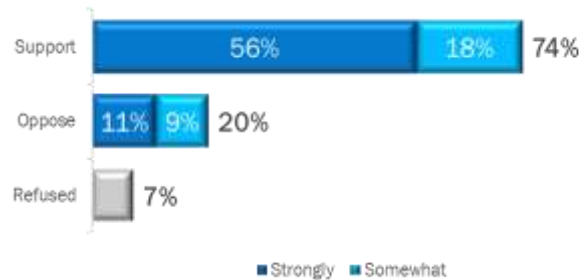A new poll by WPA Intelligence on behalf of yes. every kid. foundation. found that voters in Tennessee overwhelmingly support a plan to expand education freedom to every family, similar to Governor Lee's recent proposal. Moreover, by almost a two to one margin, voters are more likely to support a legislator if they support expanding Education Savings Accounts in Tennessee.

### Almost Two-thirds of Tennesseans Support School Choice

Almost three-quarters (74%) of voters support school choice.
- The vast majority of Republicans (92%), more than two-thirds of Independents (69%), and a majority of Democrats (54%) support school choice.



■Strongly ■Somewhat

Do you support or oppose school choice, where the parent, instead of the government, is allowed to choose the best school for their child?

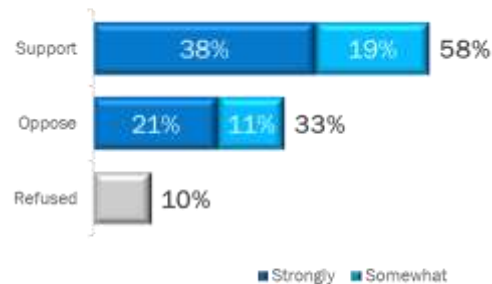|  | Party ID | | |
|---|---|---|---|
| **School Choice** | GOP | IND | DEM |
| Support | 92% | 69% | 54% |
| Oppose | 5% | 25% | 38% |

### A Majority of Voters Support Education Savings Accounts and Want Them Available to Everyone

Almost 60% of voters support Education Savings Accounts, with strongly support 17%-points (39%) higher than strongly oppose (22%).

And regardless of area within the state, voters overwhelmingly support ESAs.
- Majorities of Rural (59%), Suburban (56%), and Urban (60%) voters support school choice.

More than three-quarters of Republicans (77%) and half of Independents (50%) support ESAs while more than one-third of Democrats (35%).
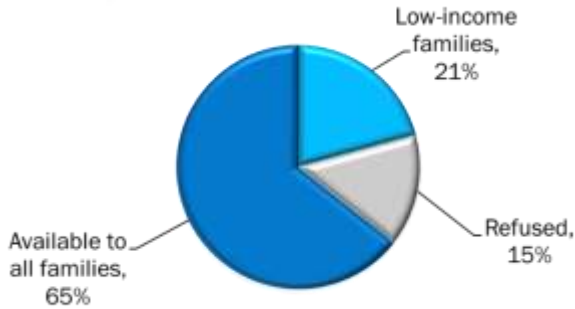


■Strongly ■Somewhat

As you may know, an Education Savings Account, also known as an ESA, allows families 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. Families 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?
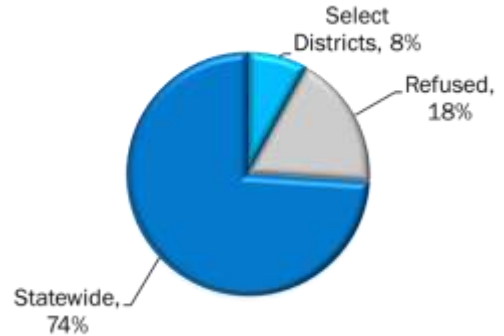
|  | Party ID | | | Area | | |
|---|---|---|---|---|---|---|
| **ESAs** | GOP | IND | DEM | Rural | Suburban | Urban |
| Support | 77% | 50% | 35% | 59% | 56% | 60% |
| Oppose | 14% | 38% | 59% | 27% | 36% | 39% |

And when asked whom Education Savings Accounts should be available to, voters overwhelmingly chose either all families (65%) or statewide (74%) when presented with different options.

If Education Savings Accounts are expanded in Tennessee, do you believe they should be limited to low-income families or available to all families across the state?



If Education Savings Accounts are expanded in Tennessee, do you believe they should be available only to Families in select districts or available to all families across the state?
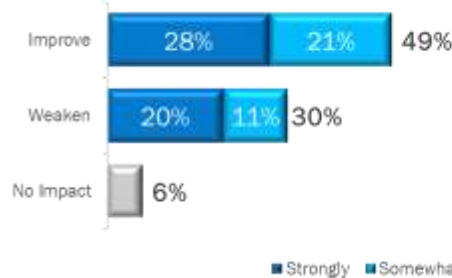


|  | Area | | |
| --- | --- | --- | --- |
|  | Rural | Suburban | Urban |
| Available to all families | 68% | 63% | 64% |
| Statewide | 82% | 67% | 79% |

## Voters Believe ESAs Would Improve the State's Overall Education System AND Are More Likely to Vote for Candidates Who Support ESAs

A plurality of voters (49%) believe that ESAs would improve the state's overall education system.

- This is led by almost two-thirds of Republicans (64%) and a plurality of Independents (43%).
- And regardless of area, a majority or a large plurality of voters believe ESAs would improve the system.
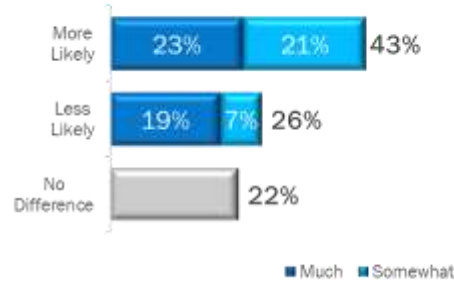


If Education Savings Accounts are expanded in Tennessee, do you believe this would improve or weaken our state's overall education system or have no impact?

| | Party ID | | | Area | | |
| --- | --- | --- | --- | --- | --- | --- |
| Impact | GOP | IND | DEM | Rural | Suburban | Urban |
| Improve | 64% | 43% | 37% | 51% | 47% | 51% |
| Weaken | 14% | 39% | 50% | 25% | 33% | 36% |

A plurality of voters (43%) would be more likely to vote for their legislator if that legislator supported ESAs.

Much more likely here (23%) shows the most intensity and has the highest response suggesting there would be energy behind any legislator who supported ESAs.

- And Republican voters, almost two-thirds, are more likely to vote for a legislator who supports ESAs followed by a plurality of Independents (38%).
- And this impact would be felt regardless of geography.



Would you be more or less likely to vote for your legislator if they supported expanding Education Savings Accounts in Tennessee, or does it make no difference to you?

| Election Impact | Party ID | | | Area | | |
|---|---|---|---|---|---|---|
| | GOP | IND | DEM | Rural | Suburban | Urban |
| More Likely | 60% | 38% | 24% | 43% | 43% | 48% |
| Less Likely | 10% | 32% | 47% | 21% | 28% | 31% |
| No Difference | 22% | 24% | 21% | 29% | 19% | 18% |

## Methodology

WPAi selected a random sample of registered voters from the Tennessee voter file using Registration Based Sampling (RBS). Data were collected via a mixed mode methodology of 65% SMS (Text-to-Web), and 35% live callers to landlines. The poll was conducted from November 14-16, 2023, among n=507 registered voters in Tennessee.

The sample for this survey was stratified based on geography, age, gender, modeled partisanship, cell phones, and ethnicity. This methodology allows us to avoid post-survey "weighting" which can reduce the reliability of survey results. The survey has a margin of error of ±4.4% at the 95% confidence level.

## 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.