

**Date:** December 6, 2023

**To:** Interested Parties

**From:** Nicholas Thompson, Tanner DeYoung

**Re:** Mississippians Support School Choice

A new poll by Arc Insights on behalf of yes. every kid. foundation. finds that voters in Mississippi overwhelmingly support school choice, including universal Education Savings Accounts and open enrollment.

Voters across the political spectrum support school choice, with support high among Republicans (84%), Independents (80%), and Democrats (73%).

**Strong Support for ESAs and Making Them Available to All Families**

More than seven-in-ten (73%) Mississippi voters support Education Savings Accounts, with those who strongly support (49%) a full 37 points higher than those who strongly oppose (12%).

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?

Support for ESAs is high among:

* Parents (76%), who also expressed personal interest (73%) in an ESA for their child.
* Republicans (78%), Independents (73%), and Democrats (70%).
* White (74%) and African American (71%) voters.

Notably, when asked to whom ESAs should be available, voters overwhelmingly agreed “all families across the state” (71%).

**Voters Believe Expanding ESAs Would Improve the State’s Overall Education System and Are More Likely to Vote for Candidates Who Support Expansion**

A majority of voters (59%) believe expanding ESAs would improve the state’s overall education system, including majorities of key subgroups:

|  |  |  |  |  |
| --- | --- | --- | --- | --- |
|  | **K-12 Parent** | **Party ID** | | |
| **Impact** | Parent | GOP | IND | DEM |
| Improve | 62% | 62% | 60% | 57% |
| Weaken | 12% | 9% | 14% | 13% |

A plurality of voters (49%) would be “more likely” to vote for their legislator if that legislator supported expanding ESAs, while just 7% would be “less likely.”

* This includes majorities of Republicans (51%), Democrats (52%), and parents (55%).
* Mississippi voters selected “much more likely” (30%) ten times more often than “much less likely” (3%), showing high intensity and energy behind legislators who support expanding ESAs.

**Universal Open Enrollment Preferred by Most**

Nearly three-quarters of voters in the state support a law allowing families to access any public school in the state, and almost half (48%) strongly support.

* Support for universal access to public schools is high among Republicans (76%), Independents (73%), and Democrats (71%).
* More than three quarters of parents (77%) support open enrollment.

**Methodology**

Arc Insights interviewed N=600 registered voters from the Mississippi voter file using Registration Based Sampling (RBS). Data were collected November 30-December 3, 2023. The sample was stratified based on geography, gender, age, and ethnicity. A mixed mode methodology was used to interview respondents over a combination of live calls to cell phones and landlines and SMS/Text-to-web. The margin of error is +/- 4%.

**About Arc Insights**

Arc is a full-service research and consulting firm. The team at Arc has completed research projects across all 50 states, Europe, and Asia. Project leads were Nicholas Thompson and Tanner DeYoung.