evenly Split On Whether Children Are Safe In Schools; Dems More Likely To Say Kids Are Safe

Q. Generally speaking, how safe do you think kids are in schools?



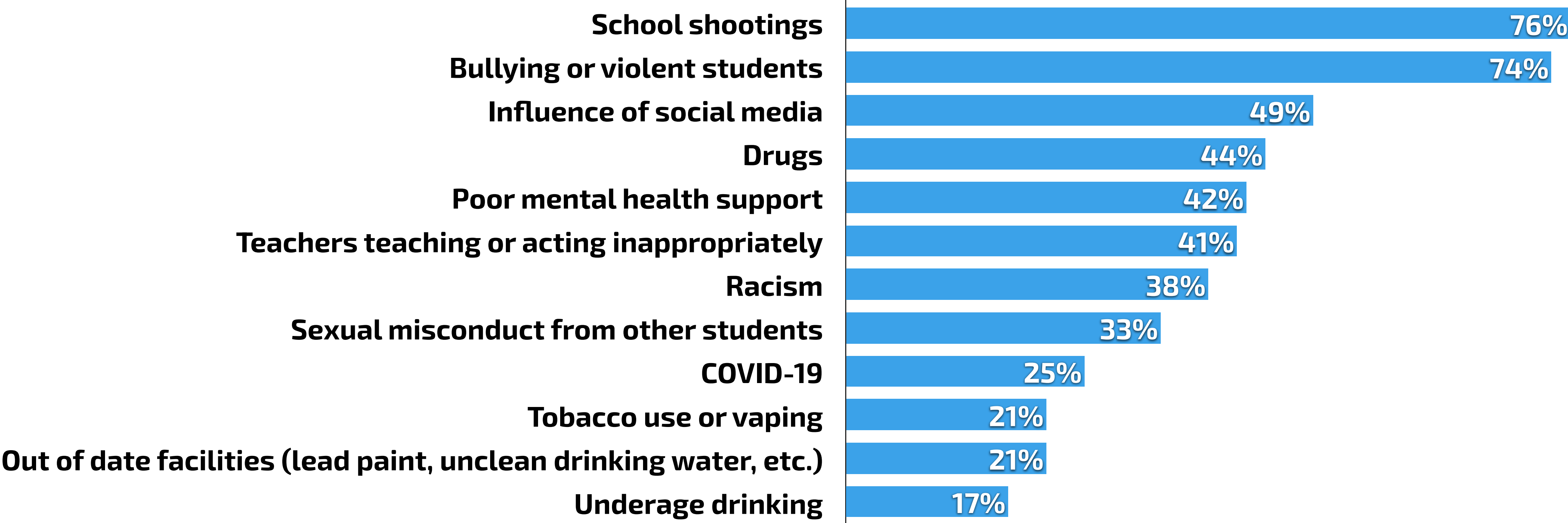
# Parents More Likely To Say Children Are Safe In School

Q. Generally speaking, how safe do you think kids are in schools?



# School Shootings, Bullying Are The Leading Reasons Why Voters Think Kids Are Not Safe In School

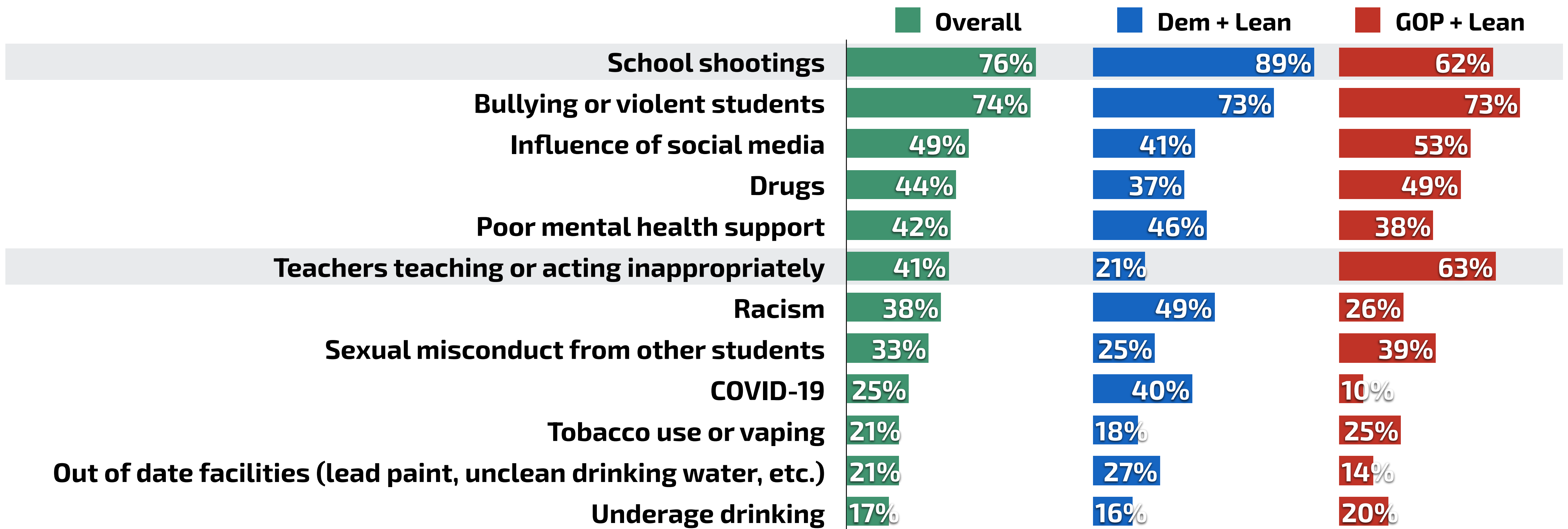
Q. Why do you think kids are generally not safe in school? Select all that apply.  
[SHOWN TO THOSE WHO THINK THAT KIDS ARE GENERALLY NOT SAFE IN SCHOOL]



# Democrats More Concerned About School Shootings, Republicans More Concerned About Inappropriate Teachers

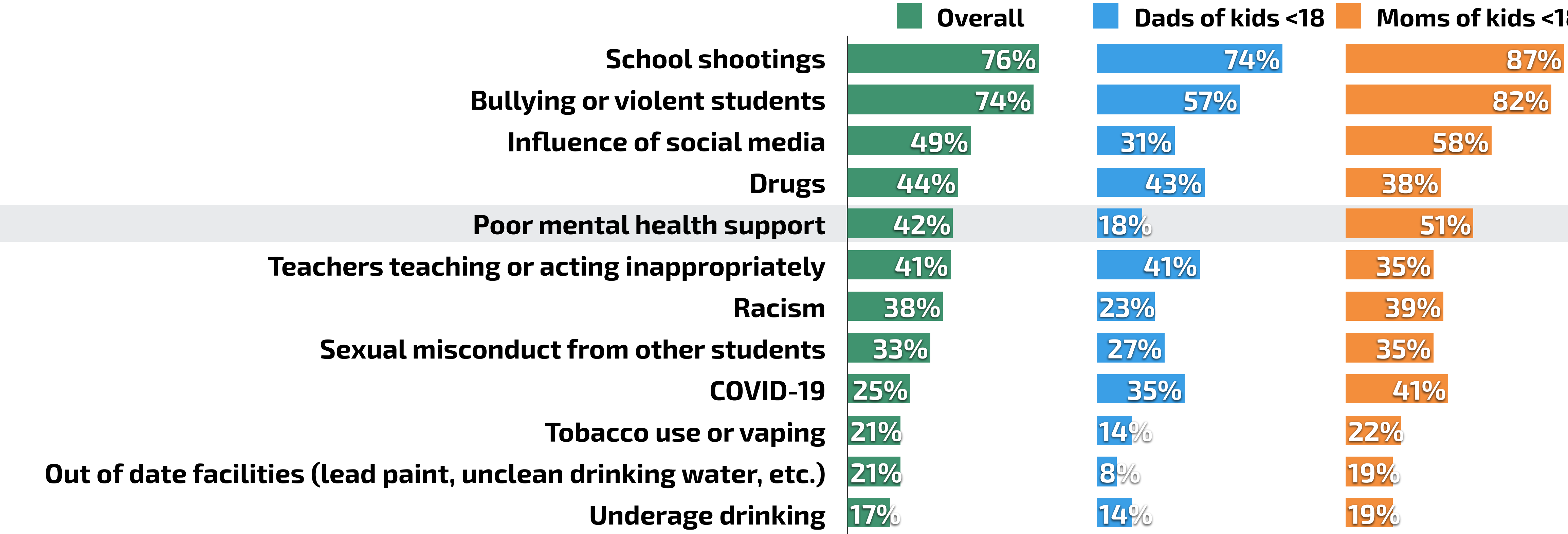
Q. Why do you think kids are generally not safe in school? Select all that apply.

[SHOWN TO THOSE WHO THINK THAT KIDS ARE GENERALLY NOT SAFE IN SCHOOL]



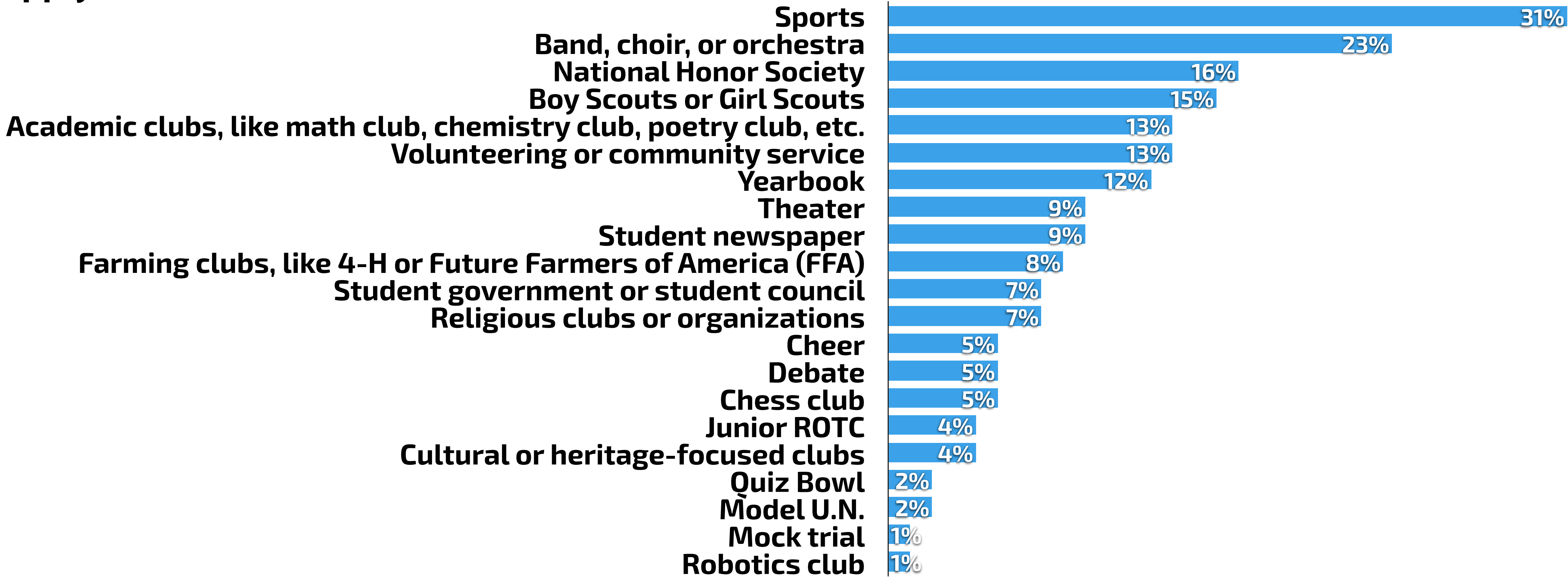
# Moms Significantly More Concerned About Mental Health Support Than Dads

Q. Why do you think kids are generally not safe in school? Select all that apply.  
[SHOWN TO THOSE WHO THINK THAT KIDS ARE GENERALLY NOT SAFE IN SCHOOL]



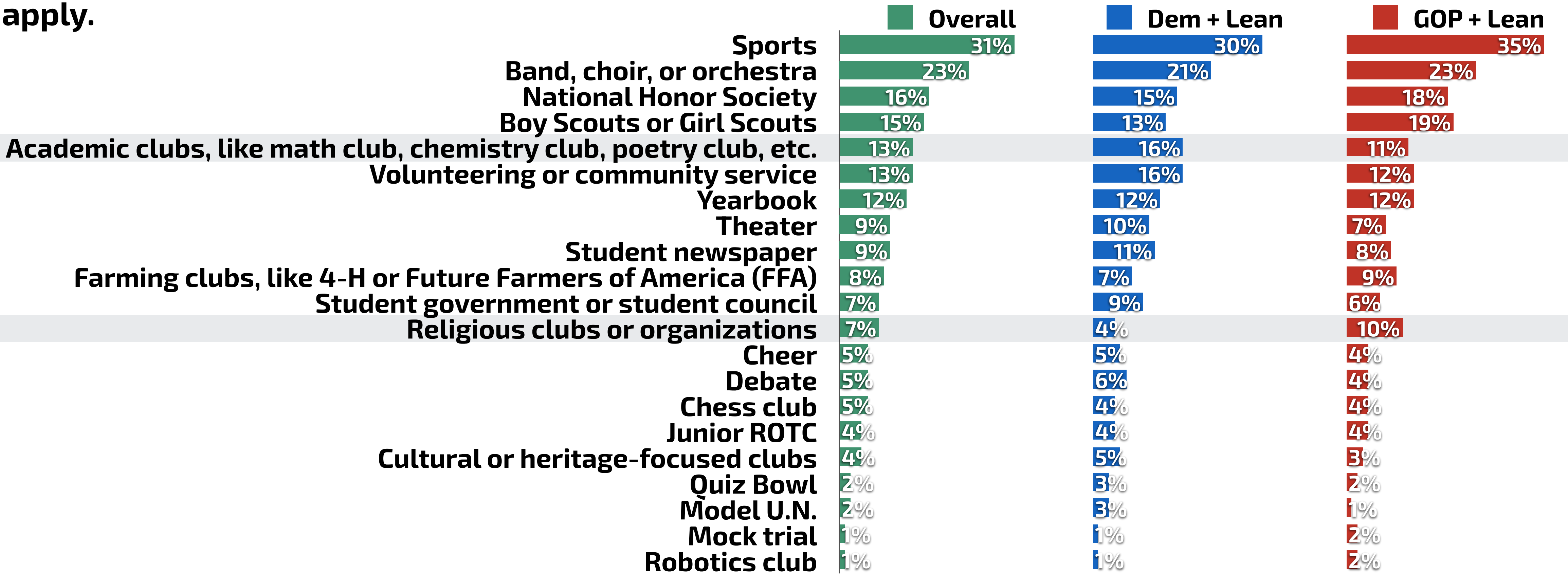
# Sports, Band Are The Most Popular High School Extracurricular Activities Among The Electorate

Q. Did you participate in any of the following extracurricular activities in high school? Select all that apply.



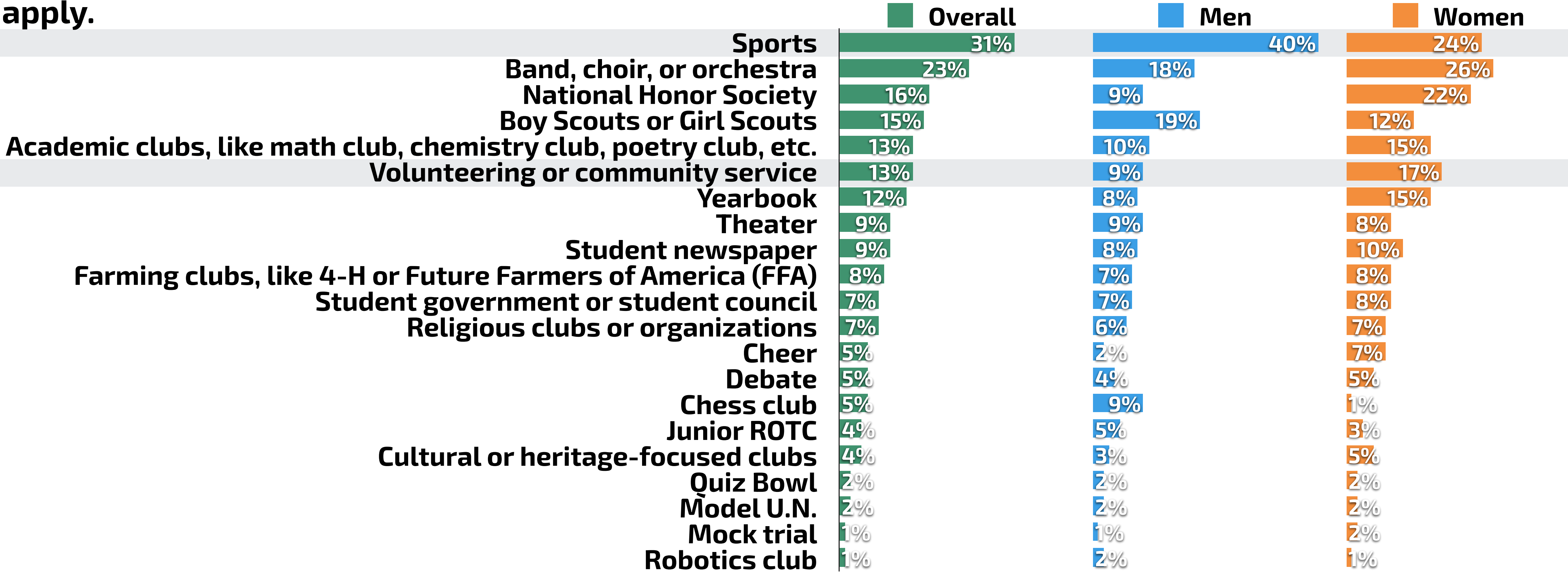
# Democrats More Likely To Have Participated In Academic Clubs, Republicans More Likely To Have Participated In Religious Clubs

Q. Did you participate in any of the following extracurricular activities in high school? Select all that apply.



# Men More Likely To Have Participated In High School Sports, Women More Likely To Have Volunteered

Q. Did you participate in any of the following extracurricular activities in high school? Select all that apply.

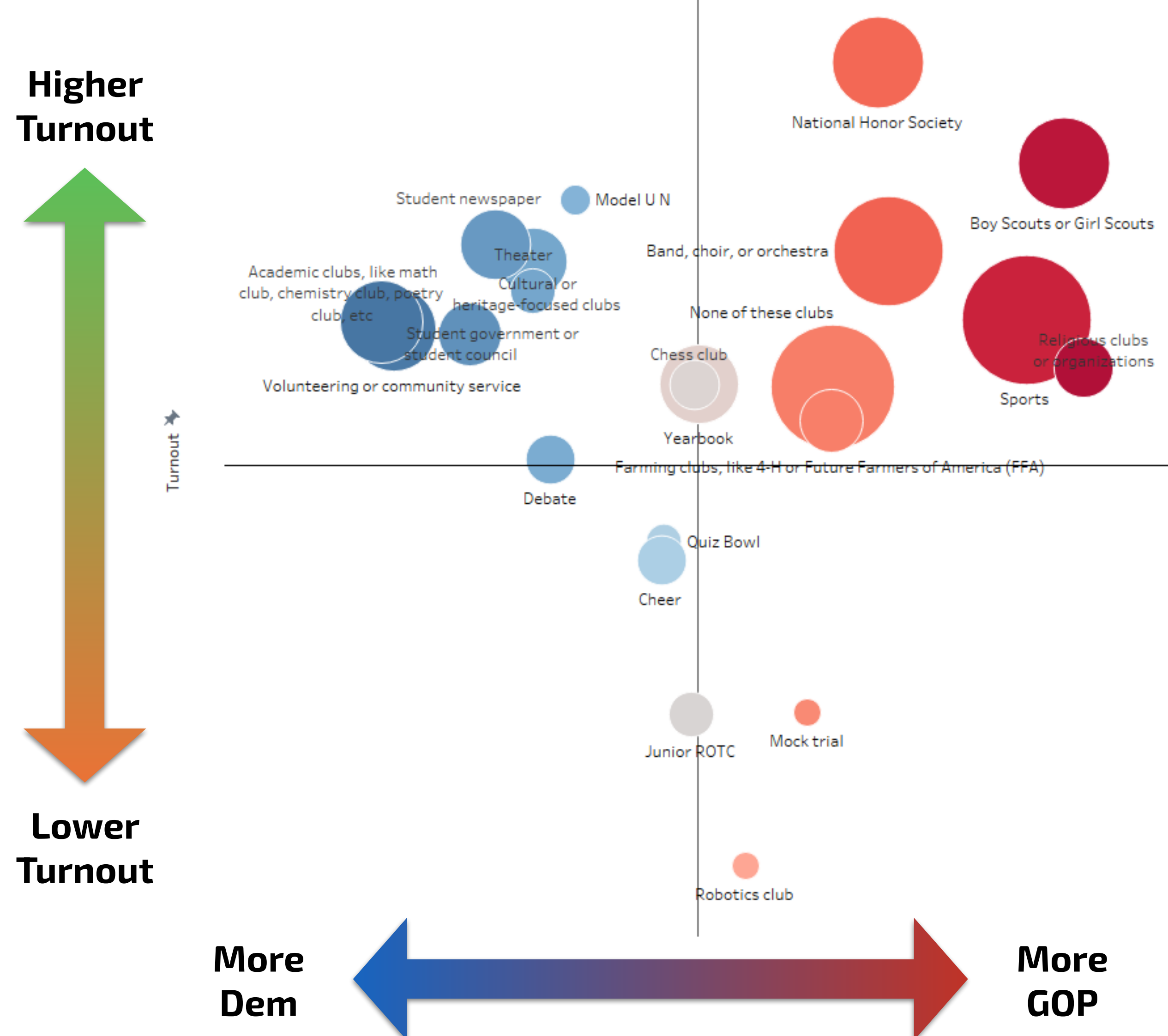


# Mapping High School Extracurriculars By Party And Turnout

- High school sports, religious clubs are the most Republican-leaning of the extracurriculars tested, while academic clubs are the most Democratic leaning.
- National Honor Society, Model U.N., and Boy Scouts or Girl Scouts were the preferred extracurricular activities of the highest turnout voters.



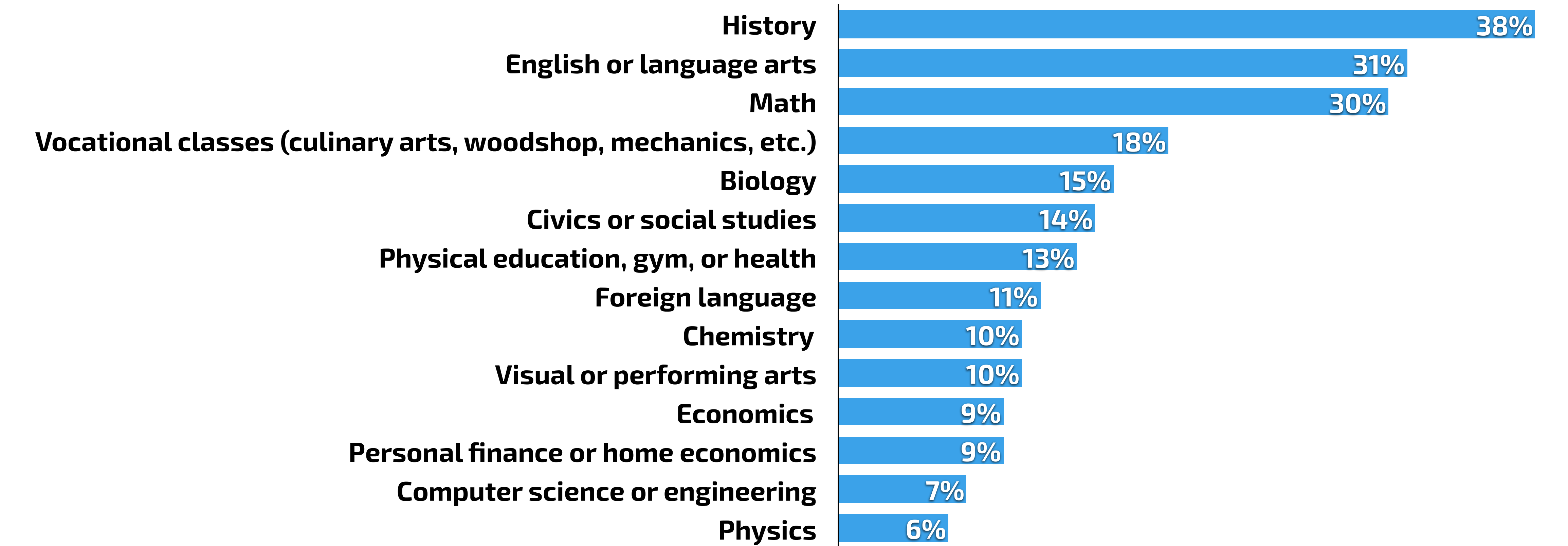
Q. Did you participate in any of the following extracurricular activities in high school? Select all that apply.



N = 1,054 Voters in Likely Electorate nationwide, fielded August 19-22, 2022

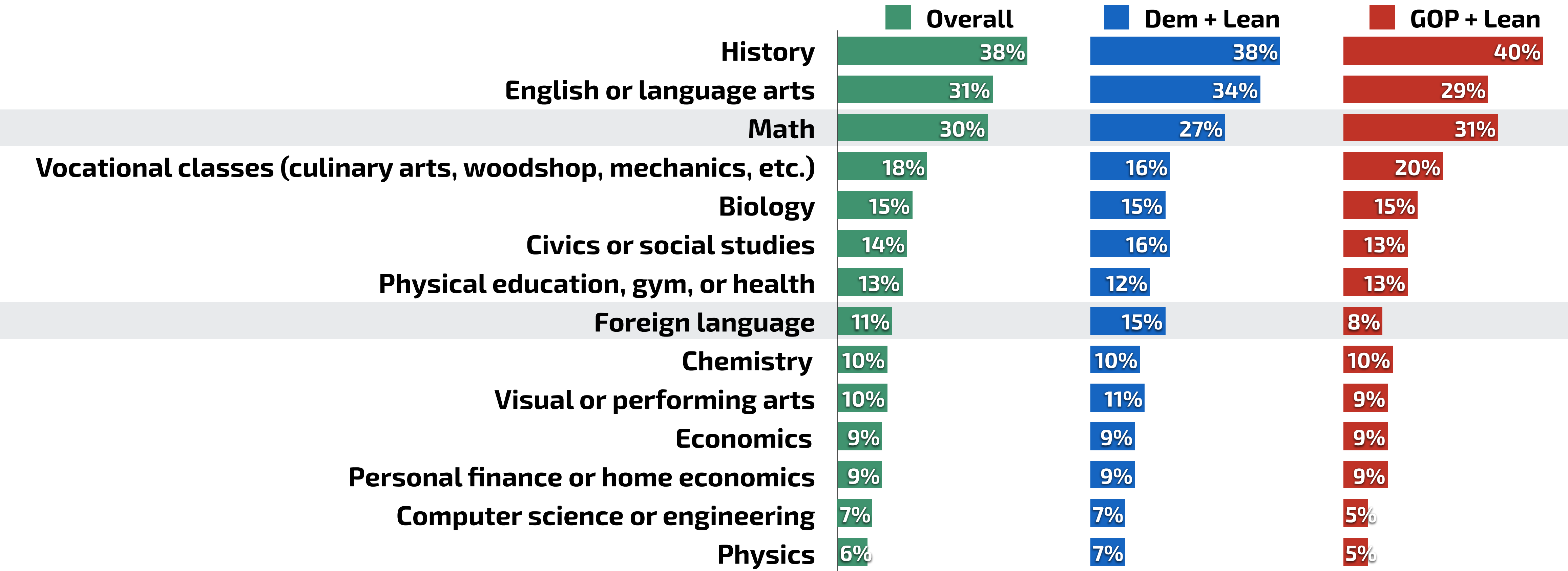
# History, English Are The Favorite Subjects Of The Electorate

Q. What were your favorite subjects in high school? Select up to three.



# Democrats Like Language Classes More Than Republicans, More Republicans Like Math Than Democrats

Q. What were your favorite subjects in high school? Select up to three.

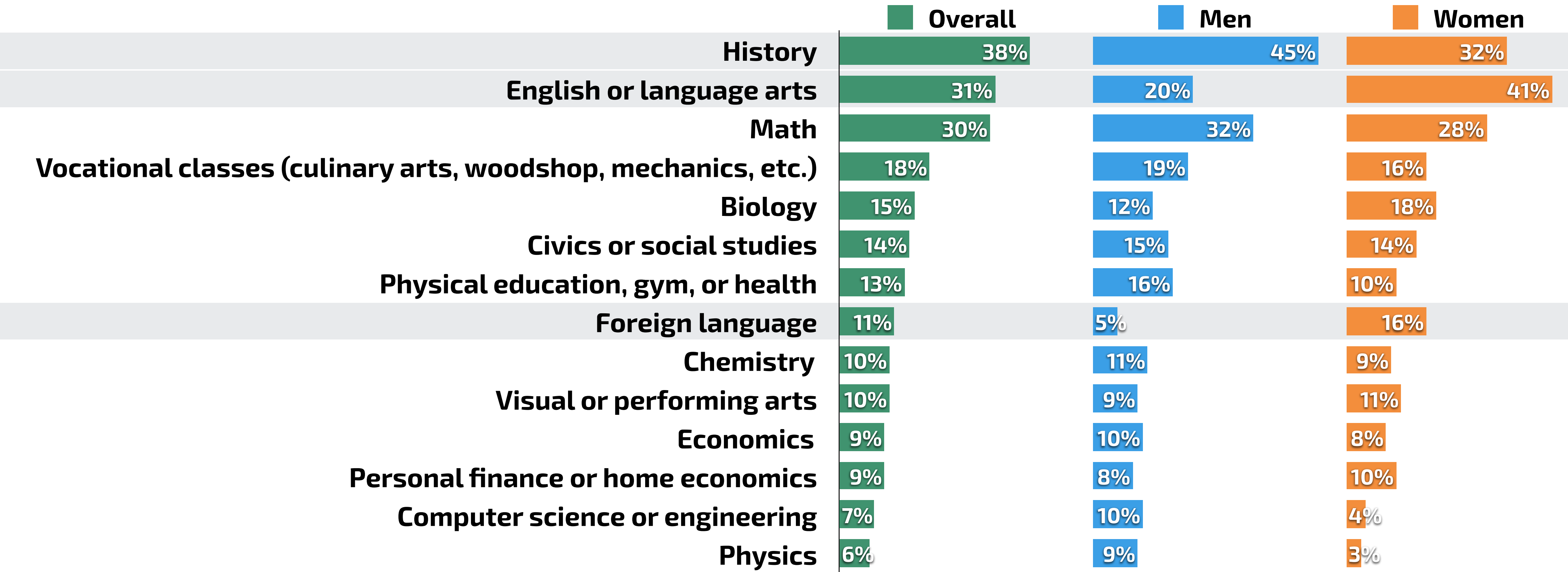


N = 1,054 Voters in Likely Electorate nationwide, fielded August 19-22, 2022

Note: Something else and Unsure not shown

# Men Drive Interest In History While Women Drive Interest In English And Foreign Language Class

Q. What were your favorite subjects in high school? Select up to three.

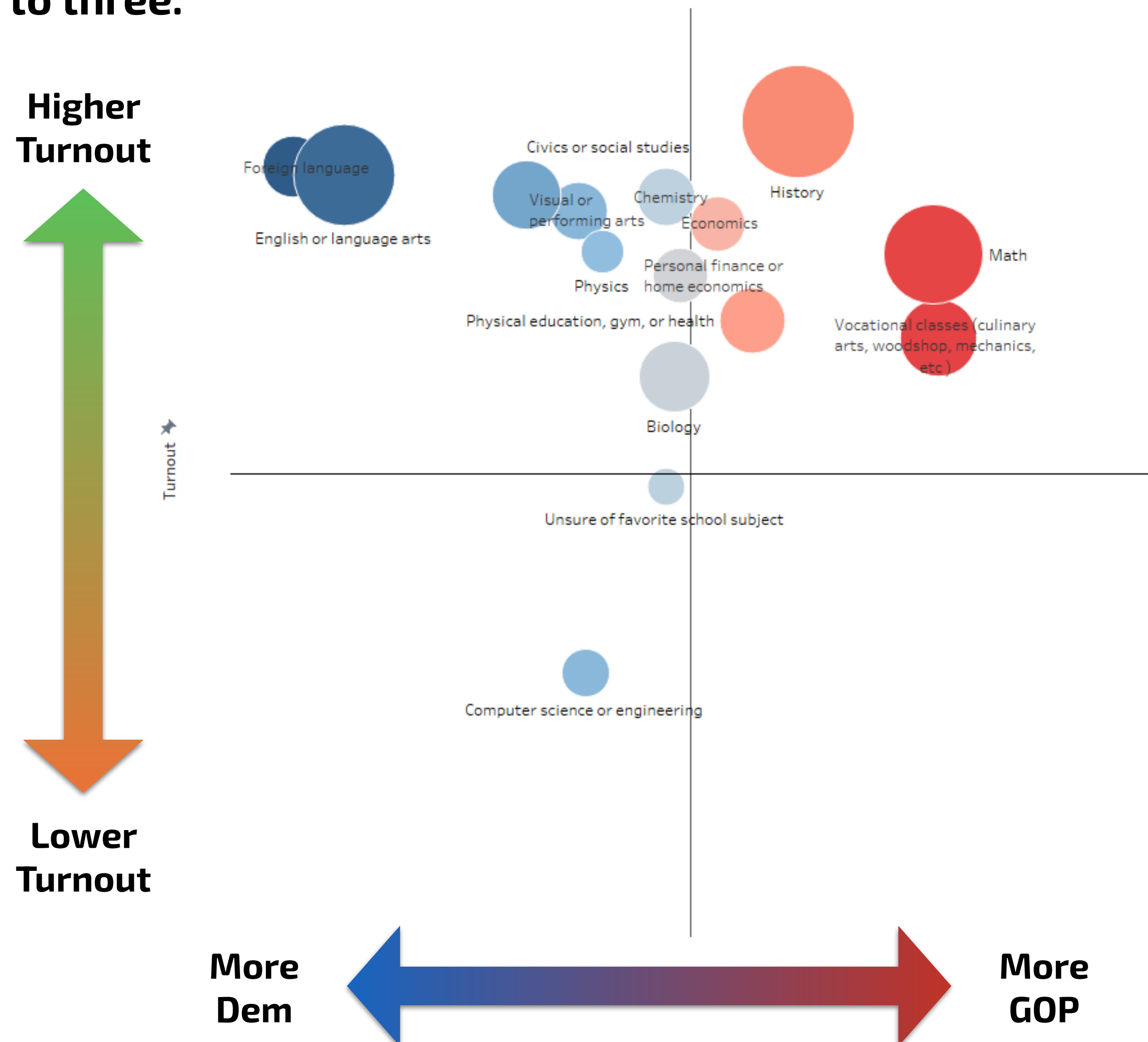


# Mapping Favorite High School Subjects By Party And Turnout

- Foreign language, and English or language arts are the most Democratic-leaning of the school subjects; Vocational classes is the most Republican-leaning
- History and Civics were the preferred favorite subjects of the highest turnout voters.



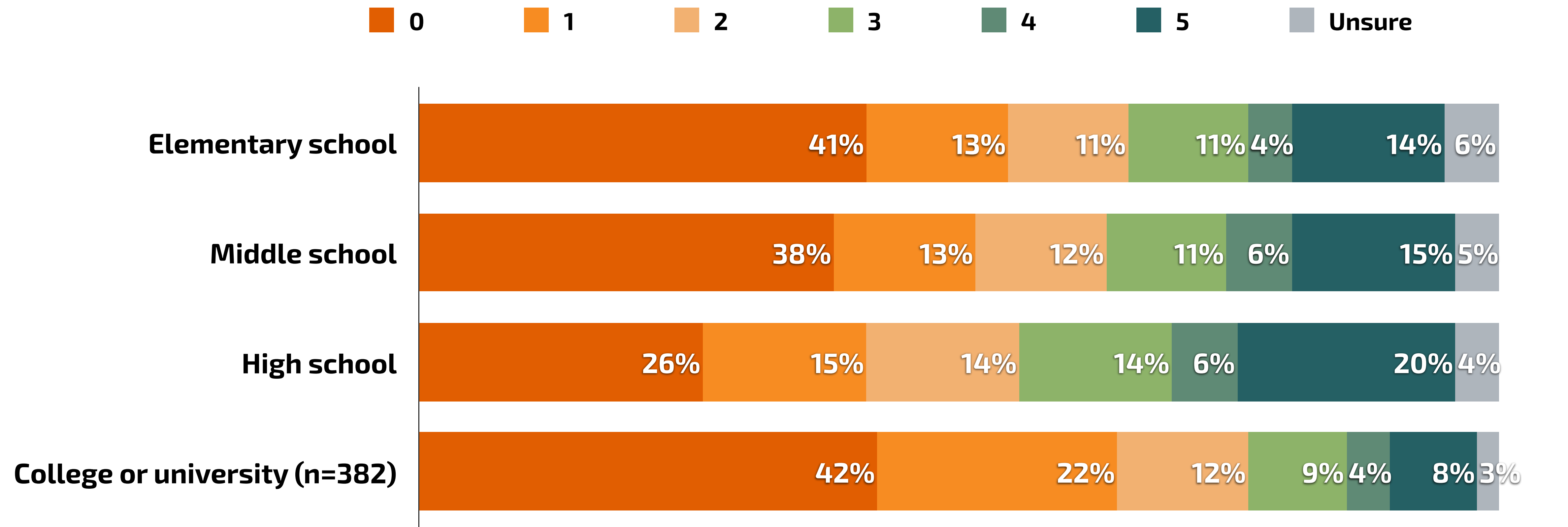
Q. What were your favorite subjects in high school? Select up to three.



N = 1,054 Voters in Likely Electorate nationwide, fielded August 19-22, 2022

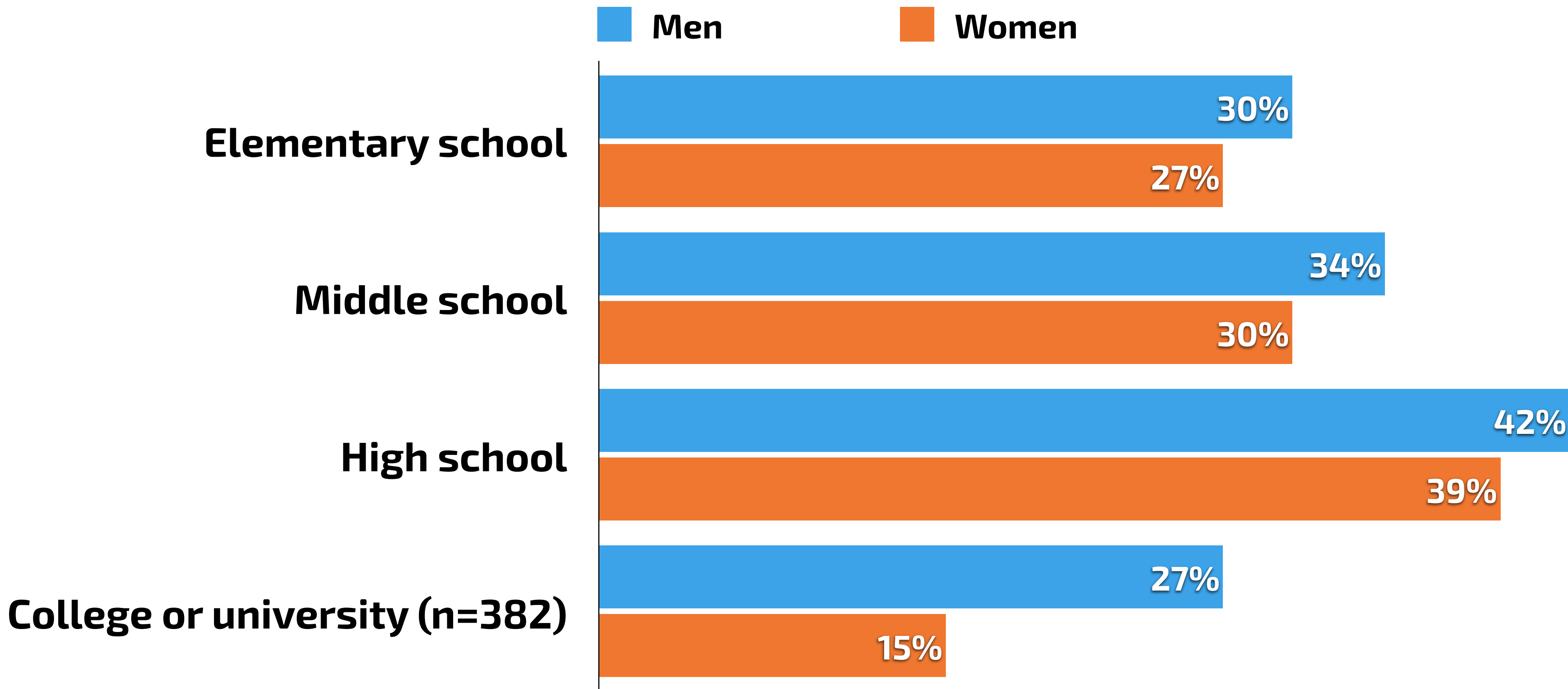
# Electorate More Likely To Say Their Closest Friends Are From High School

Q. Of your five closest friends, how many went to the same...?



# Men More Likely To Make Closer Friends In Structured Environments

Q. Of your five closest friends, how many went to the same...? [% 2+ Of 5 Closest Friends]



# Meet the Likely Electorate

We know that on Election Day, those who turn out to vote won't necessarily look like the pool of all registered voters. Some voters are more likely to turn out than others, and polling should reflect that reality. But not everyone who shows up to vote on Election Day is a "likely voter," and often times, pollsters' methods of excluding "unlikely voters" can leave out those who are becoming newly activated.

That's why, in the months leading up to a national election, we at Echelon Insights switch not to a "likely voter" sample which arbitrarily excludes certain voters, but to our "Likely Electorate" (LE) frame, which accounts for voter turnout probability in how we weight our national survey.

Our Verified Voter Omnibus samples are matched to the L2 voter file to confirm registration status and incorporate data related to past voting history. The sample for this survey was weighted to characteristics of the 2022 "Likely Electorate" population, a frame which takes into account demographic and turnout characteristics of the 2022 electorate.



# Methodology

The August 2022 Echelon Insights Verified Voter Omnibus was fielded online from August 19-22, 2022 in English among a sample of N=1,054 voters in the Likely Electorate (LV) nationwide using non-probability sampling. The sample was drawn from the Lucid sample exchange and matched to the L2 voter file.

The sample was weighted to population benchmarks for registered voters and the 2022 Likely Electorate on gender, age, race/ethnicity, education, region, party, and 2020 presidential vote adjusted for 2022 turnout probability. All benchmarks for the 2022 Likely Electorate were adjusted for turnout estimates based on a probabilistic model of the likely 2022 midterm electorate derived from the L2 voter file. Estimates for gender, age, and party were derived from the L2 voter file. Estimates for race/ethnicity and education were derived from the US Census Bureau's American Community Survey demographic data adjusted to match voter registration estimates from the November 2020 Current Population Survey Voting and Registration Supplement.

Data quality measures included the use of a trap question to check for attentiveness and measures to prevent and remove duplicate responses based on IP address and voter file matches.

Calculated the way it would be for a random sample and adjusted to incorporate the effect of weighting, the margin of sampling error is +/- 3.6 percentage points.





**Verified Voter  
Omnibus**

*Your questions answered by real voters*

**Beyond our own public releases, the Verified Voter Omnibus is a resource companies and organizations can use to answer mission-critical questions through add-on questions to the monthly survey. It's the perfect tool for tracking a few core questions over time or gathering that one bit of crucial public opinion data you need right now.**

**By adding on to the Verified Voter Omnibus, you'll receive:**

- **Hands-on assistance with drafting your questions**
- **Full topline and crosstabs with key political trends questions included**
- **A customized slide deck with your results**

**Contact [omnibus@echeloninsights.com](mailto:omnibus@echeloninsights.com) for more information.**





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