



IOWA ALLIANCE  
FOR CHOICE IN EDUCATION

Iowa Alliance for Choice in Education (Iowa ACE)

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**Polling Shows Excellent Environment for Advancing School Choice Legislation**

**New statewide polling conducted by Braun Research, Inc. (January 19-24, 2017; N=1200; +/-2.8% w/a 95% confidence level) shows the environment for advancing Education Savings Account (ESA) legislation in Iowa is excellent.**

***Strong majority of Iowans would choose a non-public school option, if they could...***

In fact, 60% of Iowans said if they had the option to select “any kind of school for your child...” they would select something other than a regular public school.

***Cost of private school options key impediment to parental choice...***

Of those surveyed who send their children to public schools, but who would choose to use non-public options if they could, 60% said COST was the primary impediment to making that choice.

***Super-Majority of Iowans support the creation of Education Savings Accounts in Iowa to help with “educational expenses for school-aged children”...***

A whopping 70% of Iowans indicated support for the creation of Education Savings Accounts that provide “all families with a grant of state funds to pay for approved educational expenses for school...” including... “private school tuition, tutoring, therapies for special needs, or some combination...”

***Messages about ESAs that resonate with Iowans, include...***

Here are some of the messages that Iowans find most compelling when talking about ESAs (including data and intensity):

- Parents should have the freedom to choose the learning options that are necessary for their child’s success: 71-29 (28-9)
- ESAs give parents options to seek schools with smaller class sizes and more individualized teacher attention: 72-28 (32-9)
- ESAs offer parents the opportunity to access schools with curriculums that better fit their needs (high level science, engineering, and math): 71-29 (23-8)
- ESAs would be available to all families, regardless of income or special needs: 65-35 (23-10)

**Complete polling results available at <http://www.iowaace.org/resources>.**