A new poll by WPA Intelligence found that voters in Lousisana support Educations Scholarship Funds, and specifically the GATOR Bill. In light of the current sentiments regarding the state of public education in Louisiana, it is crucial to address the growing concerns of voters and their desire for improved educational opportunities for their children. This memo outlines the support for Education Scholarship Accounts (ESAs) both across the state and within specific House districts, highlighting the significance of this initiative in addressing the needs of Louisiana's students and families.

Statewide Support for ESAs:

This survey indicates a widespread dissatisfaction among voters regarding the performance of Louisiana's public schools. Only a small fraction of voters, approximately 5%, rate the education system with an 'A' grade, while nearly half of the voters assign a 'D' or 'F' grade to schools. Additionally, almost half of the respondents believe that public education has declined over the past several years.

Despite these concerns, there is overwhelming support for school choice initiatives among Louisiana voters. Approximately 68% of voters endorse the concept of school choice, where parents are empowered to select the best educational option for their children, be it public, charter, or private schools. Moreover, 83% of respondents agree that students should not be compelled to attend underperforming public schools.

Support for ESAs and GATOR Scholarship Bill:

Education Scholarship Accounts (ESAs) represent a significant step towards providing families with the means to access quality education tailored to their children's needs. These accounts, which allow parents to utilize state funds to choose the most suitable educational setting, enjoy strong support from 65% of voters. Notably, this level of support remains consistent even when voters are specifically presented with the details of the GATOR Scholarship Bill.

Impact on Political Landscape:

Furthermore, it is crucial to recognize the political ramifications of supporting initiatives like ESAs. Research indicates that voters are 52% more likely to re-elect a legislator who votes in favor of the GATOR Scholarship Bill. This underscores the importance of understanding and responding to the educational priorities of constituents.

Methodology

WPAi selected a random sample of voters from the Lousisana voter file. Respondents were contacted online using a combination of live operator conducted interviews and SMS text messages linking to an online survey. The sample for this survey was stratified based on geography, age, gender, partisanship, educational attainment, and ethnicity to ensure a representative sample. Data was collected April 5-7, 2024. The study has a sample size of n=600 likely voters with a margin of error of ±4.% in 95 out of 100 cases and oversamples into specific districts.

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 Principal 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, Principal, 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.