

Missouri Statewide Survey

N=603 Registered Voters | MoE = +/- 4.0%
44% Text-To-Web, 56% Online

November 20-23, 2025

yes.
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Key Findings

Missouri voters overwhelmingly support education freedom and giving families more flexibility and options to tailor an education for their children. They view Missouri's Empowerment Scholarship Accounts program favorably and support removing the budget cap to give all students across the state access. Voters would be more likely to vote for their elected representatives if they supported removing the cap and expanding the program to all Missouri children.

Overwhelming Support for More Education Freedom

Missouri voters support giving families more flexibility to choose the best school for their children.

- 77% support education freedom, including 56% who *strongly* support it.
- 78% say families should have more flexibility and options in how children are educated.
- 67% want lawmakers to keep pushing Missouri forward and keep up with other states around the country passing universal education freedom programs.
- 77% 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.

Approval of Missouri's Empowerment Scholarship Accounts Program

Missouri voters hold a positive opinion of the state's education savings account program.

- 68% view the program favorably, four times as many who view it unfavorably.
- 76% of K-12 parents express interest in using the program with a child, despite the program being capped.

Strong Support for Removing the Budget Cap

Missouri voters support removing the budget cap so all families and students can participate.

- 70% support removing the cap limiting participation in the ESA program; only 19% oppose.
- 55% want to see all children across Missouri eligible for participation.
- 57% would be more likely to vote for their state legislator if their legislator supported removing the cap and expanding the program to all children across the state.
- Voters support removing the cap because it would give all children across the state more freedom and access to high-quality options while limiting government overreach.
 - *Providing more K-12 families access to funding for educational purposes would provide children greater access to high-quality educational options.* (63% said this statement makes them more supportive of removing the cap)
 - *Removing the cap and giving all children in the state access to this program would provide Missouri families with more education freedom while limiting government overreach.* (63%)

Methodology

yes. every kid. foundation. conducted a multi-modal survey of n=603 registered voters in Missouri from November 20-23, 2025. The survey was stratified based on the known demographic composition of the Missouri registered voter population. Results for the entire population have a margin of error of +/- 4.0%.

Survey Data

** denotes result less than 0.5%, while -- denotes no response.*

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% Missouri

2. In which county in Missouri do you live? **[DMA SHOWN]**

7%	Columbia-Jefferson City
4%	Joplin-Pittsburg
24%	Kansas City
--	Omaha
1%	Ottumwa-Kirksville
6%	Paducah-Cape Girardeau-Harrisburg
*	Quincy-Hannibal-Keokuk
15%	Springfield, MO
3%	St. Joseph
39%	St. Louis

3. Are you registered to vote in Missouri?

100% Yes

4. In which age range do you fall?

8%	18-24
14%	25-34
16%	35-44
16%	45-54
18%	55-64
28%	65 or older

5. What do you consider to be your gender?

52%	Female
48%	Male
1%	Other

6. Which of the following best describes your racial or ethnic identity?

- 80% White
- 10% Black or African American
- 2% Hispanic or Latino
- 2% Native American or Alaska Native
- 1% Asian
- * Native Hawaiian or Pacific Islander
- 2% Mixed race/ethnicity
- 1% Other

- 3% Prefer not to say

7. Are you the parent or legal guardian of a child in your household in any of the following groups?
Select all that apply.

- 8% A young child not yet in kindergarten
- 23% A child in kindergarten or 1st grade through 12th grade
- 27% A child who has already completed 12th grade
- 48% I do not have any children

- 3% Don't know

Thinking about Missouri...

8. In general, do you think things in Missouri are heading in the right direction, or do you think things are off on the wrong track?

- 40% Right direction
- 47% Wrong track

- 14% Don't know

The following are a few names of people and organizations in Missouri and nationally. For each one, please indicate if you have a favorable or an unfavorable opinion. If you have never heard of that person or organization or don't have an opinion, please indicate that.

	<i>TOTAL FAVORABLE</i>	<i>TOTAL UNFAVORABLE</i>	Very favorable	Somewhat favorable	Somewhat unfavorable	Very unfavorable	No opinion	Never heard of
9. Donald Trump	46%	50%	27%	20%	8%	42%	3%	--
10. Mike Kehoe	41%	37%	14%	27%	12%	25%	15%	7%
11. Jon Patterson	15%	15%	4%	11%	7%	8%	23%	47%
12. Missouri General Assembly	34%	36%	8%	25%	18%	18%	23%	7%

13. Thinking about the country, generally speaking, do you approve or disapprove of the job Donald Trump is doing as president?

47% TOTAL APPROVE
51% TOTAL DISAPPROVE

26% Strongly approve
21% Somewhat approve
9% Somewhat disapprove
42% Strongly disapprove

2% Don't know

14. And thinking about Missouri again, generally speaking, do you approve or disapprove of the job Mike Kehoe is doing as governor?

47% TOTAL APPROVE
38% TOTAL DISAPPROVE

16% Strongly approve
31% Somewhat approve
14% Somewhat disapprove
24% Strongly disapprove

15% Don't know

Moving on and thinking about some issues facing Missouri...

15. In general, do you think K-12 education in Missouri is heading in the right or wrong direction?

25%	Right direction
54%	Wrong direction
22%	Don't know

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

85%	TOTAL EXTREMELY/VERY
2%	TOTAL SOMEWHAT/NOT THAT/NOT AT ALL
61%	Extremely important
23%	Very important
9%	Somewhat important
1%	Not that important
1%	Not at all important
4%	Don't know

17. Do you support or oppose parents, instead of the government, choosing the best school for their children?

77%	TOTAL SUPPORT
18%	TOTAL OPPOSE
56%	Strongly support
21%	Somewhat support
9%	Somewhat oppose
9%	Strongly oppose
5%	Don't know

18. Some states have started to allow for more flexibility in K-12 education and giving families more choices in how they can educate their children, such as the schools the children can attend and the financial resources to help pay for those schools and related expenses. In general, do you support or oppose giving K-12 families more choices in how they can educate their children?

78% TOTAL SUPPORT

17% TOTAL OPPOSE

53% Strongly support
25% Somewhat support
8% Somewhat oppose
9% Strongly oppose

5% Don't know

19. And, would you support or oppose a program in the state that would give K-12 families more choices and control over how they can educate their children and save taxpayers money?

77% TOTAL SUPPORT

17% TOTAL OPPOSE

52% Strongly support
25% Somewhat support
7% Somewhat oppose
11% Strongly oppose

6% Don't know

20. As you may know, Missouri has an education savings account program that lets families receive funding to use for a child's K-12 education. Families can spend the money on things like private school tuition, online education programs, tutoring, curriculum and textbooks, therapies, and other direct education needs of their children. Based on what you know, do you have a favorable or an unfavorable opinion of this program?

68% TOTAL FAVORABLE

17% TOTAL UNFAVORABLE

36% Very favorable
32% Somewhat favorable
8% Somewhat unfavorable
8% Very unfavorable

16% Don't know

[K-12 PARENT, N=161]

21. How interested would you be personally in using funding through an education savings account with a child in your household?

76% TOTAL INTERESTED
14% TOTAL NOT INTERESTED

40% Very interested
36% Somewhat interested
8% Not very interested
6% Not at all interested

5% Already use with a child in household

6% Don't know

22. Currently, this program is capped, which limits the total number of children who can use it to find a school and educational resources that best fit their needs. Would you support or oppose removing this cap so that all families and children who would like to participate can use it?

70% TOTAL SUPPORT
19% TOTAL OPPOSE

42% Strongly support
28% Somewhat support
8% Somewhat oppose
11% Strongly oppose

11% Don't know

23. And, if the cap were removed and the program expanded in Missouri, do you believe it should be available to all families across the state or limited to low-income families?

55% Available to all families
35% Limited to low-income families

10% Don't know

- 24.** Would you be more or less likely to vote for your state legislator if your state legislator supported removing the cap and expanding the program to all families and children across the state?

57% **TOTAL MORE LIKELY**

15% **TOTAL LESS LIKELY**

30% Much more likely
27% Somewhat more likely
7% Somewhat less likely
8% Much less likely

18% No difference in likelihood

9% Don't know

- 25.** States across the country, including both Iowa and Arkansas, are passing universal education freedom measures providing all families across their states more flexibility and choices to help them find the best education for their children. Should Missouri expand this program and keep pace with our neighbors or stay where we are and trail behind?

67% Expand program and keep pace with others
17% Stay where we are and trail behind

16% Don't know

The following are a few statements in favor of removing the cap and expanding the education savings account program to all children across Missouri. For each statement, please indicate if it makes you more or less supportive of removing the cap and expanding the program.

	<i>TOTAL MORE SUPPORTIVE</i>	<i>TOTAL LESS SUPPORTIVE</i>	Much more supportive	Somewhat more supportive	Neither more nor less supportive	Somewhat less supportive	Much less supportive	Don't know
26. Missouri spends about \$12,000 in taxpayer money every year to educate each child at a public school, yet this program provides children half of that. By allowing more families across the state to participate in this program to help pay for approved education expenses, we can better educate our children while also saving taxpayers money.	58%	15%	34%	24%	18%	5%	10%	8%
27. Removing the cap and giving all children in the state access to this program would provide Missouri families with more education freedom while limiting government overreach.	63%	16%	34%	28%	14%	5%	10%	8%
28. Expanding the program to all children in Missouri would position the state at the forefront of President Trump's initiative to "support parents in choosing and directing the upbringing and education of their children."	53%	23%	31%	22%	18%	7%	17%	6%
29. Providing more K-12 families access to funding for educational purposes would provide children greater access to high-quality educational options.	63%	14%	36%	26%	18%	5%	9%	6%
30. Demand from families to participate in this program has been strong since this program began in 2021, but the cap limits the number of families and children who can use it. Removing this cap would allow those on the waitlist and all children across Missouri to find the best schools for them.	62%	16%	34%	27%	16%	6%	10%	6%
31. The cap limits the number of students who can use the program to about 2% of all K-12 students in the state. We need to eliminate the cap and remove income limits to expand access to every child in Missouri.	60%	17%	33%	27%	16%	7%	10%	7%

32. Having read more, would you support or oppose removing the cap and expanding the program to all families and children across the state?

<u>INIT</u>	<u>INF</u>	
70%	70%	TOTAL SUPPORT
19%	20%	TOTAL OPPOSE
42%	41%	Strongly support
28%	28%	Somewhat support
8%	7%	Somewhat oppose
11%	13%	Strongly oppose
11%	10%	Don't know

[K-12 PARENT NOT USING ESA ALREADY, N=154]

33. And, how interested would you be personally in using funding through an education savings account with a child in your household?

<u>INIT</u>	<u>INF</u>	
76%	75%	TOTAL INTERESTED
14%	18%	TOTAL NOT INTERESTED
40%	41%	Very interested
36%	33%	Somewhat interested
8%	8%	Not very interested
6%	10%	Not at all interested
5%	--	Already use with a child in household
6%	8%	Don't know

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

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

2%	No high school diploma
20%	High school diploma or equivalent
19%	Some college but no degree
7%	Technical or vocational degree/credential
12%	Associate's degree
24%	Bachelor's degree
14%	Advanced degree (such as Master's, Professional, or Doctorate)
1%	Prefer not to say

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

16%	Under \$25,000
20%	\$25,000 - \$49,999
19%	\$50,000 - \$74,999
14%	\$75,000 - \$99,999
10%	\$100,000 - \$124,999
7%	\$125,000 - \$149,999
8%	\$150,000 or more
5%	Prefer not to say

36. How would you describe the area where you live?

22%	An urban area or city
38%	A suburban area
17%	A small town
21%	A rural area
1%	Don't know

37. In politics today, do you consider yourself a Republican, a Democrat, or something else?

46%	TOTAL REPUBLICAN
31%	TOTAL DEMOCRAT
24%	Strong Republican
9%	Not-so-strong Republican
13%	Lean towards the Republicans
18%	Something else
10%	Lean towards the Democrats
5%	Not-so-strong Democrat
16%	Strong Democrat
4%	Don't know

[REPUBLICAN, N=280]

38. Would you say you are more a supporter of the Make America Great Again (MAGA) movement or Republican Party?

45%	Make America Great Again (MAGA) movement
47%	Republican Party
8%	Don't know

39. Overall, would you describe your views as...?

40%	<i>TOTAL CONSERVATIVE</i>
22%	<i>TOTAL LIBERAL</i>
20%	Very conservative
21%	Somewhat conservative
26%	Moderate
11%	Somewhat liberal
11%	Very liberal
7%	Other/Something else
5%	Don't know

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

50%	Donald Trump
33%	Kamala Harris
5%	Someone else
6%	Did not vote
6%	Prefer not to say