



*Trusted Perspective  
Innovative Data  
Superior Results*

**TO:** INTERESTED PARTIES  
**FROM:** TREVOR K. SMITH, PH.D.  
**SUBJECT:** TEXANS WANTS MORE OPTIONS FOR THEIR CHILDREN  
**DATE:** FEBRUARY 15, 2023

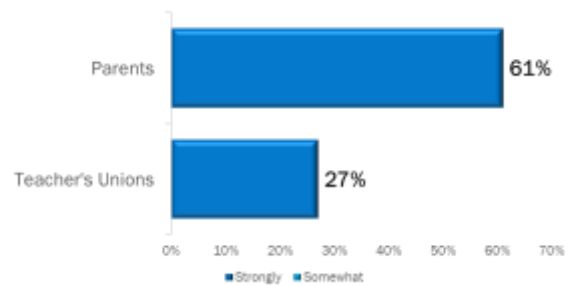
A new poll by WPA Intelligence conducted on behalf of the Yes. Every Kid. Foundation in Texas found that voters overwhelmingly support school choice and want more options for their children.

### Substantial Trust in Parents Regarding Influencing Children's Education

Nearly two thirds of voters (61%) trust parents more to influence children's education over teacher's unions.

- Almost all Republicans (88%) and a majority of Independents (56%) trust parents over teacher's unions.

Who do you trust more to influence children's education?



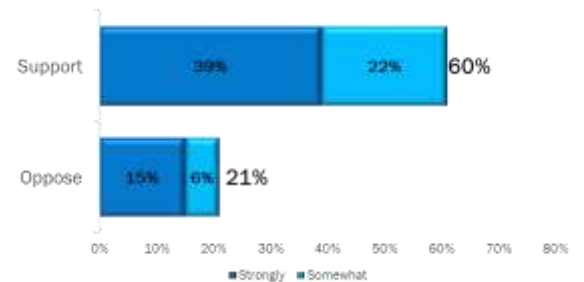
Trust	Overall	Party		
		GOP	IND	DEM
Parents	61%	88%	56%	27%
Teachers Unions	27%	8%	29%	55%

### Strong Support for Implementation of an Education Savings Account Program

Educations Savings Accounts as a whole are the most popular variation in the state.

- The overall policy has majority support overall, with a majority of Republicans (58%) and Democrats (62%) and almost two-thirds of Independents (65%).
- Almost two-thirds of parents (64%) support ESAs.

As you may know, Education Savings Accounts give families around \$8,000, which is a portion of the money intended to support the education of their child. This money can be used to pay for tuition, tutoring, therapies, supplies, technology, and other educational experiences that are best suited for the needs of that child. Would you say you support or oppose implementing an Education Savings Account program in Texas?



ESAs	Overall	Party			Parents	
		GOP	IND	DEM	Yes	No
Support	60%	58%	65%	62%	64%	59%
Oppose	21%	19%	20%	25%	21%	21%

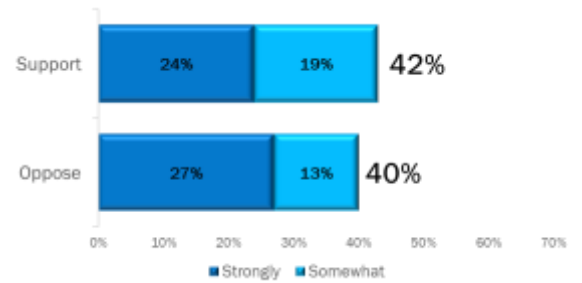
### Split Support for An Alternative Version of an Education Savings Account Program

Limiting ESAs to income limits has slight plurality support overall among voters (42%).

- 43% of GOP voters opposed an alternative version of an Education Savings Account program with an income limit.
- There is no difference in parents versus not on the income limit question.

Income Limit	Overall	Party			Parents	
		GOP	IND	DEM	Yes	No
Support	42%	37%	47%	48%	42%	43%
Oppose	40%	43%	42%	55%	41%	40%

Would you say you support or oppose this alternative version of an Education Savings Account program with an income limit?



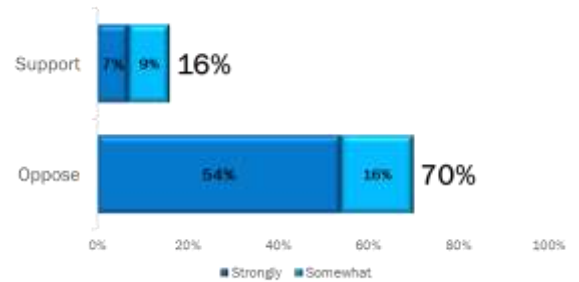
### Large Opposition for Another Alternative Version of an Education Savings Account Program

A majority of voters oppose excluding rural students from the ESA program regardless of party affiliation or parenthood.

- Republicans (76%) and Independent (77%) are near equal in opposition to a version of the Education Savings account program that limits participation to only families in urban communities.
- Among parents surveyed, 64% opposed a version of the Education Savings account program that limits participation to only families in urban communities.

Non-Rural	Overall	Party			Parents	
		GOP	IND	DEM	Yes	No
Support	16%	10%	13%	27%	25%	12%
Oppose	70%	76%	77%	57%	64%	72%

Would you say you support or oppose a version of the Education Savings Account program that limits participation to only families in urban communities?



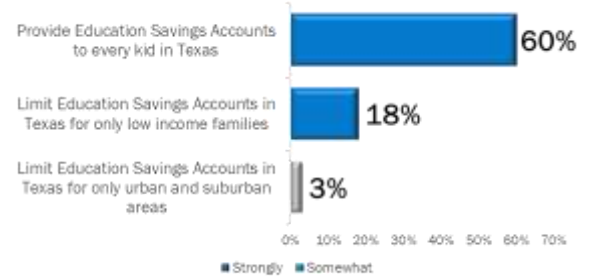
## Voters Advise Legislatures to Provide Education Savings Accounts to Every Kid in Texas

Voters overwhelmingly select Education Savings Accounts for every kid in Texas (60%) when forced with a choice between the three program options.

- A majority of Republicans (68%) would advise members of the legislature to provide Education Savings Accounts to every kid in Texas.
- A plurality of Democrats (45%) choose the every kid option.

Forced Choice	Overall	Party		
		GOP	IND	DEM
Every Kid	60%	68%	63%	45%
Low Income Families	18%	9%	17%	31%
Non-Rural	3%	4%	<1%	2%

If an Education Savings Account bill was introduced to the Texas State House, how would you advise your members of the legislature to shape the bill to best benefit Texas children?



### Methodology

WPAi selected a random sample of registered voters from the Texas voter file using Registration Based sampling (RBS). WPAi conducted a poll of n=815 registered voters, and n=261 parents in Texas. Data were collected via live callers and text messages between February 8-13, 2023, 30% of interviews were conducted via landline, and 70% via SMS.

The sample for this survey was stratified based on geography, age, gender, partisanship, and ethnicity. This methodology allows us to avoid post-survey “weighting” which can reduce the reliability of survey results. The survey has a margin of error of ±3.4% at the 95% confidence level.

### About WPA Intelligence

WPA Intelligence is a leading provider of survey research, predictive analytics and application-based data management technology. WPAi clients win at a rate that exceeds the industry standard by double-digits.

WPAi has been the data team behind the RNC voter scores program, the polling/data team for the 2016 Cruz for President effort, the providers of data strategy for the Las Vegas Raiders relocation and, most recently, the team behind the analytics and polling for Glenn Youngkin’s 2021 Virginia Gubernatorial campaign.

WPAi has been nationally recognized for providing cutting-edge intelligence to help our clients win. The American Association of Political Consultants (AAPC) has awarded WPAi with eleven Pollies including Best in Show. In 2022, CEO Chris Wilson and Vice President Amanda Iovino were awarded Pollster of the Year for our polling and analytics work on the Youngkin for Governor Campaign. We have also been recognized by Campaigns & Elections’ Reed Awards for the Best Use of Data Analytics/Machine Learning, Best New Research Technique, Best Application of AI Technology to Optimize Targeting, and Best Data Analytics Solutions.

The cornerstone of WPAi is our personnel. Our methodological approaches are dictated by advanced statistical guidelines as determined by our PhD-led team of researchers and data scientists. Our team has consistently been recognized as some of the best in the industry: CEO Chris Wilson was named Campaigns & Elections’ Technology Leader of the Year; Amanda Iovino, Vice President, Matt Knee, Vice President and Director of Analytics, Trevor K. Smith, Ph.D., Chief Research Officer, and Conor Maguire, Principal and Managing Director, each have been recognized amongst the American Association of Political Consultants (AAPC)’s prestigious 40 Under 40 list.