

To: Interested Parties

From: George Khalaf, Pollster

Regarding: Parents in Maricopa County, Arizona want more say in how and where money is spent on their child's education.

Date: 3/21/2023

Overview:

This new live caller survey of parents and caretakers, with children in the home, was conducted on behalf of yes. every kid. foundation. in Maricopa County, Arizona. The survey found that parents largely feel like families should dictate how to best spend dollars on K-12 education and that they want to use them on a myriad of creative options.

Toplines:

Unsurprisingly, the groups who feel most strongly that a student's family are the ones best suited to make decisions about spending are conservatives and parents who already have their children enrolled in public school alternatives. Somewhat surprising is the high percentage of moderates and college educated parents who feel a student's family are better suited to make these spending decisions, and the plurality of public school parents feel the same way.

The only major demographic group where a majority of those who said that the government is better suited to make spending decisions, are progressives. Other demographics that trust the government more than a student's family include heavily progressive Central/South Phoenix and those who never attended college. Interestingly, there is no correlation between ethnicity and the results of this question.

If given the opportunity, most parents would direct the money for their child's education to options that allow them more control over their child's education. Nearly two-thirds of parents who would select an option other than public schools said that they would customize their child's education with a variety of options. Interest in this type of customization was particularly high with Hispanic parents (44.2%), parents in the heavily suburban East Valley (42.8%), and conservative parents (40.4%).

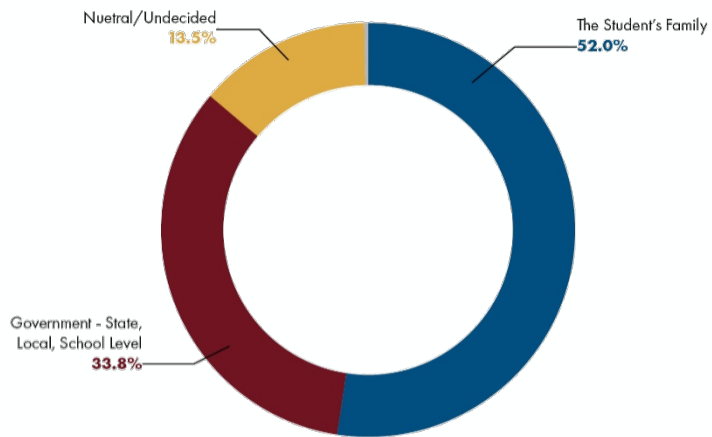
Funding Decisions:

Key “The Student’s Family” Demographics:

Conservative Parents: 67.9%
 Non-Public School Parents: 65.2%
 Moderate Parents: 62.0%
 Public School Parents: 43.5%

Key “The Government” Demographics:

Progressive Parents: 58.1%
 Central/South Phoenix: 43.5%
 High School Diploma or Less: 41.6%



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Fig. 1: This chart shows the breakdown of who parents believe is best suited to make choices about the funds used in their child’s education.

Funding Direction:

Key “Customize Your Child’s Education with a Variety of Opportunities” Demographics:

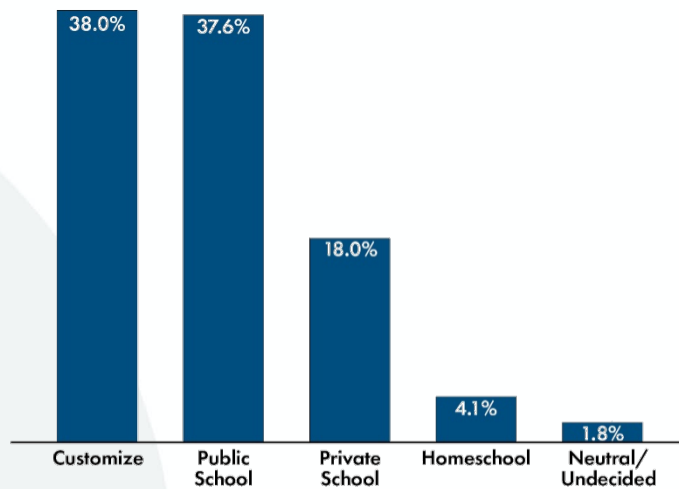
Hispanic Parents: 44.2%
 East Valley: 42.8%
 Conservative Parents: 40.4%

Key “Continue to Send Money to the Local Public School” Demographics:

Progressive Parents: 58.0%
 Public School Parents: 50.8%
 Mothers: 40.9%

Key “Use the Money to Send Your Child to a Private School” Demographics:

Private School Parents: 56.2%
 Conservative Parents: 25.9%
 Fathers: 24.5%



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Fig. 2: This chart shows how parents responded they would spend the money they received from an ESA if they were to enroll in the program.

Survey Information and Methodology

Data Orbital conducted the above survey on behalf of yes. every kid. foundation. Between March 3rd and March 6th 2023. The survey was conducted via live calls to landlines and cell phones as well as via text messages. The survey was available both in English and Spanish. Consumer data was acquired via Aristotle inc. and targeted those with children under the age of 18 in their home. The sample was weighted by age, race, ideology, and geography. The target sample was 450n with a MOE of +/- 4.71% with a 95% confidence interval.

About Data Orbital:

Data Orbital is a full-service data solutions and survey research firm with local, state, and national experience. We offer precise data solutions, informed by political and policy intelligence, so our clients can chart the right course through the corporate or political landscape ahead.