

Texas Statewide Survey

N=802 Registered Voters | MoE = +/- 3.5%
68% Online, 32% Text-To-Web

February 1-3, 2025

yes.
every
kid.

Key Findings

- ✓ **Texans desire more K-12 options and flexibility for families.** Seventy-seven percent of Texas voters support school choice, with a majority (56%) *strongly* in support. Only 19% oppose. Views are being driven by a strong belief that families should have more choices in how they can educate their children—75% support more flexibility for families, 20% oppose.

While 77% of K-12 parents in the state support making K-12 education more flexible for families, only 41% are satisfied with the current options available to them—a notable 36 percentage point drop-off from what parents’ desire and what they can actually access.

- ✓ **By a significant margin, voters support an ESA program available to every child in Texas.** Two-thirds of Texas voters support – including 38% who *strongly* support – implementing an ESA program in the state. Only one-quarter oppose. And, not only do 70% of K-12 parents support an ESA program in Texas, but 68% expressed interest in participating in one with their children.

Two-thirds of voters believe an ESA program in Texas should be available to all families across the state, rather than limited to low-income families (25%). Moreover, when asked if the program should be limited to only 50,000 children, support for making the program available to all families who think they would benefit jumps 10 percentage points to 76%, while opposition drops 15 points to only 10%.

When asked to consider how the limited 50,000 openings should be allocated to students – any student on a first-come, first-served basis; half the openings reserved for low-income students and half for all students based on a lottery; priority given to low-income students with the rest filled by a lottery – 43%, a plurality, of Texans say their first preference would be to scrap the 50,00 limit and let all students in the state participate.

- ✓ **Voters would reward lawmakers who support a universal ESA in the state.** A strong majority (57%) of voters in the state would be more likely to vote for their legislator if they supported implementing an ESA program for all students in Texas, more than double the number of voters who would be less likely (21%). A significant 64% of K-12 parents say the same.
- ✓ **Republicans have a mandate to improve K-12 education in Texas.** More than eight-in-ten (84%) voters say it is *extremely* or *very* important for the state’s elected leaders to improve K-12 education in the state. Voters trust Republicans (47%) over Democrats (36%) to handle K-12 education issues.

Survey Data

** denotes a 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% Texas

2. In which county in Texas do you live?

DMA SHOWN

1%	Abilene-Sweetwater
1%	Amarillo
9%	Austin
1%	Beaumont-Port Arthur
2%	Corpus Christi
29%	Dallas-Ft. Worth
4%	El Paso (Las Cruces)
3%	Harlingen-Weslaco-Brownsville-McAllen
25%	Houston
1%	Laredo
2%	Lubbock
1%	Odessa-Midland
1%	San Angelo
10%	San Antonio
1%	Sherman-ADA
1%	Shreveport
3%	Tyler-Longview (Lufkin & Nacogdoches)
1%	Victoria
4%	Waco-Temple-Bryan
1%	Wichita Falls & Lawton

3. Are you registered to vote in Texas?

100% Yes

4. In which age range do you fall?

5%	18-24
13%	25-34
19%	35-44
19%	45-54
20%	55-64
24%	65 or older

5. What do you consider to be your gender?

47%	Male
52%	Female
1%	Other

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

57%	White
23%	Hispanic, Latino, or Mexican
11%	Black or African American
2%	Asian
1%	Native American or Alaska Native
1%	North African or Middle Eastern
*	Native Hawaiian or Pacific Islander
2%	Other
3%	Prefer not to say

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

32%	Yes
68%	No
*	Don't know

Moving on...

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

	<i>TOTAL FAVORABLE</i>	<i>TOTAL UNFAVORABLE</i>	Very favorable	Somewhat favorable	Somewhat unfavorable	Very unfavorable	Never heard of	Don't know
8. Donald Trump	52%	46%	39%	13%	7%	39%	*	1%
9. Ted Cruz	46%	50%	27%	19%	11%	39%	1%	3%
10. Greg Abbott	50%	47%	31%	19%	11%	36%	1%	3%
11. Dan Patrick	38%	35%	17%	21%	10%	25%	15%	12%
12. Dustin Burrows	17%	10%	5%	12%	5%	6%	53%	20%
13. Brandon Creighton	15%	10%	6%	9%	5%	5%	54%	21%
14. Brad Buckley	15%	9%	6%	10%	5%	4%	55%	20%
15. Texas State Legislature	54%	39%	18%	35%	22%	17%	1%	7%

Now thinking about some issues facing Texas...

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

84% TOTAL EXTREMELY/VERY
14% TOTAL SOMEWHAT/NOT THAT/NOT AT ALL

54% Extremely important
 30% Very important
 11% Somewhat important
 2% Not that important
 1% Not at all important

2% Don't know

17. Which party do you trust more to handle issues related to K-12 schools and education in the state?

47% Republican Party
 36% Democratic Party
 8% Other

10% Don't know

18. Who among the following should decide the school a child attends?

67%	Parents or guardians
13%	School and district administrators
11%	Education experts
2%	Elected lawmakers
1%	Government officials
2%	Someone else
4%	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?

77% TOTAL SUPPORT
19% TOTAL OPPOSE

56%	Strongly support
22%	Somewhat support
9%	Somewhat oppose
10%	Strongly oppose
4%	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?

75% TOTAL SUPPORT
20% TOTAL OPPOSE

48%	Strongly support
27%	Somewhat support
10%	Somewhat oppose
10%	Strongly oppose
5%	Don't know

[K-12 PARENT, N=257]

21. Thinking about your child(ren), are you satisfied with the current K-12 education options available to them, or would you prefer more K-12 education options be available for them?

- 41% I am satisfied with the current options available to them
- 56% I would prefer more options be available for them
- 3% Don't know

22. As you may know, an Education Savings Account, also known as an ESA, allows families to use the funding that the state would have spent on the child to attend public school to instead access an education that better meets their child's needs. Families can spend this money on tuition, online education programs, tutoring, curriculum, books, therapies, and other direct education needs of their child. Knowing this, would you support or oppose implementing an ESA program in Texas?

67% TOTAL SUPPORT
25% TOTAL OPPOSE

- 38% Strongly support
- 30% Somewhat support
- 9% Somewhat oppose
- 16% Strongly oppose
- 8% Don't know

[K-12 PARENT, N=257]

23. How interested would you be personally in participating in an ESA program for a child in your household?

68% TOTAL INTERESTED
24% TOTAL NOT INTERESTED

- 42% Very interested
- 26% Somewhat interested
- 11% Not very interested
- 12% Not at all interested
- 8% Don't know

[K-12 PARENT INTERESTED IN ESA, N=175]

24. If you were participating in the ESA program and needed help finding education options for a child, how likely would you be to hire someone to help you find good options?

73% TOTAL LIKELY
24% TOTAL NOT LIKELY

34% Very likely
39% Somewhat likely
14% Not that likely
10% Not at all likely

4% Don't know

[K-12 PARENT INTERESTED IN ESA AND LIKELY USE NAVIGATOR, N=127]

25. Approximately how much would you be willing to spend to hire someone to help you find good education options?

2% \$0
19% \$1-\$50
23% \$51-\$100
22% \$101-\$250
17% \$251-\$500
6% \$501-\$1,000
12% \$1,001+

\$1,958 MEAN
\$150 MEDIAN

Thinking more about an Education Savings Account (ESA) program in Texas...

26. If an ESA program is implemented in Texas, do you believe it should be limited to low-income families, or available to all families across the state?

25% Limited to low-income families
66% Available to all families

10% Don't know

27. If an ESA program is implemented in Texas, do you believe government should determine the schools and education services that families can choose from, or families should determine the schools and education services that work best for them without government restrictions?

18% Government should determine the schools and education services that families can choose from

69% Families should determine the schools and education services that work best for them without government restrictions

12% Don't know

28. If an ESA program is implemented in Texas, do you believe it should be limited to 50,000 children, or available to all families who think their children would benefit?

10% Limited to 50,000 children

76% Available to all families who think their children would benefit

14% Don't know

29. There is a current proposal for an ESA program in Texas that would limit the number of participating students to 50,000. If you were to advise your member of the legislature on how to shape a bill to best benefit Texas children, what would you tell them? *Please rank the options below from your top choice to your last choice.*

FIRST CHOICE SHOWN

43% We should scrap the 50,000 limit and let all students in the state participate.

29% Priority should be given to low-income students for all 50,000 openings, and if there are any remaining openings available, any student could participate through a lottery system.

17% Any student should be allowed to participate on a first-come, first-served basis, up to the 50,000 limit.

11% 25,000 openings should be reserved for low-income students, while 25,000 openings should be available to any student through a lottery system.

30. Would you be more or less likely to vote for your legislator if they supported implementing an ESA program in Texas, where all families across the state would be eligible to participate and find the best education for their children?

57% TOTAL MORE LIKELY

21% TOTAL LESS LIKELY

33% Much more likely
24% Somewhat more likely
7% Somewhat less likely
14% Much less likely
15% No difference in likelihood

7% Don't know

31. The following are two points of view about a potential Education Savings Account (ESA) program in Texas. Even if neither is exactly right, please indicate which one you agree with more.

57% An ESA program in Texas should be universally available for all children in the state, as every child deserves the opportunity to find an environment where they are safe and comfortable learning and preparing for a successful life. All families should have the flexibility to find the best place for every child, and a program should be simple for busy families to use and free from government restrictions or interference.
...or...
34% An ESA program in Texas should prioritize low-income families, as they need the most support. It should be capped so we as a state don't overspend, especially on rich families, and government should determine the schools and education services available to parents so we can ensure money isn't spent on non-educational or unqualified items.

9% Don't know

32. As you may know, Texas currently has a \$20 billion surplus, and legislators plan to use \$6 billion of it on K-12 education, split between funding an Education Savings Account (ESA) program and public schools. Among the three options below, which would you prefer legislators follow to best allocate the surplus funding to our students?

- 35% Use \$1 billion dollars to fund an ESA program, and give \$5 billion dollars to public schools
- 31% Use \$3 billion dollars to fund an ESA program, and give \$3 billion dollars to public schools
- 21% Use \$4 billion dollars to fund an ESA program, and give \$2 billion dollars to public schools
- 12% Don't know

33. Now, if you knew that Texas already spends roughly \$94 billion on public schools, which option would you prefer legislators follow to best allocate the surplus funding to our students?

- 32% Use \$1 billion dollars to fund an ESA program, and give \$5 billion dollars to public schools
- 25% Use \$3 billion dollars to fund an ESA program, and give \$3 billion dollars to public schools
- 31% Use \$4 billion dollars to fund an ESA program, and give \$2 billion dollars to public schools
- 12% Don't know

34. As you may know, President Donald Trump is a strong supporter of universal school choice, believing every family in the country should be able to use funding to find the best learning environment for their children. Knowing this, are you more or less supportive of universal school choice?

43% TOTAL MORE SUPPORTIVE

23% TOTAL LESS SUPPORTIVE

- 27% Much more supportive
- 16% Somewhat more supportive
- 7% Somewhat less supportive
- 16% Much less supportive
- 28% No change in opinion
- 6% Don't know

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

[K-12 PARENT, N=257]

35. What type of school does your child/children attend? *Select all that apply.*

- 44% Traditional public school in neighborhood
- 11% Traditional public school outside neighborhood
- 11% Private, religious school
- 10% Public charter school
- 10% Homeschool or homeschool co-op
- 7% Full-time online school
- 6% Private, non-religious school
- 6% Public magnet school
- 1% Hybrid/blended approach across multiple schools
- * Microschool

- 2% Don't know

- 4% Prefer not to say

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

- 1% No high school diploma
- 14% High school diploma or equivalent
- 24% Some college but no degree
- 6% Technical or vocational degree/credential
- 12% Associate's degree
- 26% Bachelor's degree
- 16% Advanced degree (such as Master's, Professional, or Doctorate)

- * Prefer not to say

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

- 12% Under \$25,000
- 17% \$25,000 - \$49,999
- 15% \$50,000 - \$74,999
- 13% \$75,000 - \$99,999
- 8% \$100,000 - \$124,999
- 8% \$125,000 - \$149,999
- 19% \$150,000 or more

- 6% Prefer not to say

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

32%	An urban area or city
45%	A suburban area
11%	A small town
11%	A rural area
1%	Don't know

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

46%	TOTAL REPUBLICAN
33%	TOTAL DEMOCRAT
31%	Strong Republican
6%	Not-so-strong Republican
9%	Lean towards the Republicans
18%	Independent/Something else
7%	Lean towards the Democrats
4%	Not-so-strong Democrat
21%	Strong Democrat
3%	Don't know

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

43%	TOTAL CONSERVATIVE
24%	TOTAL LIBERAL
22%	Very conservative
20%	Somewhat conservative
29%	Moderate
12%	Somewhat liberal
11%	Very liberal
3%	Other/Something else
2%	Don't know

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

50% Donald Trump

36% Kamala Harris

4% Someone else

5% Did not vote

6% Prefer not to say