

Iowa Statewide Education Survey Findings

From: Scott Foster, director of education marketplace & insights, yes. every kid. foundation.

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Iowa voters overwhelmingly support education freedom and giving families more flexibility to tailor an education for each child. They approve of the state's ESA program and demand a new tax credit program to further support families. Three-quarters of voters agree—lawmakers need to keep pushing education freedom in Iowa forward.

OVERWHELMING SUPPORT FOR EDUCATION FREEDOM

Voters across Iowa support giving families the flexibility to choose the best school for their children.

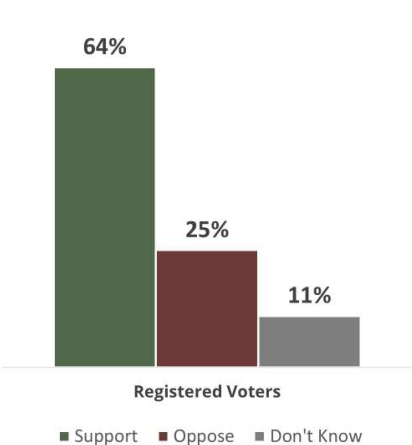
- 75% support education freedom, including more than half (53%) who *strongly* support it.
- 73% want lawmakers to keep pushing Iowa forward on education freedom and leading by example, only 7% want lawmakers to stop progress.
- 73% would support a program in the state that would give families more choices and control over how they can educate their children and save taxpayers money.

SUPPORT FOR A NEW TAX CREDIT PROGRAM

Voters support new ways for parents to educate their children.

- 64% support the state offering K-12 families a \$4,000 tax credit they can use to educate a child.
- 74% of K-12 parents are personally interested in participating in this program with their children; nearly half (48%) are very interested.

“Thinking about tax credits, would you support or oppose Iowa offering K-12 families a \$4,000 tax credit that they could use for the educational purposes of a child?”



Top Supporters	% Support
MAGA Republican	81%
Age 25-34	78%
2024 Trump Voter	77%
Conservative	76%
Republican	76%
Dad	72%
HHI <\$50,000	72%
Sioux Falls/Sioux City/Omaha DMAs	70%
2 nd Congressional District	70%
Men	70%
4 th Congressional District	69%
Less than College	69%
Age 45-54	69%
Rural	69%
Mom	68%

EDUCATION FREEDOM IS A WINNING MESSAGE

Voters support the program because it gives families more flexibility to personalize education, while saving money.

- *A new program providing K-12 families a tax credit would provide greater access to high-quality educational options.* (54% said this statement makes them more favorable toward a new tax credit)
- *A tax credit would provide families with more education freedom while limiting government overreach.* (53%)
- *Iowa spends about \$17,000 in taxpayer money every year to educate each child at a public school. By giving families a \$4,000 tax credit to help pay for approved education expenses, we can better educate our children while also saving taxpayers the remaining \$13,000.* (50%)

POSITIVE IMPACT FOR SUPPORTERS OF A NEW EDUCATION TAX CREDIT

Voters will reward a candidate who supports a new tax credit for families.

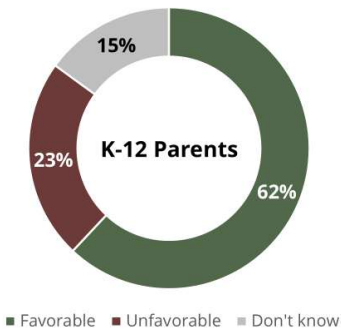
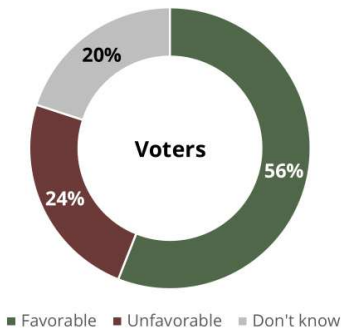
- 48% – *nearly half of voters statewide* – would be more likely to vote for a candidate for governor if that candidate supported an education tax credit.
- Audiences most likely to vote for a candidate for governor: MAGA Republicans (72%), 2024 Trump voters (69%), conservatives (69%), Republicans (69%), K-12 parents (60%)—dads (67%) and moms (54%), 4th Congressional District (59%), Sioux Falls/Sioux City/Omaha DMAs (55%), rural (54%), HHI less than \$50,000 (53%), less than college education (53%), men (53%), 35-44 year olds (53%), 55-64 year olds (52%), HHI \$50,000-\$100,000 (52%).

APPROVAL OF IOWA’S EDUCATION SAVINGS ACCOUNT PROGRAM

Voters view the state’s ESA favorably.

- 56% hold a favorable opinion of Iowa’s ESA program, more than twice as many as those who hold an unfavorable opinion (24%).

“As you may know, Iowa has an education savings account program that lets K-12 families use funding for state-approved educational expenses like tuition, tutoring, and advanced coursework for their children. Based on what you know, do you have a favorable or an unfavorable opinion of Iowa’s education savings account program?”



METHODOLOGY: OCTOBER 10-12, 2025 | N=604 REGISTERED VOTERS | MOE = +/- 4.0% | 60% TTW, 40% ONLINE