

MEMORANDUM

TO: INTERESTED PARTIES
FROM: ROB AUTRY
DATE: MARCH 18, 2024
RE: SOUTH CAROLINA STATEWIDE SURVEY KEY FINDINGS

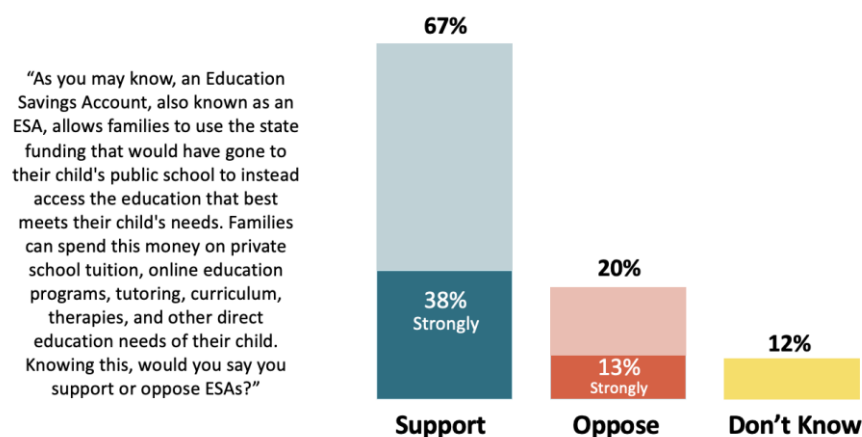
On behalf of yes. every kid. foundation., Meeting Street Insights is pleased to present the key findings from a statewide survey in South Carolina on the topic of Education Savings Accounts (ESAs). The survey was conducted March 11-13, 2024, among 500 registered voters and has a margin of error of plus or minus 4.38%.

THE BOTTOM LINE

There is solid bipartisan support for Education Savings Accounts, and an overwhelming majority of South Carolinians believe ESAs should be available to all families across the state. This sentiment is boosted by the strong belief that ESAs would improve the state’s education system. Parents of school-aged children believe their own child’s educational experience would improve if ESAs were available to them. Finally, it’s clear that supporting ESAs is politically popular, too. Most voters say they would be more likely to vote for a state legislator who supports ESAs in the state.

KEY FINDINGS

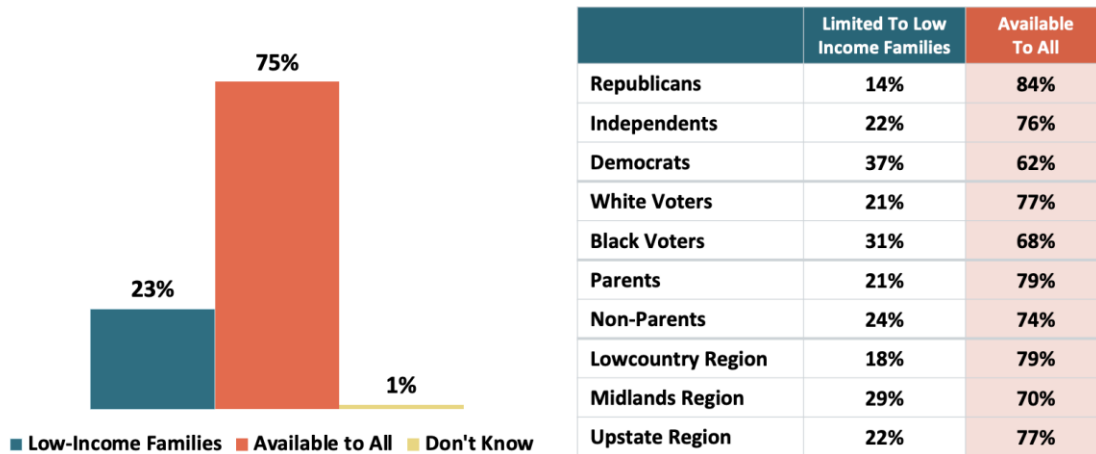
#1 / Two-thirds of voters support Education Savings Accounts in South Carolina. In fact, there are more voters who strongly support ESAs (38%) than oppose altogether (20% total oppose). We see similarly solid support levels for ESAs across party lines, 75% of Republicans and 62% of Democrats back them. Furthermore, majorities of voters across gender, age, race, and region support ESAs and nearly half (49%) of parents of school-aged children *strongly* support ESAs.





#2 / Three out of four voters believe ESAs should be made available to all families regardless of income level. Fully 75% of South Carolina voters say ESAs should be available to all families across the state (23% limited to low-income families, 1% don't know). This opinion is bolstered by majorities of voters across party (84% of Republicans, 76% of Independents, and 62% of Democrats), across race (77% of white voters and 68% of Black voters), and across the state (79% Lowcountry, 70% Midlands, and 77% Upstate). Likewise, parents and non-parents alike believe ESAs should be available for all families across the state (79% and 74% respectively).

“Do you believe Education Savings Accounts in South Carolina should be limited to low-income families, or available to all families across the state?”



#3 / A significant majority believe ESAs would improve the state’s education system. When asked what impact ESAs might have on South Carolina’s education system if they were made available to all families across the state, a notable 70% of voters say it would improve the state’s education system, including two-in-five voters (39%) who say it would *strongly improve* it (18% weaken).

- Here again, we see broad bipartisan agreement that ESAs would improve the state’s education system (77% of Republicans, 63% of Independents, and 63% of Democrats believing it would improve).
- Both those with and without school-aged children also believe ESAs will lead to improvement: 73% of parents and 69% of non-parents say it will improve the state’s education system.

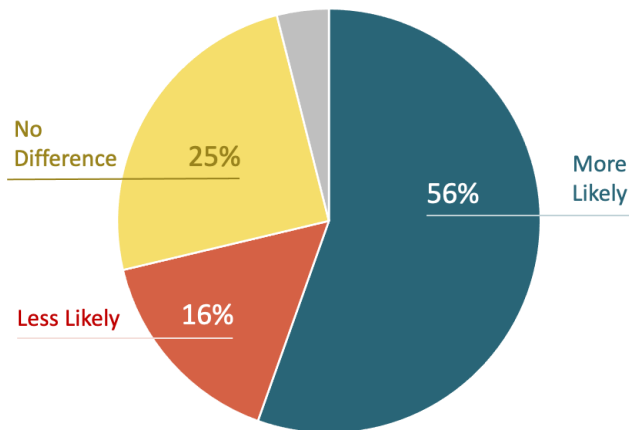


#4 / Parents are even more optimistic of the impact ESAs will have on their child’s education.

If made available to them, three-fourths of parents (76%) with school-aged children say ESAs would improve their child’s educational experience (only 6% say it will weaken it). Nearly half of all parents (48%) say it will *strongly improve* their child’s education. This belief is shared across income, racial, and even partisan lines.

#5 / Voters clearly want their state legislator to support ESAs. A state legislator who supports ESAs in South Carolina is more likely to win support from more than half of voters (56%) overall, including one-in-four (25%) voters who are *much* more likely to vote for them, with only 16% of voters saying they would be less likely to vote for them. Furthermore, a state legislator who supports ESAs wins over voters from either side of the aisle (59% of Republicans and 56% of Democrats are more likely to vote for them). The majority of parents and non-parents would also be more likely to vote for their State Representative who supports ESAs (62% and 54% respectively).

“Would you be more or less likely to vote for your state legislator if they supported Education Savings Accounts in South Carolina?”



Meeting Street Insights is one of the nation’s leading corporate, political, and public affairs polling firms. Based in Charleston, SC, Meeting Street polls for three U.S. Senators, 14 Members of Congress, and numerous statewide and state legislative leaders and campaign organizations.