

Idaho Statewide Survey

N=604 Registered Voters | MoE = +/- 4.0%
83% Text-To-Web, 17% Online

September 22-24, 2025

yes.
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Key Findings

Idaho voters overwhelmingly support education freedom and giving families more flexibility to tailor an education for each child. They strongly approve of Idaho's Parental Choice Tax Credit and will punish lawmakers who try to abolish it.

Overwhelming Support for Education Freedom

Voters across Idaho support giving parents the flexibility to choose the best school for their children.

- 82% support education freedom, including more than six-in-ten (61%) who *strongly* support it.
- 69% support giving families more choices in how they can educate their children, from the schools they can attend to the financial resources to help cover expenses.

Strong Approval of Idaho Parental Choice Tax Credit

Voters approve of the state's refundable tax credit program.

- 64% approve of the new program lawmakers and Gov. Little established earlier this year.
- 77% of K-12 parents are personally interested in participating in this program with their children; 56% are *very* interested.
- Voters support the program because it gives families more control to personalize education.
 - *Gives families more of a say in their kids' educations.* (71% said this benefit was most convincing reason to support the program)
 - *Lets families better tailor an education for each of their kids.* (66%)

Opposition to Lawmakers Abolishing Tax Credit Program

Voters will punish lawmakers who try to abolish the program.

- 45% – nearly half of voters statewide – would be less likely to vote for their legislator if their legislator wanted to get rid of the program.

Methodology

yes. every kid. foundation. conducted a multi-modal survey of n=604 registered voters in Idaho from September 22-24, 2025. The survey was stratified based on the known demographic composition of the Idaho registered voter population. Results for the entire population have a margin of error of +/- 4.0%.

Survey Data

** denotes result less than 0.5%, while -- denotes no response.*

Due to rounding, some figures may be higher or lower by less than one-half of one percent.

1. In which state do you live?

100% Idaho

2. In which county in Idaho do you live? **[DMA SHOWN]**

48% Boise
19% Idaho Falls-Pocatello
1% Salt Lake City
22% Spokane
10% Twin Falls

3. Are you registered to vote in Idaho?

100% Yes

4. In which age range do you fall?

12% 18-24
16% 25-34
16% 35-44
14% 45-54
15% 55-64
27% 65 or older

5. What do you consider to be your gender?

51% Female
49% Male
* Other

6. Which of the following best describes your racial or ethnic identity?

- 78% White
- 10% Hispanic or Latino
- 2% Black or African American
- 1% Asian
- 1% Native American or Alaska Native
- * Native Hawaiian or Pacific Islander
- 3% Mixed race/ethnicity
- 1% Other

- 4% Prefer not to say

7. Are you the parent or legal guardian of a child in your household in any of the following groups?
Select all that apply.

- 14% A young child not yet in kindergarten
- 27% A child in kindergarten or 1st grade through 12th grade
- 28% A child who has already completed 12th grade

- 43% I do not have any children

- 2% Don't know

Moving on...

8. In general, do you think things in Idaho are heading in the right direction, or do you think things are off on the wrong track?

- 38% Right direction
- 49% Wrong track

- 13% Don't know

The following are a few names of people in Idaho and nationally. For each one, please indicate if you have a favorable or an unfavorable opinion of that person. If you have never heard of that person or don't have an opinion, please indicate that.

	<i>TOTAL FAVORABLE</i>	<i>TOTAL UNFAVORABLE</i>	Very favorable	Somewhat favorable	Somewhat unfavorable	Very unfavorable	No opinion	Never heard of
9. Donald Trump	52%	46%	39%	13%	5%	42%	1%	*
10. JD Vance	51%	43%	38%	13%	4%	39%	4%	1%
11. Brad Little	45%	45%	15%	30%	24%	22%	7%	3%
12. Raul Labrador	30%	34%	13%	17%	10%	24%	15%	20%
13. Wendy Horman	12%	12%	5%	7%	6%	6%	18%	58%
14. Terri Pickens	14%	9%	6%	7%	3%	6%	18%	59%

15. Thinking about the country, generally speaking, do you approve or disapprove of the job Donald Trump is doing as President?

55% TOTAL APPROVE
45% TOTAL DISAPPROVE

42% Strongly approve
14% Somewhat approve
6% Somewhat disapprove
38% Strongly disapprove

* Don't know

16. And thinking about Idaho again, generally speaking, do you approve or disapprove of the job Brad Little is doing as Governor?

51% TOTAL APPROVE
43% TOTAL DISAPPROVE

18% Strongly approve
33% Somewhat approve
21% Somewhat disapprove
22% Strongly disapprove

6% Don't know

Now, thinking about some issues facing the state...

17. Would you say you are satisfied or dissatisfied with schools here in Idaho?

35% TOTAL SATISFIED
55% TOTAL DISSATISFIED

9% Very satisfied
25% Somewhat satisfied
30% Somewhat dissatisfied
25% Very dissatisfied

10% Don't know

18. Some states have started to allow for more flexibility in K-12 education and giving families more choices in how a child receives an education, such as the public and private schools they can attend and the financial resources to help pay for those schools and related expenses. In general, do you support or oppose giving families more choices in how they can educate their children?

69% TOTAL SUPPORT
27% TOTAL OPPOSE

46% Strongly support
23% Somewhat support
11% Somewhat oppose
15% Strongly oppose

4% Don't know

19. Do you support or oppose parents, instead of the government, choosing the best school for their child(ren)?

82% TOTAL SUPPORT
15% TOTAL OPPOSE

61% Strongly support
20% Somewhat support
10% Somewhat oppose
6% Strongly oppose

3% Don't know

- 20.** As you may know, lawmakers in Boise established a new program earlier this year giving Idaho families \$5,000 of their tax dollars back to use for education expenses such as tuition, online programs, tutoring, speech therapy, transportation, and other direct education needs of their children. Based on what you know, do you approve or disapprove of this new tax credit program?

64% TOTAL APPROVE
30% TOTAL DISAPPROVE

37% Strongly approve
27% Somewhat approve
9% Somewhat disapprove
20% Strongly disapprove

6% Don't know

[K-12 PARENT, N=161]

- 21.** How interested would you be personally in participating in this new tax credit program with a child in your household?

77% TOTAL INTERESTED
20% TOTAL NOT INTERESTED

56% Very interested
21% Somewhat interested
6% Not very interested
13% Not at all interested

3% Don't know

- 22.** If your local legislator wanted to get rid of the new tax credit program that gives Idaho families \$5,000 of their tax dollars back to use for education expenses for their children, would that make you more or less likely to vote for them in the next election?

31% TOTAL MORE LIKELY
45% TOTAL LESS LIKELY

18% Much more likely
13% Somewhat more likely
15% Somewhat less likely
30% Much less likely
16% No difference in likelihood

8% Don't know

The following are a few statements about Idaho's new tax credit program. For each one, please indicate how convincing it is as a reason to support the new tax credit program.

	<i>TOTAL CONVINCING</i>	<i>TOTAL NOT CONVINCING</i>	Very convincing	Somewhat convincing	Not that convincing	Not at all convincing	Don't know
23. Keeps Idaho a leader in K-12 education.	49%	47%	24%	25%	17%	30%	4%
24. Positions Idaho at the forefront of President Trump's initiative to "support parents in choosing and directing the upbringing and education of their children."	55%	41%	33%	23%	11%	30%	3%
25. Supports Idaho's culture of independence, personal autonomy, and freedom.	58%	38%	31%	27%	17%	22%	4%
26. Gives families more of a say in their kids' educations.	71%	27%	41%	30%	13%	14%	3%
27. Lets families better tailor an education for each of their kids.	66%	31%	35%	31%	14%	17%	3%
28. Helps kids access emerging and innovative educational options.	66%	31%	30%	36%	15%	16%	4%
29. Provides greater access to high-quality educational options.	66%	32%	36%	29%	14%	18%	2%
30. Improves academic outcomes.	59%	36%	34%	26%	16%	20%	5%
31. Reduces class sizes and allows schools to more efficiently focus on their students.	63%	34%	30%	33%	14%	20%	3%
32. Compliments Idaho's strong public education system.	47%	49%	18%	29%	20%	28%	4%
33. Improves both public and private education by helping families choose the schools that are right for them.	61%	35%	37%	24%	15%	21%	4%
34. Sets our kids up for success by letting them find the best school for them.	65%	32%	35%	30%	14%	18%	3%

35. And, from the statements you just read, which one do you find most convincing as a reason to support Idaho’s new tax credit program?

- 12% Gives families more of a say in their kids' educations.
- 11% Lets families better tailor an education for each of their kids.
- 8% Improves both public and private education by helping families choose the schools that are right for them.
- 7% Positions Idaho at the forefront of President Trump’s initiative to “support parents in choosing and directing the upbringing and education of their children.”
- 7% Provides greater access to high-quality educational options.
- 7% Sets our kids up for success by letting them find the best school for them.
- 7% Supports Idaho’s culture of independence, personal autonomy, and freedom.
- 6% Reduces class sizes and allows schools to more efficiently focus on their students.
- 4% Improves academic outcomes.
- 4% Helps kids access emerging and innovative educational options.
- 1% Compliments Idaho’s strong public education system.
- 1% Keeps Idaho a leader in K-12 education.
- 5% Something else
- 20% None of these

36. Having read more, do you approve or disapprove of Idaho’s new tax credit program?

<u>INIT</u>	<u>INF</u>	
64%	62%	TOTAL APPROVE
30%	33%	TOTAL DISAPPROVE
37%	34%	Strongly approve
27%	28%	Somewhat approve
9%	9%	Somewhat disapprove
20%	23%	Strongly disapprove
6%	6%	Don’t know

[K-12 PARENT, N=161]

37. And, having read more, how interested would you be personally in participating in this new tax credit program with a child in your household?

<u>INIT</u>	<u>INF</u>	
77%	76%	TOTAL INTERESTED
20%	21%	TOTAL NOT INTERESTED
56%	49%	Very interested
21%	27%	Somewhat interested
6%	6%	Not very interested
13%	15%	Not at all interested
3%	3%	Don't know

Now, just a few more questions for statistical purposes only...

38. What is the highest level of education you have completed or the highest degree you have received?

2%	No high school diploma
17%	High school diploma or equivalent
26%	Some college but no degree
6%	Technical or vocational degree/credential
10%	Associate's degree
23%	Bachelor's degree
15%	Advanced degree (such as Master's, Professional, or Doctorate)
1%	Prefer not to say

39. What is your household's total annual income before taxes?

6%	Under \$25,000
12%	\$25,000 - \$49,999
17%	\$50,000 - \$74,999
11%	\$75,000 - \$99,999
13%	\$100,000 - \$124,999
9%	\$125,000 - \$149,999
19%	\$150,000 or more
13%	Prefer not to say

40. How would you describe the area where you live?

24%	An urban area or city
33%	A suburban area
22%	A small town
20%	A rural area
1%	Don't know

41. In politics today, do you consider yourself a Republican, a Democrat, or something else?

56%	TOTAL REPUBLICAN
29%	TOTAL DEMOCRAT

34%	Strong Republican
7%	Not-so-strong Republican
14%	Independent, but lean Republican
12%	Independent/Something else
14%	Independent, but lean Democrat
3%	Not-so-strong Democrat
11%	Strong Democrat
4%	Don't know

[REPUBLICAN, N=336]

42. Would you say you are more a supporter of the Make America Great Again (MAGA) movement or Republican Party?

60%	Make America Great Again (MAGA) movement
31%	Republican Party
9%	Don't know

43. Overall, would you describe your views as...?

50%	TOTAL CONSERVATIVE
22%	TOTAL LIBERAL
29%	Very conservative
22%	Somewhat conservative
21%	Moderate
11%	Somewhat liberal
11%	Very liberal
5%	Other/Something else
2%	Don't know

44. Thinking back to the presidential election, regardless of how you feel today, for whom did you vote?

54%	Donald Trump
33%	Kamala Harris
5%	Someone else
2%	Did not vote
6%	Prefer not to say