

# Kansas Statewide Survey

N=666 Registered Voters | MoE = +/- 3.8%  
76% Online, 24% Text-To-Web

January 2-6, 2025

yes.  
every kid.  
**foundation.**

## Key Findings

- ✓ **K-12 education believed to be heading in the wrong direction.** Nearly half (49%) of all voters believe K-12 education in Kansas is heading in the wrong direction. Only one-third believe it is heading in the right direction. Asked to grade the state's K-12 school system on an A through F scale, 33% grade it an A or B, 36% grade it a C, and 23% grade it a D or F.

Accordingly, fully 82% of voters believe it is *extremely* or *very* important for the next governor to work to improve education in the state.

- ✓ **Strong support for school choice and more flexibility.** A sizable majority (62%) of Kansas voters, including 65% of K-12 parents, support school choice. Only 23% of voters oppose. Support is being driven by a strong, fundamental belief that families should have more choices in how their children receive an education—74% support of voters and 80% of K-12 parents support making education more flexible for families.

- ✓ **Favorable opinion of Kansas' tax-credit scholarship program.** Nearly two-thirds (64%) of voters across Kansas support the state's tax credit scholarship program. This includes 74% of K-12 parents.

- ✓ **Demand for a refundable income tax credit.** Sixty-three percent of voters in the state support enacting a refundable income tax credit in Kansas, 38 percentage points higher than those who oppose. Not only are K-12 parents more supportive (76% support) of a refundable income tax credit, but 69% express interest in participating in a program like this with their children.

A majority (52%) of voters, including 68% of K-12 parents, would be more likely to vote for their legislator if they supported a refundable income tax credit.

# Survey Data

\* denotes result less than 0.5%.

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% Kansas

## 2. In which county in Kansas do you live?

### *DMA SHOWN*

5% Joplin-Pittsburg  
39% Kansas City  
-- Lincoln & Hastings-Kearney  
\* St. Joseph  
15% Topeka  
2% Tulsa  
39% Wichita-Hutchinson Plus

## 3. Are you registered to vote in Kansas?

100% Yes

## 4. In which age range do you fall?

11% 18-24  
15% 25-34  
15% 35-44  
15% 45-54  
17% 55-64  
27% 65 or older

## 5. What do you consider to be your gender?

50% Male  
50% Female  
\* Other

6. Which of the following best describes your racial or ethnic identity? *Select all that apply.*

- 84% White
- 15% Hispanic or Latino
- 7% Black or African American
- 4% Native American or Alaska Native
- 1% Asian or Asian American
- \* Native Hawaiian or Pacific Islander
- 1% Other
  
- \* Prefer not to say

7. Are you the parent or legal guardian of a child in your household under the age of eighteen?

- 28% Yes
- 72% No
  
- \* Don't know

Moving on...

The following are a few names of people and organizations nationally and in Kansas. For each one, please indicate if you have a favorable or an unfavorable opinion of that person or organization.

	<b>TOTAL FAVORABLE</b>	<b>TOTAL UNFAVORABLE</b>	Very favorable	Somewhat favorable	Somewhat unfavorable	Very unfavorable	Never heard of	Don't know
8. Donald Trump	<b>53%</b>	<b>45%</b>	37%	16%	6%	38%	1%	2%
9. Laura Kelly	<b>58%</b>	<b>33%</b>	29%	28%	16%	17%	5%	5%
10. David Toland	<b>12%</b>	<b>12%</b>	3%	9%	9%	3%	54%	23%
11. Kris Kobach	<b>35%</b>	<b>40%</b>	10%	26%	14%	26%	10%	14%
12. Ty Masterson	<b>16%</b>	<b>15%</b>	3%	13%	7%	7%	47%	22%
13. Daniel Hawkins	<b>14%</b>	<b>12%</b>	2%	11%	7%	5%	53%	21%
14. Kansas State Legislature	<b>50%</b>	<b>39%</b>	9%	41%	29%	10%	1%	10%

Now thinking about some issues facing Kansas...

15. Generally speaking, would you say K-12 education in Kansas today is heading in the right direction or wrong direction?

- 32% Right direction
- 49% Wrong direction
  
- 20% Don't know

16. Many schools use the letter grades A, B, C, D, or F, with A being the highest and F being the lowest. If you had the chance to grade Kansas' overall K-12 school system, what grade would you give it?

**2.89**    **MEAN**

5%	A
28%	B
36%	C
18%	D
6%	F
8%	Don't know

17. How important is it that our elected leaders in Kansas work to improve K-12 education in the state?

**82%**    **TOTAL IMPORTANT**  
**14%**    **TOTAL NOT IMPORTANT**

47%	Extremely important
35%	Very important
12%	Somewhat important
2%	Not that important
1%	Not at all important
4%	Don't know

18. Do you support or oppose school choice?

**62%**    **TOTAL SUPPORT**  
**23%**    **TOTAL OPPOSE**

32%	Strongly support
30%	Somewhat support
11%	Somewhat oppose
12%	Strongly oppose
15%	Don't know

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

**73%** **TOTAL SUPPORT**

**22%** **TOTAL OPPOSE**

45% Strongly support  
28% Somewhat support  
11% Somewhat oppose  
11% Strongly oppose  
  
5% Don't know

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

**74%** **TOTAL SUPPORT**

**18%** **TOTAL OPPOSE**

42% Strongly support  
32% Somewhat support  
10% Somewhat oppose  
8% Strongly oppose  
  
8% Don't know

21. As you may know, Kansas has a tax credit scholarship that allows low-income K-12 students to attend a non-public school that fits their needs. Based on what you know, do you support or oppose this tax credit scholarship?

**64%** **TOTAL SUPPORT**

**24%** **TOTAL OPPOSE**

29% Strongly support  
35% Somewhat support  
14% Somewhat oppose  
10% Strongly oppose  
  
12% Don't know

**22.** Still thinking about education tax credits, would you support or oppose a refundable income tax credit, where Kansas families would receive their tax dollars back to use for education expenses such as private school tuition, online education programs, tutoring, curriculum, therapies, and other direct education needs of their children?

**63%** *TOTAL SUPPORT*  
**25%** *TOTAL OPPOSE*

31% Strongly support  
32% Somewhat support  
14% Somewhat oppose  
11% Strongly oppose  
  
12% Don't know

**[ASKED OF N=187 PARENTS WITH A CHILD UNDER 18]**

**23.** How interested would you be personally in participating in this type of program for a child in your household?

**69%** *TOTAL INTERESTED*  
**22%** *TOTAL NOT INTERESTED*

35% Very interested  
34% Somewhat interested  
13% Not very interested  
9% Not at all interested  
  
9% Don't know

**24.** Would you be more or less likely to vote for your legislator if they supported a refundable income tax credit, where Kansas families would receive their tax dollars back to use for their children's various education expenses?

**52%** *TOTAL MORE LIKELY*  
**24%** *TOTAL LESS LIKELY*

25% Much more likely  
27% Somewhat more likely  
11% Somewhat less likely  
13% Much less likely  
14% No difference in likelihood  
  
9% Don't know

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

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

- 1% No high school diploma
- 18% High school diploma or equivalent
- 21% Some college but no degree
- 6% Technical or vocational degree/credential
- 10% Associate's degree
- 26% Bachelor's degree
- 18% Advanced degree (such as Master's, Professional, or Doctorate)
  
- \* Prefer not to say

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

- 12% Under \$25,000
- 23% \$25,000 - \$49,999
- 20% \$50,000 - \$74,999
- 15% \$75,000 - \$99,999
- 9% \$100,000 - \$124,999
- 7% \$125,000 - \$149,999
- 10% \$150,000 or more
  
- 5% Prefer not to say

**27.** How would you describe the area where you live?

- 22% An urban area or city
- 41% A suburban area
- 21% A small town
- 15% A rural area
  
- 1% Don't know



**28.** With which political party in Kansas are you registered to vote?

- 45% Republican
- 25% Democratic
- 27% Something else
  
- 3% Don't know

**[ASKED OF N=300 REGISTERED REPUBLICANS]**

**29.** And would you say you are a strong Republican or a not-so-strong Republican?

- 63% Strong Republican
- 36% Not-so-strong Republican
  
- 1% Don't know

**[ASKED OF N=166 REGISTERED DEMOCRATS]**

**30.** And would you say you are a strong Democrat or a not-so-strong Democrat?

- 59% Strong Democrat
- 38% Not-so-strong Democrat
  
- 2% Don't know

**31.** Overall, would you describe your views as...?

- 37%** **TOTAL CONSERVATIVE**
- 21%** **TOTAL LIBERAL**
  
- 16% Very conservative
- 21% Somewhat conservative
- 34% Moderate
- 13% Somewhat liberal
- 8% Very liberal
- 3% Something else/Other
  
- 4% Don't know

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

52% Donald Trump, the Republican

38% Kamala Harris, the Democrat

2% Someone else

5% Did not vote

3% Prefer not to say