
Date: October 23, 2023
To: Interested Parties
From: John, Benjamin, Jeremy Zogby, (John Zogby Strategies)
Re: Executive Analysis, Odyssey 9-State Survey

John Zogby Strategies, in partnership with Odyssey, conducted a poll of American parents across nine states regarding their child(ren)'s education.

1. KEY FINDINGS

- **An overwhelming majority of parents (73%)** want ease of access to publicly funded education programs — including Education Savings Accounts (“ESAs”) — to aid in providing higher quality education to their children.
- **A vast majority of parents (80%),** who have applied and participated in an Educational Savings Account (ESA) program, reported that ESAs have resulted in a positive impact for their child.
- Among the states that were surveyed which do not currently offer publicly funded ESAs—Alabama, Pennsylvania, and California— **over 70% of parents** said they want ESAs to be made available in their state, and 64% said they would apply for ESA support if it was to be made available. This support is expressed across all demographics with 73% Hispanic, 69% Black, 58% White, and 61% Asian in support. Additionally, the majority of parent respondents in both rural and urban geographies support ESAs, and 70% of parents whose child(ren) are on free and reduced lunch are in support.
- ESAs have bipartisan support with **71% of residents in California and 67% of those in Alabama in favor** of establishing ESA programs. These high margins of support remain consistent across geographic and racial demographic groups in both states showing that the creation of ESAs has support across political, racial, and geographically diverse constituencies.
- One critical component of ESAs appears to be the ease of the application and user experience process. In states with active ESA programs, **80% of parents** would prefer to access ESA funding through a one-stop technology platform.
- **The great majority (80%) of respondents** who supported ESAs said they would prefer to complete ESA applications using either a computer or mobile device rather than through analogue methods, and **87% preferred a process that could approve eligibility in seconds.**
- Although back-to-school paperwork does not appear to be a burden to most parents, when it comes to determining eligibility for funding for their children, parents place a premium on convenience and speed—a notion reinforced by the fact that **77% of parents preferred technological solutions** enabling direct access to funding for their child.

2. METHODOLOGY

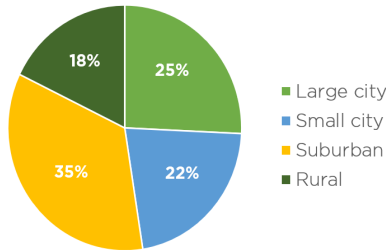
- The poll was conducted online from September 1, 2023 through September 5, 2023. A total of 2,714 parents of children 17 years of age or younger responded to the poll.
- States polled include Arizona, Florida, Iowa, Missouri, South Carolina, Utah, Alabama, California, and Pennsylvania.
- The margins-of-sample error was 1.9 percentage points for the full sample, +/-5.7 percentage points per state.
- Secure invitations were sent to a random selection of respondents via panels representative of each state's adult population. Each respondent was screened to meet the required target population.
- Each invitation was password-coded and secured so the IP addresses were not tracked and to prevent each respondent from taking the survey more than once.

3. RESPONDENT CHARACTERISTICS

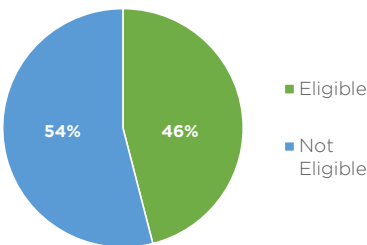
Demographics

Percent Breakdown

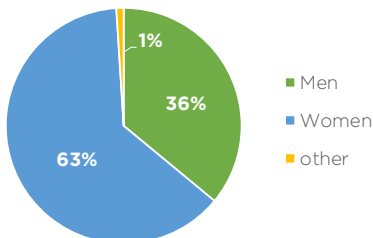
Location



Federal School Lunch



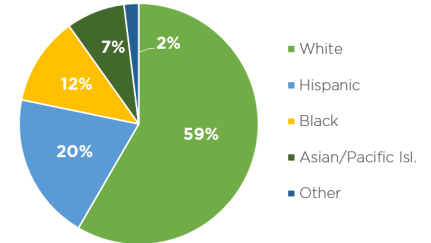
Gender



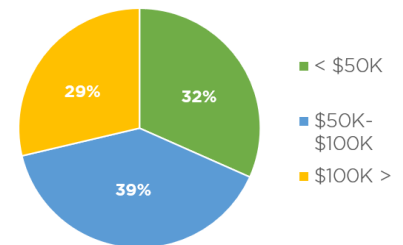
Demographics

Percent Breakdown

Race



Income

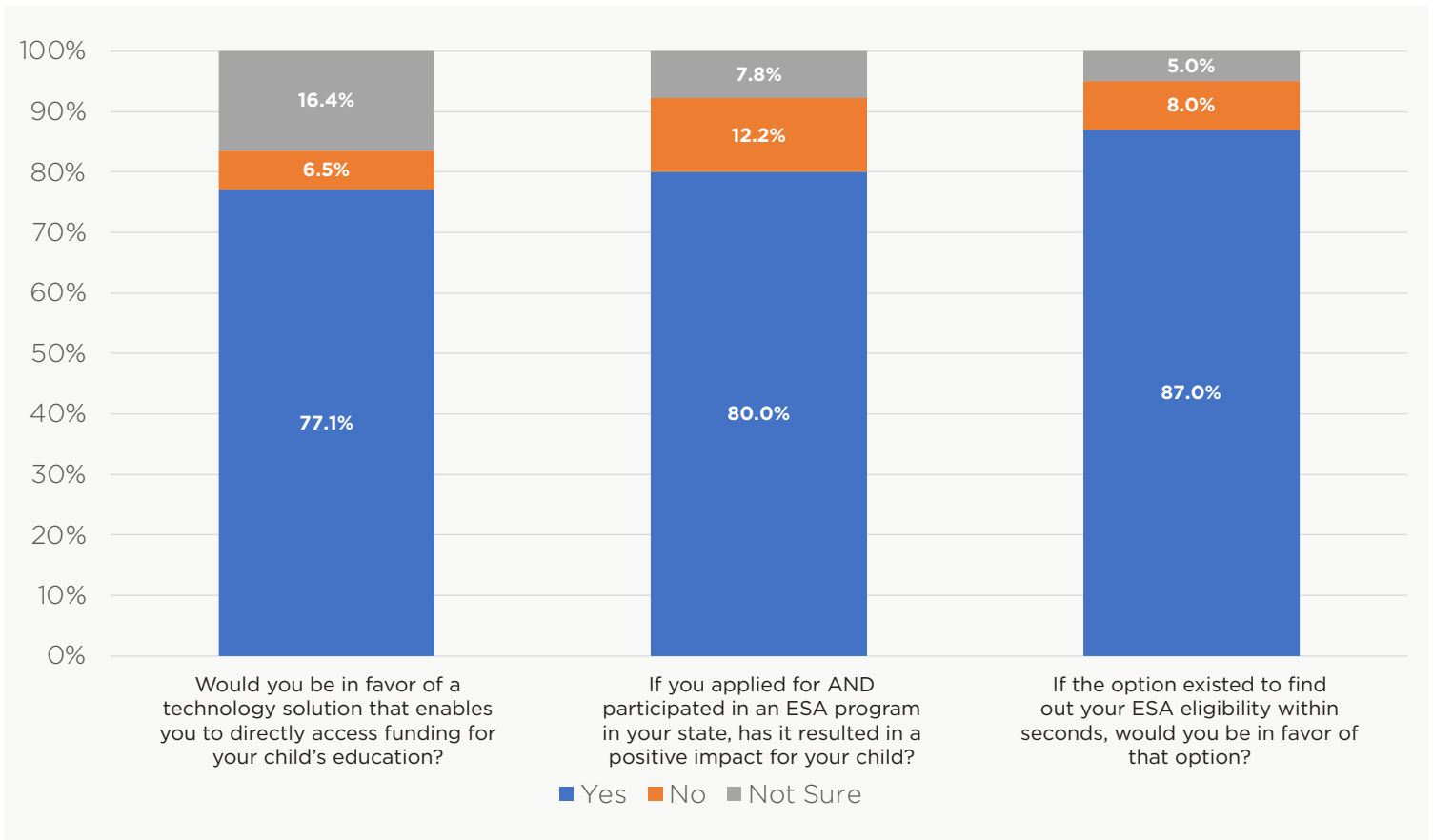


4. STATE LEVEL HIGHLIGHTS

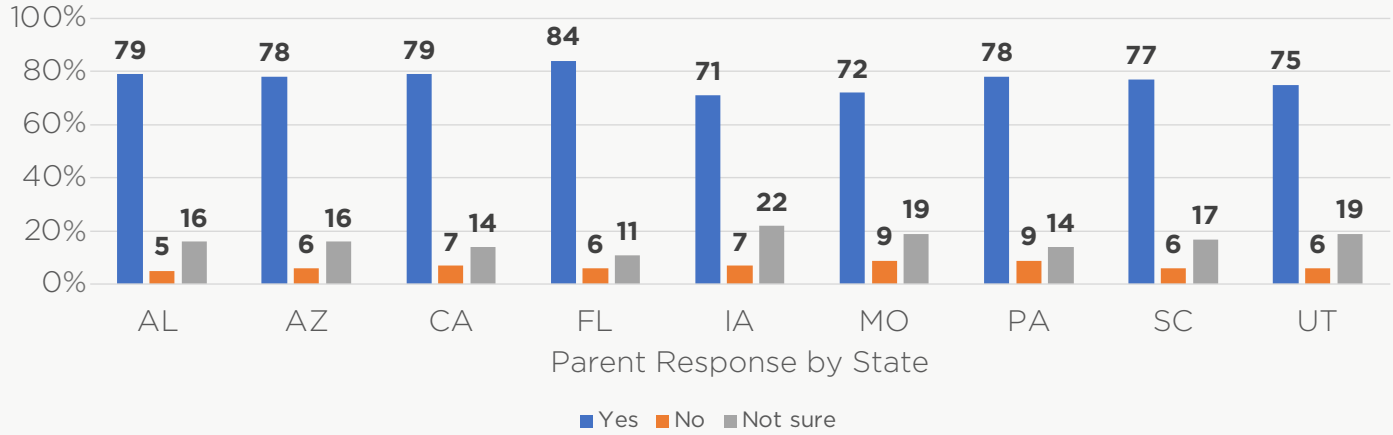
- Among the states that were surveyed which do not currently offer publicly funded ESAs— **Alabama, Pennsylvania, and California** — over 70% of parents said they want ESAs to be made available in their state, and 64% said they would apply for ESA support were it to be made available.
- This support is expressed across all demographics with **73% Hispanic, 69% Black, 58% White, and 61% Asian in support**. Additionally, the majority of parent respondents in both rural and urban geographies support ESAs, and 70% of parents whose child(ren) are on free and reduced lunch are in support.
- In **California**, a majority of parents (71%) are in favor of establishing an ESA program and two in three (66%) said they would apply for an ESA. There is strong support for ESAs among Hispanic parents (71%), White parents (70%), and parents of children eligible for reduced payment for lunch (74%).
- In **Iowa**, more than three-quarters (76%) of parents prefer one-stop ESA technology platforms, similar to the current platform used in Iowa, when accessing dollars for their child's education.
- In **Alabama**, two in three (67%) parents would favor their state creating an ESA program and a similar percentage (66%) would apply for it.
- In **Pennsylvania**, almost three in four (74%) parents were in favor of an ESA program established in their state. Three in five (60%) would apply if they could, including 70% whose children are eligible for federal school lunches. It was strongest among parents who live in big cities (90%) and small cities (81%), but impressive majorities favored the program in suburbs (70%) and rural areas (65%).
- In **South Carolina**, which has passed ESA legislation but has not yet begun distributing funds, 72% of parents are in favor of ESAs and two-thirds (66%) plan to apply for an ESA. Parents from both rural communities (68%) and suburban (76%) indicate support of ESAs. Sixty-nine percent (69%) of South Carolina parents whose children receive free and reduced lunch support ESAs.
- In **Utah**, about seven in ten parents (69%) were in favor of ESAs and a majority (55%) are ready to apply.

5. CHARTS

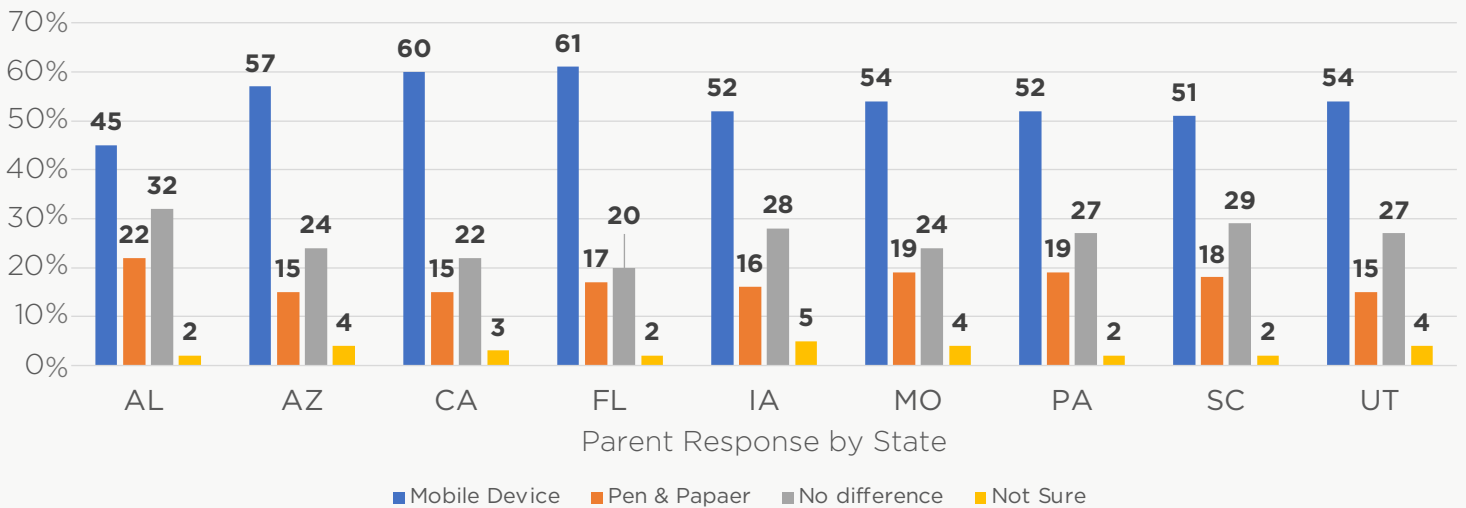
- Seventy-seven percent of parents prefer technological solutions enabling direct access to funding for their child — indicating convenience and speed are the premium.
- Eighty percent of parents who applied for and participated in an ESA program said the program had a positive impact on their child’s education.
- Eighty-seven percent of parents are in favor of finding out their ESA eligibility in seconds.



Question: Would you be in favor of a technology solution that enables you to directly access funding for your child's education?



Question: As a parent, would you prefer to complete required forms for your child's education via a mobile device or with pen and paper?



6. CONCLUSION

In summation, this poll revealed that ESAs are a highly popular program in the states where they are currently offered and a desired program for states that do not offer them.

These ESA programs are popular across racial and geographic constituencies further underscoring the notion that ESAs are a politically bipartisan education funding option.

Lastly, a majority of parents across states that both do, and do not currently offer access to ESAs, prefer that those programs be made accessible through digital means and parents want instant eligibility verification.