

To: **Interested Parties**

From: Kellyanne Conway, **KAConsulting LLC**

Date: May 9, 2024

Re: **Statewide Survey among Registered Voters in Louisiana
On Education Reform (602 interviews)**

**Tri-partisan Consensus Calls for Immediate, Meaningful Action on
Education Reform: Overwhelming Support for Proposals Presented by
Governor Landry**

In just a few months on the job, Governor Jeff Landry has proposed “Dream Big Louisiana,” a set of bold education reforms designed to address the state's public education system, ranked at 46th in the nation¹, and robbing children across Louisiana their right to a quality education worthy of their humanity, dignity and futures.

As this new survey shows, **education** remains a top issue for Louisiana voters, along with inflation and crime.

When informed of the facts that Louisiana spends more per student on education than neighboring states, and has lower quality education outcomes overall, more than 9-in-10 Louisianans show concern across partisan, gender, geographic, socioeconomic and racial divides.

For the following statements, please indicate whether you (ROTATE) are concerned or not concerned.

¹ [Louisiana Rankings | US News Best States](#)
KAConsulting LLC on behalf of Protect Louisiana Values
Statewide Survey among Registered Voters in Louisiana
Education Reform (601 interviews)
May 2024 Data Analysis

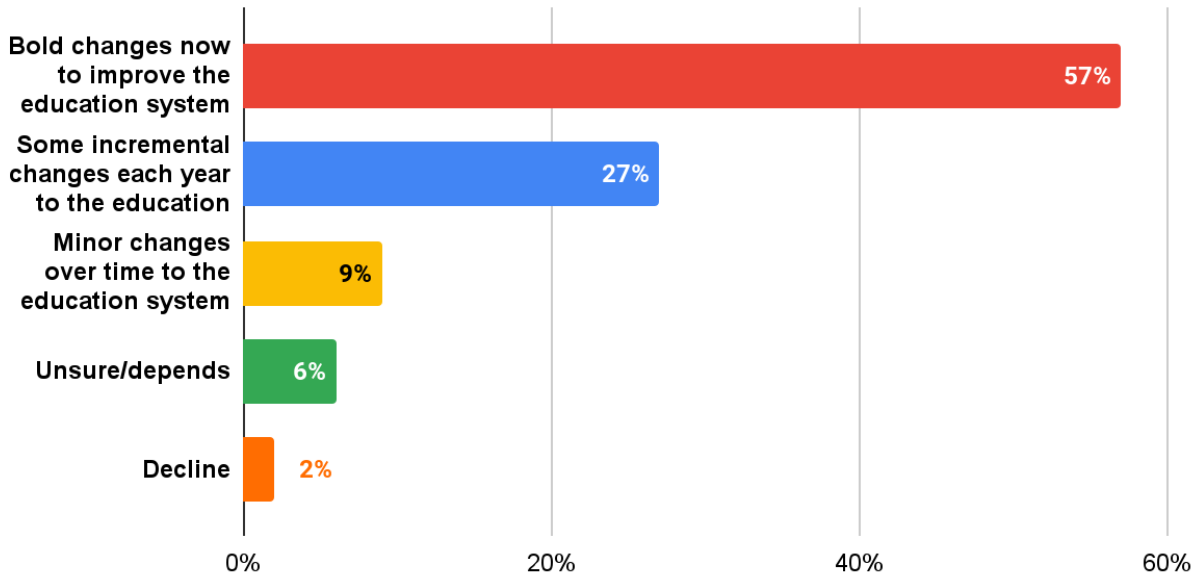
	Total CONCERNED	Total NOT CONCERNED	Unsure/ Depends/ Declined to state
<i>LA spends nearly thirteen thousand dollars per student in its public schools. That's more money than neighboring states in MS, TX, FL, and AL - yet 70% of students in LA cannot read or do math at grade level.</i>	94% Overall 91% Democrats 96% GOP 93% Public School Parents 94% HS or Less 93% Independents 95% Blacks	4% Overall 4% Democrats 3% GOP 6% Public School Parents 3% HS or Less 6% Independents 4% Blacks	2% Overall 5% Democrats 1% GOP 1% Public School Parents 3% HS or Less 2% Independents 1% Blacks
<i>Currently, LA spends nearly thirteen thousand dollars per student in its public schools. That's more money than neighboring states in MS, TX, FL, and AL - yet LA ranks lower than those states and is in the bottom ten among all states for public school rankings.</i>	93% Overall 93% Democrats 93% GOP 94% Public School Parents 90% HS or Less 92% Independents 93% Blacks	6% Overall 4% Democrats 6% GOP 6% Public School Parents 6% HS or Less 7% Independents 6% Blacks	1% Overall 3% Democrats 2% GOP ** Public School Parents 4% HS or Less 1% Independents 1% Blacks
<i>Quality of the public school system in LA</i>	87% Overall 88% Democrats 86% GOP 89% Public School Parents 87% HS or Less 88% Independents 90% Blacks	11% Overall 9% Democrats 11% GOP 11% Public School Parents 9% HS or Less 12% Independents 9% Blacks	2% Overall 3% Democrats 3% GOP **% Public School Parents 4% HS or Less **% Independents 1% Blacks

Across age, gender, race, location, education status, and political affiliation, the demand is unmistakable: bold changes are essential to overhaul the

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education system. Notably, a plurality of Democrats (43%) share this stance. Republicans (62%), Independents (57%), moms (54%), and Public School Parents (51%) demand significant change immediately.

Knowing this, do you believe this year the Governor and state legislature should make....



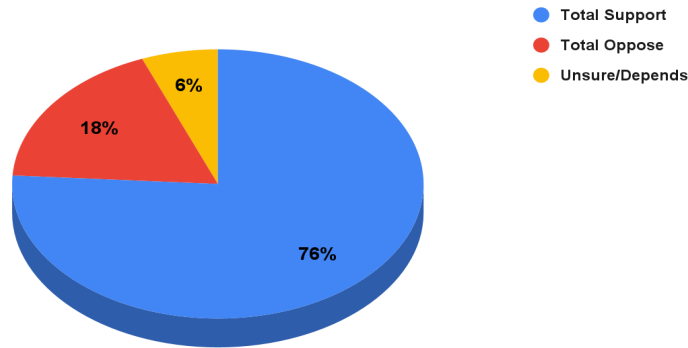
Over two-thirds of Louisianans strongly endorse 'Dream Big Louisiana,' cutting across partisan, gender, racial, and education demographics.

Recently, Governor Jeff Landry released his education plan called *Dream Big Louisiana*. This plan would modernize our education system in Louisiana to match higher-performing states. At the core of the plan are four main points:

- 1) Provide high-dosage tutoring to children who have fallen behind academically
- 2) Align curriculum with the needs of future careers
- 3) Give all parents the opportunity to choose the school of their choice for their child by giving them tax dollars that can be used to attend the public, private, or charter schools of their choice and
- 4) Treat teachers with respect and reward them when their students are successful.

Do you (ROTATE) support or oppose this potential legislation?

Do you support or oppose Governor Landry's proposed 'Dream Big' LA initiative?



Notable Crosstabs	Support	Oppose	Unsure
Democrats	59%	33%	9%
Republicans	87%	10%	2%
Public School Parents	78%	17%	5%
HS or Less	80%	9%	11%
Independents	74%	19%	6%
Blacks	69%	24%	8%

Furthermore, vast majorities support individual components of Governor Landry’s “Dream Big LA” plan including:

- ★ *Ensure that every school district provides high dosage tutoring, in literacy and math for students that are below grade level. **(90% support)***
- ★ *Ensure that students are taught the necessary skills to succeed in college or a high-demand, high-wage career upon graduation. **(89% support)***
- ★ *Louisiana law currently requires that 70 cents of every dollar for public school funding be spent on the child in the classroom. Unfortunately, this law is not enforced. Legislation would require this to be enforced to ensure that classrooms and kids benefit from tax dollars – not the education bureaucracy. **(85% support)***
- ★ *Develop a K-3rd grade universal math screener, similar to the newly created literacy screener, to focus on foundational math skills and provide teachers and parents with real-time information on student performance and needs. **(84% support)***
- ★ *Create a literacy coaching funding source to support and increase the number of literacy coaches in elementary schools. School-based literacy coaches work closely with teachers to improve classroom practice and student reading achievement school-wide. **(84% support)***
- ★ *Reward community and technical colleges and four-year universities that succeed in preparing students for future employment. **(79% support)***
- ★ *Teachers who do a great job educating our children deserve to be paid more based on their performance. **(77% support)***
- ★ *Pay teachers more than teach classes that are in higher demand, such as science, math, foreign language, and special education, as well as those that choose to teach at schools with more difficult student populations and those who struggle to keep good teachers. **(77% support)***
- ★ *Establish a task force focused on significantly reducing the mandated, non-academic training and classwork that keep teachers from focusing on their most important task – educating children. **(73% support)***

A majority advocates for “letting the money follow the student”, while Democrats marginally favor retaining funds within the district.

With whom do you agree with more?	
Person One	Person Two
<p><i>Person 1 thinks that tax dollars spent on education are meant to educate children so the funds should follow the students to whatever learning environment best meets their needs.</i></p> <p style="text-align: center;">53% Total</p> <p>44% Democrats 57% GOP 54% Public School Parents 53% Independents 50% Blacks</p>	<p><i>Person 2 thinks that tax dollars spent on education belong to local school districts. Diverting any dollars away from local districts will harm our public schools.</i></p> <p style="text-align: center;">37% Total</p> <p>49% Democrats 31% GOP 37% Public School Parents 37% Independents 40% Blacks</p>

Additionally, more than 6-in-10, including a majority of Republicans, Public School Parents, Blacks and Independents support the following statements:

- *Parents have a right to say where their children go to school and what is taught there. **(68% support)***
- *Every child deserves the chance at a quality education, that’s why parents should be allowed to use their child’s tax dollars to choose where their children go to school, whether public, charter, private, or homeschool. **(65% support)***
- *The state should fund the GATOR scholarship, which will allow parents to use state funding to access the education that best meets their child’s needs. Parents can use this money for school tuition and fees, tutoring, educational therapies, textbooks and curricula, dual enrollment courses, and uniforms. **(65% support)***
- *It is appropriate that families with the lowest income be given first-priority access to resources that help their children select schools that meet their needs. **(61% support)***
- *Many students are unable to access charter schools because they are at capacity enrollment. Charter schools should be able to access low-interest state loans and matching funds to expand or open new schools faster. **(60% support)***

After voters learn about all this, more than three-fourths of Louisianans support the 'Dream Big LA' initiative overall (75%), with the statements and proposals showing increased support among **Republicans, Democrats, High School or Less voters, and Blacks.**

Nearly two-thirds (64%) of Louisianans would also be more likely to support a pro-Dream Big legislator, with overwhelming support from 8-in-10 **Republicans** and close to 7-in-10 **Public School Parents** and **nearly 6-in-10 Independents and Black voters.** There is obvious political currency to be gained for any legislator that supports "Dream Big LA" and by extension, the schoolchildren it would help.

With overwhelming support from over **two-thirds of Louisianans,** policy makers in Louisiana must seize this unprecedented tri-partisan consensus to drive home the necessity and urgency of bold reforms.

Focus on key proposals with unusually high and broad appeal, such as **teacher incentives and performance-driven funding.** Education already reigns as a paramount concern for Louisiana voters; meet them where they are to address this together through an understandable, doable initiative that tackles immediate needs AND long-standing challenges. Mobilize supporters across all demographics, rallying community leaders, educators, parents, and stakeholders to champion 'Dream Big Louisiana' with unyielding determination and unapologetic vigor.