

**To:** Interested Parties  
**From:** Nicholas Thompson  
**Subject:** School Choice Support in North Dakota  
**Date:** October 13, 2023

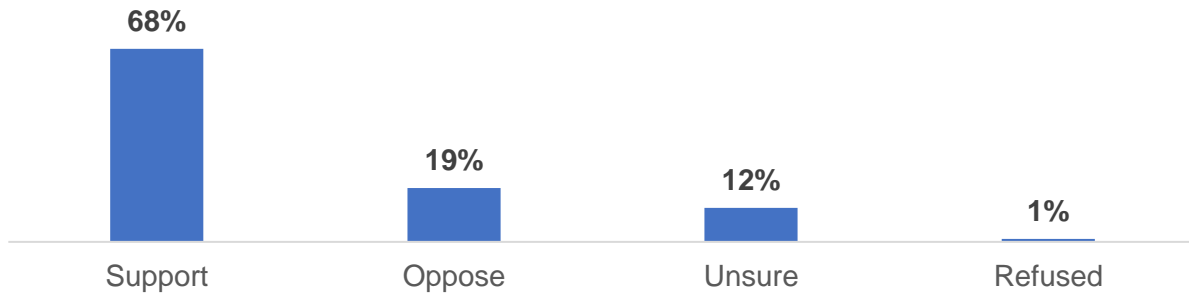
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A new survey of North Dakota “likely” voters shows strong support for school choice and Education Savings Accounts.

### More than Two-Thirds Support School Choice

Fully 68% of likely voters across North Dakota support school choice. More than four-in-ten (41%) *strongly* support school choice.

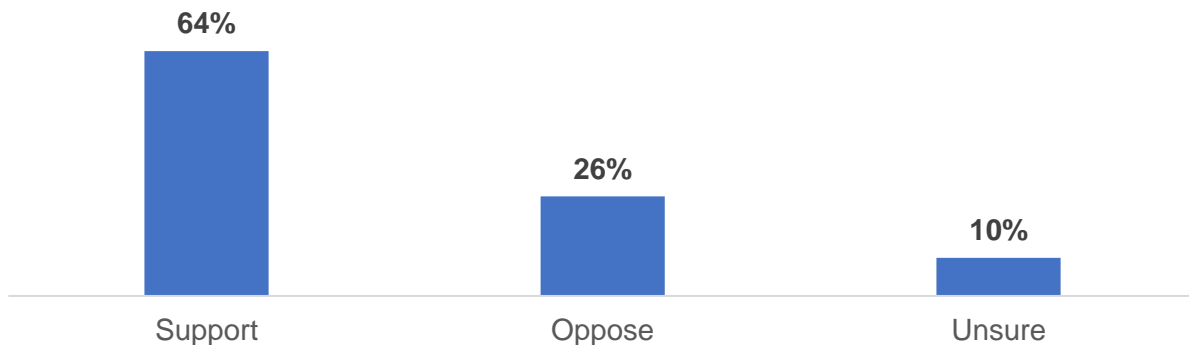
Would you say you support or oppose school choice?



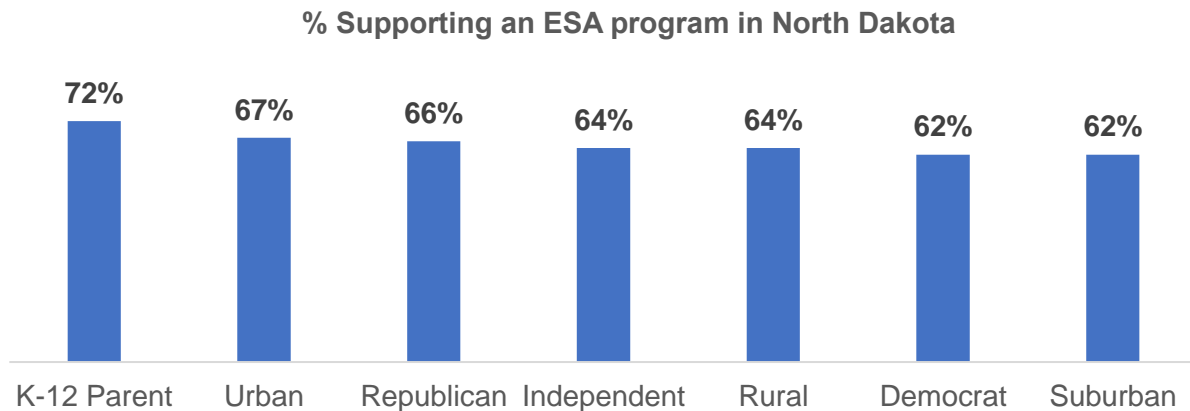
### Nearly Two-Thirds Support Education Savings Accounts

More than six-in-ten likely voters support an ESA program in North Dakota.

As you may know, Education Savings Accounts give families money to help support the education of their child. This money can be used to pay for tuition, tutoring, therapies, supplies, technology, and other education 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 North Dakota?

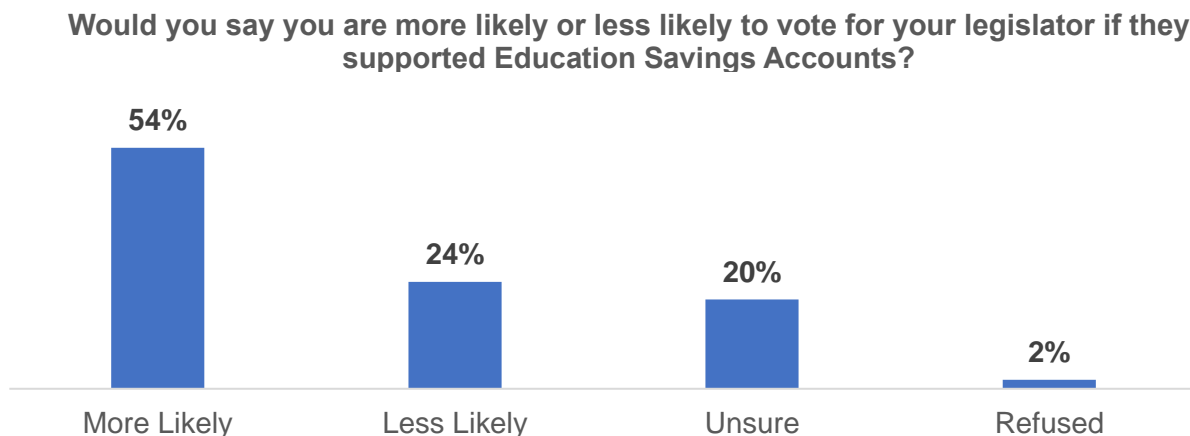


Support for ESAs is high across all key demographic subgroups, especially K-12 parents:



### North Dakota Voters Support Legislators Who Support ESAs

A majority of voters (54%) are more likely to support a legislator if they support ESAs. A quarter of voters (25%) are *much* more likely to support a state legislator who supports ESAs. Less than one quarter (24%) are less likely to support a state legislator who supports ESAs.



### Additional Findings

- Nearly eight-in-ten likely voters (78%) say it is extremely/very important that the State Legislature work to improve K-12 education in the next legislative session.
- More than seven-in-ten (72%) support the legislature in North Dakota working to give families more options with it comes to K-12 education.
  - Among K-12 parents in North Dakota, 59% say that they prefer more education options for their child.

**Methodology**

On behalf of yes. every kid. foundation, Arc Insights conducted a survey of N=400 “likely” 2024 voters across North Dakota. Interviews were conducted October 9-12, 2023 over a combination of live calls to cell phones and landlines, and SMS/Text-to-web. The margin of error is +/- 5%.

**About Arc Insights**

Arc is a full-service research and consulting firm. The team at Arc has completed research projects across all 50 states, Europe, and Asia. Nicholas Thompson, Project Director for this survey, has more than 15 years of experience as a pollster for political campaigns, corporations, and issue campaigns.