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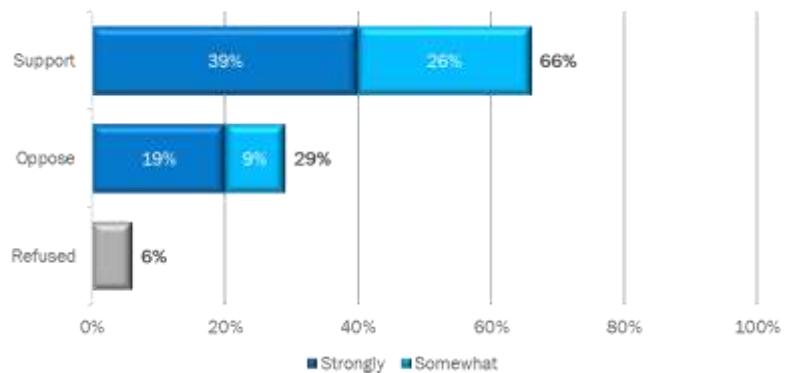
TO: INTERESTED PARTIES
FROM: TREVOR K. SMITH, PH.D.
SUBJECT: ARIZONANS SUPPORT EDUCATION SAVINGS ACCOUNTS
DATE: AUGUST 18, 2023

A new poll by WPA Intelligence, conducted on behalf of yes. every kid. in Arizona, found that Arizonans support school choice and more importantly, Education Savings Accounts. The findings also show that a majority of Arizonans support school choice but Governor Katie Hobbs has a weak image in the state, that could get worse.

Two-Thirds of Voters Support Education Savings Accounts

Two-thirds of voters (66%) support Education Savings Accounts.

- Over three-quarters of parents (78%) and almost two-thirds of non-parents (62%) support Education Savings Accounts.
- Among parents, Education Savings Accounts have a net support of 56%.
- Large majorities of Republicans and Independents support Education Savings Accounts.



As you may know, an Education Savings Account, also known as an ESA, allows parents to use the state funding that would have gone to their child's public school to instead access the education that best meets their child's needs. Parents can spend this money on private school tuition, online education programs, tutoring, curriculum, therapies and other direct education needs of their child. Knowing this, would you say you support or oppose ESAs?

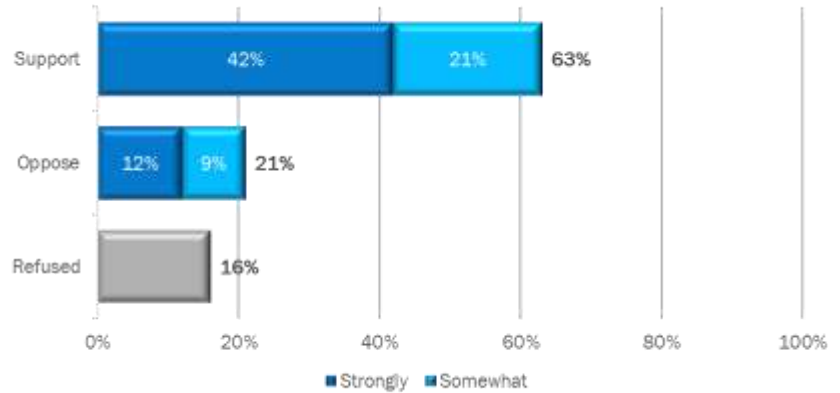
	Size	Support	Oppose	Net Support
Parents	26%	78%	22%	56%
Non-Parents	74%	62%	31%	31%

	Size	Support	Oppose	Net Support
Republican	37%	81%	15%	66%
Independent/Other	30%	73%	19%	53%
Democrat	33%	43%	53%	-10%

A Majority of Voters Support School Choice

Three times as many voters support school choice (63%) than oppose it (21%).

- A majority of both parents (70%) and non-parents (60%) support school choice.
- School choice has a net support of 53% among parents and 38% among non-parents.
- There is majority support among Republicans (78%) and Independents (61%), while a plurality of Democrats (48%) support school choice.



	Size	Support	Oppose	Net Support
Parents	26%	70%	17%	53%
Non-Parents	74%	60%	22%	38%

	Size	Support	Oppose	Net Support
Republican	37%	78%	12%	66%
Independent/Other	30%	61%	14%	47%
Democrat	33%	48%	38%	10%

A Plurality of Voters Have an Unfavorable View of Katie Hobbs

A plurality of voters (38%) have an unfavorable view of Katie Hobbs, while 34% have a favorable view of her.

- A plurality of parents (44%) have an unfavorable view of her and a plurality of non-parents (37%) view her favorably.

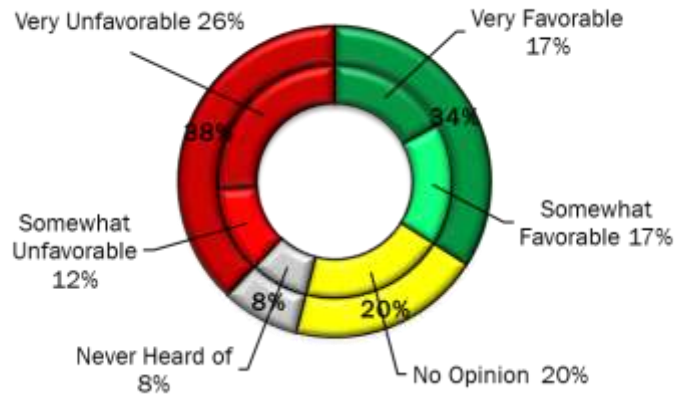


Image	
Favorable	34%
Unfavorable	38%
No opinion	20%

	Size	Favorable	Unfavorable	No Opinion	Net Favorable
Parents	26%	24%	44%	19%	-20%
Non-Parents	74%	37%	36%	21%	1%

Governor Hobbs Actions Make Her Even More Unpopular

We tested a few messages tying Governor Hobbs’ policies against ESAs and we found that they, with one in particular, drive her negatives up 14%.

The most powerful message, and the one voters respond most to, is “Governor Katie Hobbs is trying to cancel Education Savings Accounts in Arizona that will kick more than sixty thousand kids, including thousands with special needs, out of their schools.”

Image	Initial	Informed
Favorable	34%	35%
Unfavorable	38%	52%
No opinion	20%	13%

Methodology

WPA Intelligence conducted a study of registered voters in Arizona. WPA selected a stratified sample of registered voters from the Arizona voter file using Registration Based Sampling (RBS).

The sample for this survey was stratified based on geography, age, gender, partisanship, and ethnicity. This methodology allows us to avoid post-survey “weighting” which can reduce the reliability of survey results. 64% of respondents were contacted by phone via a live telephone operator interview (35% cells/29% landline) and 36% were contacted via text/SMS from July 30 - August 1, 2023. The study has a sample size of n=513 registered voters with a margin of error of $\pm 4.3\%$ in 95 out of 100 cases.

About WPA Intelligence

WPA Intelligence is a leading provider of survey research, predictive analytics and application-based data management technology. WPAi clients win at a rate that exceeds the industry standard by double-digits.

WPAi has been the data team behind the RNC voter scores program, the polling/data team for the 2016 Cruz for President effort, the providers of data strategy for the Las Vegas Raiders relocation and, most recently, the team behind the analytics and polling for Glenn Youngkin’s 2021 Virginia Gubernatorial campaign.

WPAi has been nationally recognized for providing cutting-edge intelligence to help our clients win. The American Association of Political Consultants (AAPC) has awarded WPAi with eleven Pollies including Best in Show. In 2022, CEO Chris Wilson and Principal Amanda Iovino were awarded Pollster of the Year for our polling and analytics work on the Youngkin for Governor Campaign. We have also been recognized by Campaigns & Elections’ Reed Awards for the Best Use of Data Analytics/Machine Learning, Best New Research Technique, Best Application of AI Technology to Optimize Targeting, and Best Data Analytics Solutions.

The cornerstone of WPAi is our personnel. Our methodological approaches are dictated by advanced statistical guidelines as determined by our PhD-led team of researchers and data scientists. Our team has consistently been recognized as some of the best in the industry: CEO Chris Wilson was named Campaigns & Elections’ Technology Leader of the Year; Amanda Iovino, Principal, Matt Knee, Vice President and Director of Analytics, Trevor K. Smith, Ph.D., Chief Research Officer, and Conor Maguire, Principal and Managing Director, each have been recognized amongst the American Association of Political Consultants (AAPC)’s prestigious 40 Under 40 list.