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TO: INTERESTED PARTIES
FROM: TREVOR K. SMITH, PH.D.
SUBJECT: FLORIDIANS DON'T WANT LIMITS ON EDUCATION SAVINGS ACCOUNTS
DATE: MARCH 16, 2023

A new poll by WPA Intelligence conducted on behalf of the yes. every kid. foundation in Florida found that voters overwhelmingly support ESAs, but support decreases the more limitations are placed on the program. A key finding is that two-thirds of parents (67%) would use the money from an ESA for a customized education, private school, or homeschool.

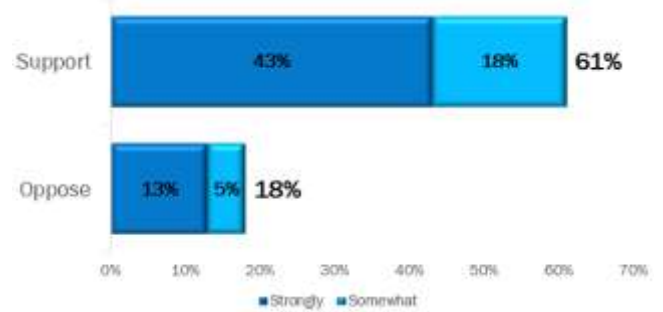
ESAs Have Broad Support

Overall support for ESAs is very strong across parties. Moreover, almost two-thirds of parents (64%) supports ESAs compared to 60% of non-parents, strong support in either grouping.

- A majority of Republicans (61%), Independents (60%) and Democrats (62%) support ESAs.

ESAs	GOP	IND	DEM
Support	61%	60%	62%
Oppose	13%	19%	22%

As you may know, Education Savings Accounts give families around seven-thousand-five-hundred dollars, which is a portion of the money intended to support the education of their child. This money can be used to pay for tuition, tutoring, therapies, supplies, technology, and other educational experiences that are best suited for the needs of that child. Would you say you support or oppose implementing an Education Savings Account program in Florida?



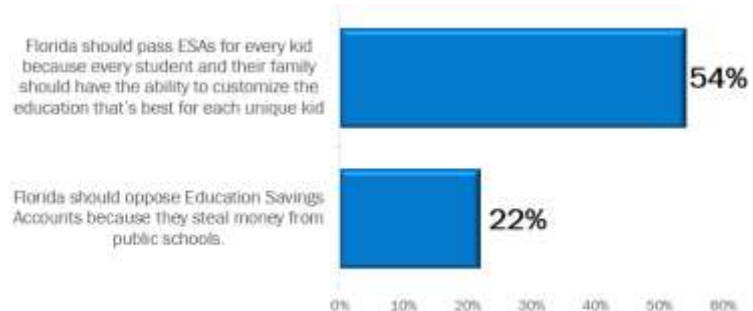
Voters View ESAs as a Way to Improve Education

A majority of voters (54%) chose the customization argument over stealing money when it comes to ESAs.

- Both Republicans (60%) and Independents (58%) agree.

Q5 Some/Other	GOP	IND	DEM
Customize	60%	58%	46%
Steal Money	15%	21%	30%

I am going to read you two points of view about Education Savings Accounts, and please tell me which one you agree with more...Some people say Florida should pass ESAs for every kid because every student and their family should have the ability to customize the education that's best for each unique kid while other people say that Florida should oppose Education Savings Accounts because they steal money from public schools.



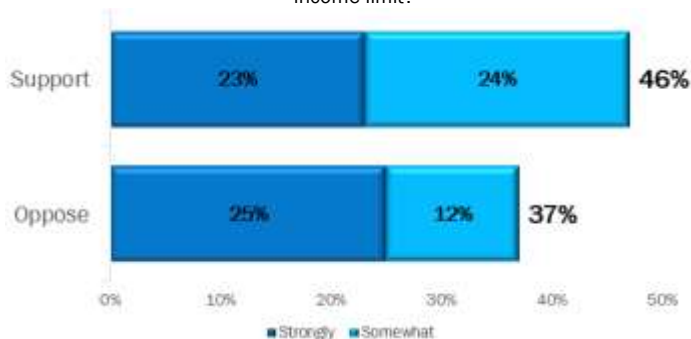
\$200k Household Income Limit for ESAs has Less Support

Support for the ESAs drops when the options are only for families making less than \$200k or individuals making \$100k.

- Both Independents (52%) and Democrats (51%) agree on limits to parents annual income.

ESAs Families making less than \$200k	GOP	IND	DEM
Support	38%	52%	51%
Oppose	43%	34%	34%

Another version of Education Savings Accounts limits those eligible to participate in the program to families who make less than two-hundred-thousand dollars annually or single parents who make less than one-hundred-thousand dollars annually. Would you say you support or oppose this alternative version of an Education Savings Account program with an income limit?



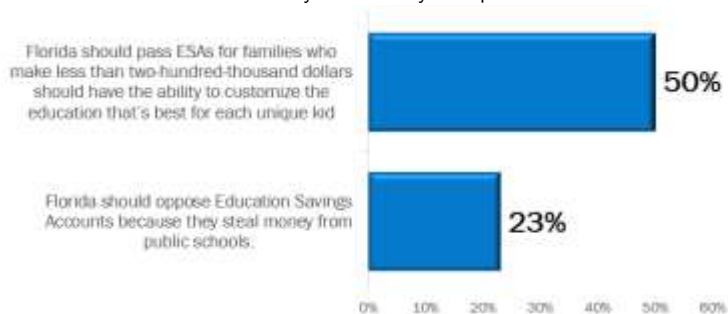
Voters View ESA Limits Less Favorably

Half of voters support the ESA argument with limits over viewing ESAs as stealing money from public schools.

- Republicans (51%) don't necessarily agree with Independents (57%), but are still more similar than Democrats.

ESAs Families making less than \$200k	GOP	IND	DEM
ESA, Customize \$200k	51%	57%	45%
ESAs steal money	16%	19%	33%

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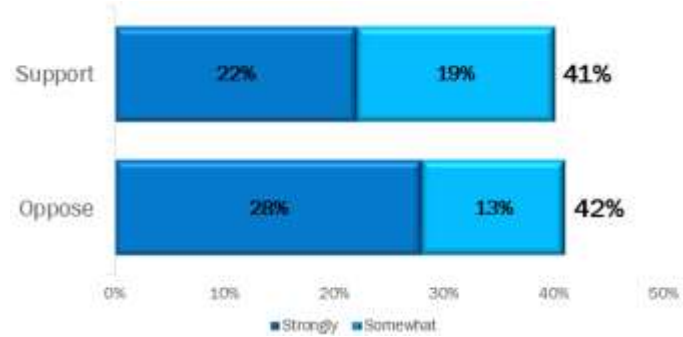
Support Drops for 500k ESAs Limit

The lowest measure is support of ESAs for families making less than \$500k a year with a 41% support/42% oppose split.

- Republicans are most opposed (-9%) while Independents (+5%) and Democrats (+3%) have slight support.

ESA's Families Making Less than \$500k	GOP	IND	DEM
Support	36%	45%	43%
Oppose	45%	40%	40%

Another version of Education Savings Accounts limits those eligible to participate in the program to families who make less than five-hundred-thousand dollars annually or single parents who make less than two-hundred-fifty-thousand dollars annually. Would you say you support or oppose this alternative version of an Education Savings Account program with an income limit?



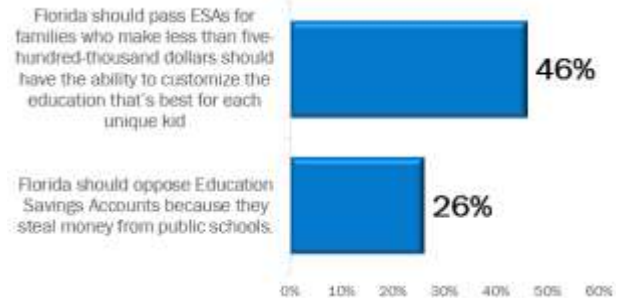
Voters Have Less Support for a \$500k Limit

When asked about whether they more agree with a \$500k income limit for ESAs or if ESAs steal money from public schools, a plurality of voters (46%) choose the \$500k argument.

- Republicans (51%) and Independents (50%) agree once again, while Democrats are drastically different (37%).

Q9 Some/Other	GOP	IND	DEM
ESA, Customize \$500k	51%	50%	37%
ESAs steal money	18%	24%	36%

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Methodology

WPAi selected a random sample of registered voters from the Florida voter file using Registration Based sampling (RBS). WPAi conducted a poll of n=808 registered voters in Florida. Data were collected via live callers and text messages between March 11-14, 2023, 19% of interviews were conducted via landline and 81% 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 $\pm 3.5\%$ 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.

