America's New Majority Project

TRANSPARENT AND AGE-APPROPRIATE: WINNING THE ARGUMENT ON SCHOOL CURRICULUM

McLaughlin & Associates
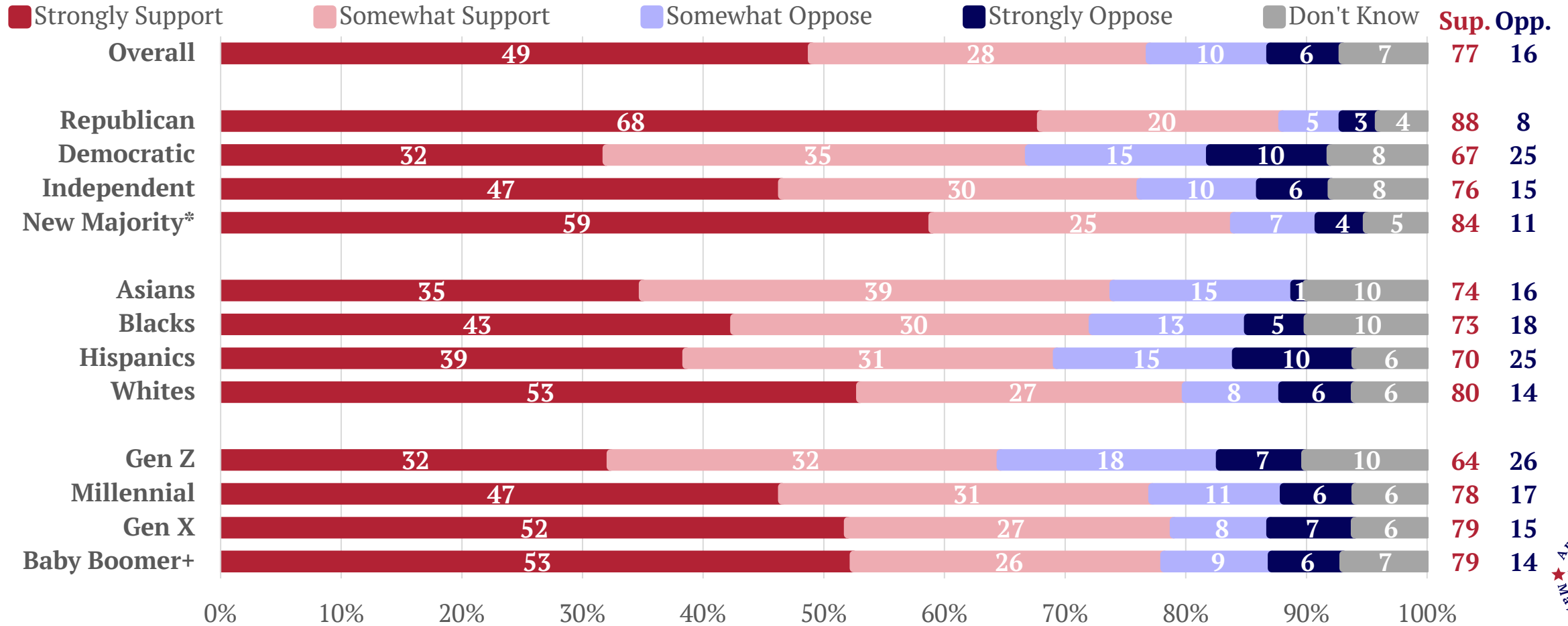
Gingrich 360

KEY TAKEAWAYS

- Nearly 8-in-10 Americans support state and local efforts to ensure curriculum transparency in schools.
  - This includes majority support from all parties, races and age groups.
- More than 6-in-10 Americans support state and local efforts to prevent sexually explicit and pornographic material from being used in schools.
- More than 6-in-10 Americans also support state and local efforts to prevent discussion of gender identity and sexual orientation until after the third grade.

BOTTOM LINE – Significant majorities of Americans believe parents should have total visibility into what happens in classrooms and support efforts to ensure school curriculum and materials are age-appropriate.
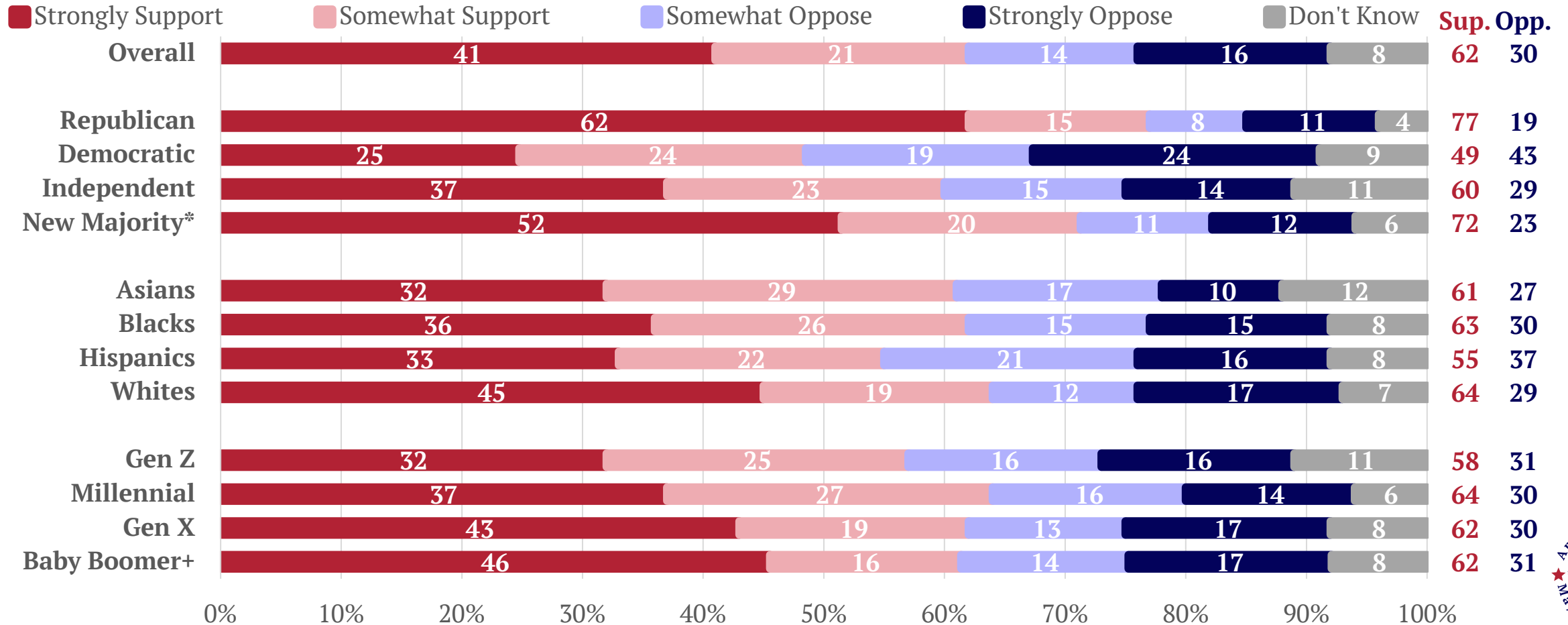
STRONG SUPPORT FOR CURRICULUM TRANSPARENCY REQUIREMENTS

"Do you support or oppose efforts by state lawmakers and school boards to require transparency in the selection of classroom instructional materials, including library and reading materials, so parents know what their children are being taught?"

Legend: ■ Strongly Support ■ Somewhat Support ■ Somewhat Oppose ■ Strongly Oppose ■ Don't Know

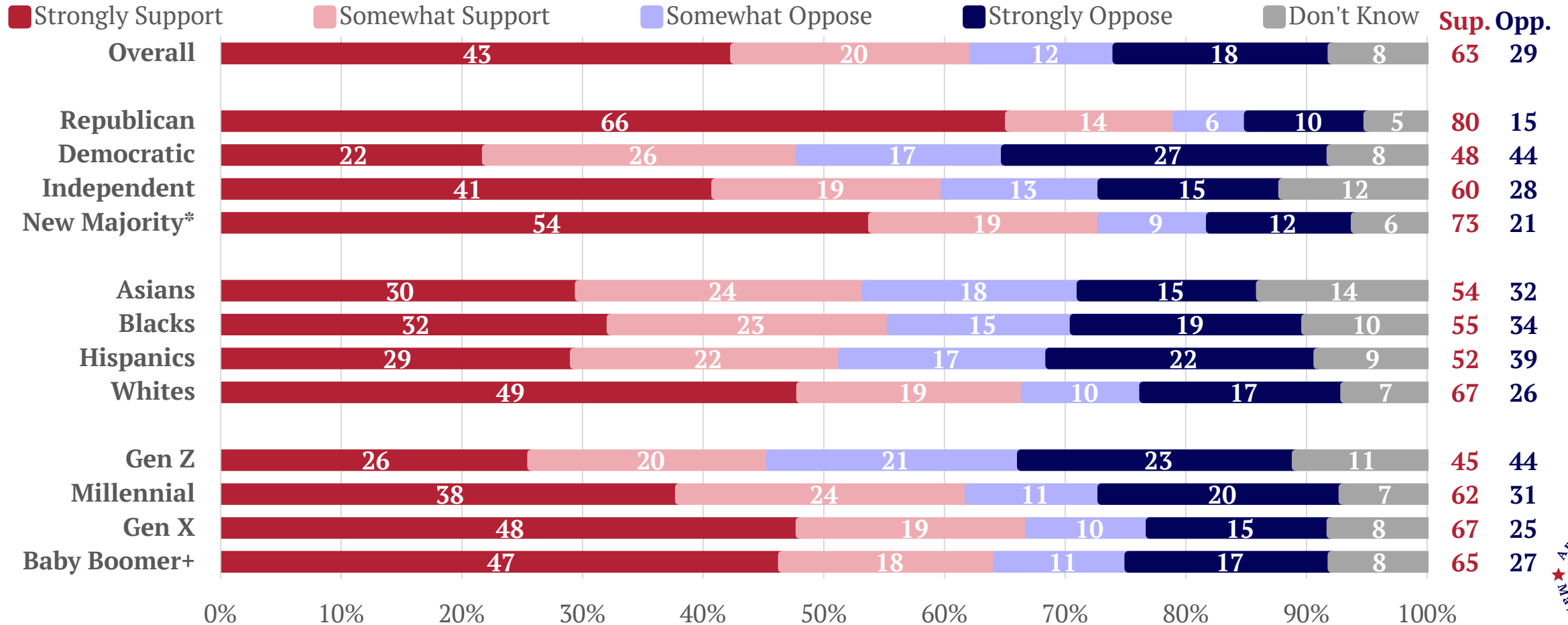| Group	Strongly Support	Somewhat Support	Somewhat Oppose	Strongly Oppose	Don't Know	Sup.	Opp.
Overall	49	28	10	6	7	77	16
Republican	68	20	5	3	4	88	8
Democratic	32	35	15	10	8	67	25
Independent	47	30	10	6	8	76	15
New Majority*	59	25	7	4	5	84	11
Asians	35	39	15	1	10	74	16
Blacks	43	30	13	5	10	73	18
Hispanics	39	31	15	10	6	70	25
Whites	53	27	8	6	6	80	14
Gen Z	32	32	18	7	10	64	26
Millennial	47	31	11	6	6	78	17
Gen X	52	27	8	7	6	79	15
Baby Boomer+	53	26	9	6	7	79	14

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AMERICANS SUPPORT EFFORTS TO KEEP EXPLICIT AND PORNOGRAPHIC MATERIAL OUT OF SCHOOLS

"Do you support or oppose efforts by state lawmakers and school boards to prevent books containing sexually explicit and pornographic material from being used in school classrooms and libraries?"

Legend: ■ Strongly Support ■ Somewhat Support ■ Somewhat Oppose ■ Strongly Oppose ■ Don't Know

	Strongly Support	Somewhat Support	Somewhat Oppose	Strongly Oppose	Don't Know	Sup.	Opp.
Overall	41	21	14	16	8	62	30
Republican	62	15	8	11	4	77	19
Democratic	25	24	19	24	9	49	43
Independent	37	23	15	14	11	60	29
New Majority*	52	20	11	12	6	72	23
Asians	32	29	17	10	12	61	27
Blacks	36	26	15	15	8	63	30
Hispanics	33	22	21	16	8	55	37
Whites	45	19	12	17	7	64	29
Gen Z	32	25	16	16	11	58	31
Millennial	37	27	16	14	6	64	30
Gen X	43	19	13	17	8	62	30
Baby Boomer+	46	16	14	17	8	62	31

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MOST SAY SCHOOLS SHOULD WAIT UNTIL AFTER THIRD GRADE TO DISCUSS GENDER IDENTITY AND SEXUAL ORIENTATION

"Do you support or oppose efforts by state lawmakers and school boards to prevent discussion of sexual orientation and gender identity until after the 3rd grade?"

■ Strongly Support   ■ Somewhat Support   ■ Somewhat Oppose   ■ Strongly Oppose   ■ Don't Know

	Strongly Support	Somewhat Support	Somewhat Oppose	Strongly Oppose	Don't Know	Sup.	Opp.
Overall	43	20	12	18	8	63	29
Republican	66	14	6	10	5	80	15
Democratic	22	26	17	27	8	48	44
Independent	41	19	13	15	12	60	28
New Majority*	54	19	9	12	6	73	21
Asians	30	24	18	15	14	54	32
Blacks	32	23	15	19	10	55	34
Hispanics	29	22	17	22	9	52	39
Whites	49	19	10	17	7	67	26
Gen Z	26	20	21	23	11	45	44
Millennial	38	24	11	20	7	62	31
Gen X	48	19	10	15	8	67	25
Baby Boomer+	47	18	11	17	8	65	27

0%   10%   20%   30%   40%   50%   60%   70%   80%   90%   100%

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Methodology

Mclaughlin & Associates partnered with Gingrich360 to conduct a national survey for America's New Majority Project. This national survey was conducted among 2,000 likely general election voters between June 8-11, 2023.

All interviews were conducted online. Survey invitations were distributed randomly within predetermined geographic units. These units were structured to correlate with actual general election turnout.

The sample of 2,000 likely general election voters has an accuracy of +/- 2.2% at a 95% confidence interval. The numbers in this presentation have been rounded and may not equal 100%.
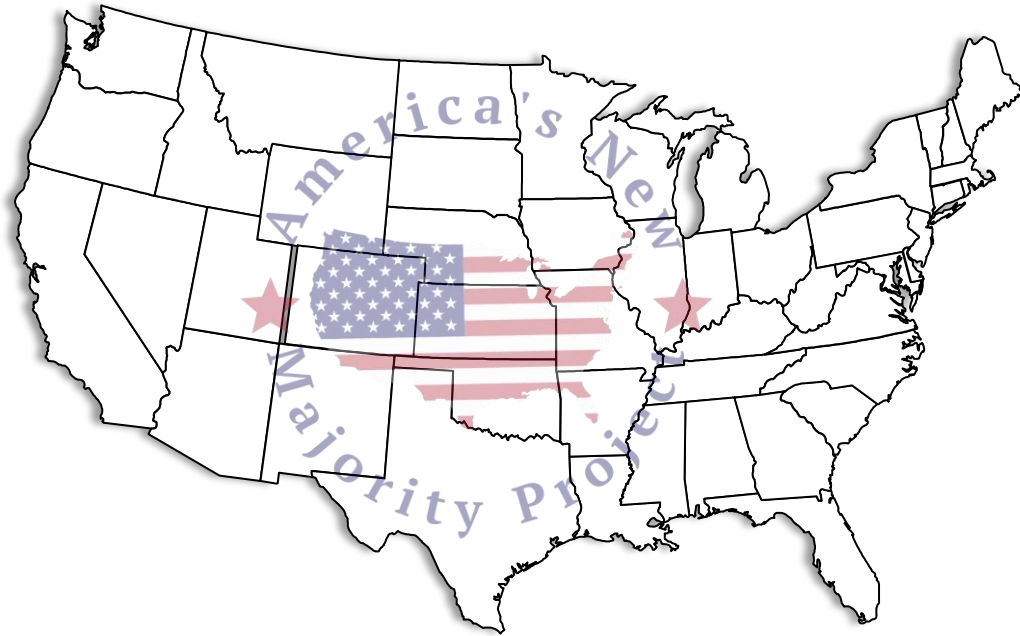
New England	5%
Middle Atlantic	13%
East North Central	15%
West North Central	7%
South Atlantic	21%
East South Central	6%
West South Central	10%
Mountain	8%
Pacific	16%

18-29	15%
30-40	17%
41-55	25%
56-65	19%
66+	24%

White	68%
Hispanic	13%
Black	13%
Asian	4%
Other	2%

Male	47%
Female	53%

Democratic	37%
Republican	36%
Independent	27%

Less/4yr College	61%
Bachelor's/P.G	39%