



*Trusted Perspective
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Superior Results*

TO: INTERESTED PARTIES
FROM: TREVOR K. SMITH, PH.D.
SUBJECT: OHIO WANTS MORE OPTIONS FOR THEIR CHILDREN
DATE: FEBRUARY 14, 2023

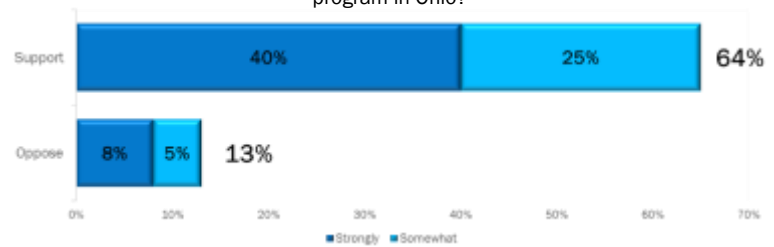
A new poll by WPA Intelligence conducted on behalf of Yes. Every Kid. in Ohio found that likely voters and parents overwhelmingly support school choice and want more options for their children.

Overwhelming Support for Education Savings Accounts

Nearly two thirds of voters (64%) support implementing an Education Savings Account program in Ohio.

- 40% of voters strongly support implementing an Education Savings Account program in Ohio.
- There is no distinguishable difference between parents and non-parents in support for ESAs.

As you may know, Education Savings Accounts are government-authorized savings accounts that help you pay for education expenses from kindergarten through college, and withdrawals are tax-free when used for eligible expenses. Would you say you support or oppose implementing an Education Savings Account program in Ohio?



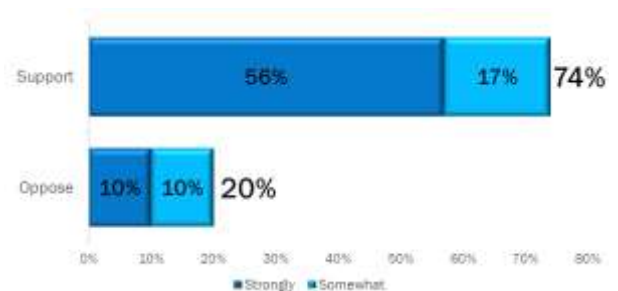
	Support	Oppose
Parents	63%	16%
Non-Parents	65%	12%

Parent or Government determining the Best School for Ohio Children

A majority of likely voters (74%) support school choice.

- And a majority of voters strongly support school choice (56%).
- There is very little difference in total support for school choice between parents and non-parents.

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



	Support	Oppose
Parents	73%	23%
Non-Parents	74%	19%

Methodology

WPAi selected a random sample of registered voters from the Ohio voter file using Registration Based sampling (RBS). WPAi conducted a poll of n=556 likely voters which include n=173 parents in Ohio. Data were collected via live callers and text messages between February 6-8, 2023. 39% of interviews were conducted via landline, and 61% via SMS.

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. The survey has a margin of error of $\pm 4.2\%$ 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 Vice President 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, Vice President, 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.

