

KEY FINDINGS & METHODOLOGY
National School Choice Survey: September 2025

1. A strong majority of voters favor pro-school choice leaders, even after hearing the argument from opponents.

If the election for state legislature were held today, for whom would you vote?

57% A candidate who SUPPORTS school choice because it empowers parents to have more control over what their children are learning and choose the best school for their child, regardless of where they live.

20% A candidate who OPPOSES school choice because there are sufficient education options and school choice cuts money from already underfunded public schools, hurting our local communities, and causing property taxes to rise.

22% Undecided / Don't Know

1% Prefer Not to Answer

2. Support for pro-school choice candidates is NOT a partisan issue. Not only do Republicans support the pro-school choice candidate by a 70%-12% margin, but so do Independents (51%-19%) and Democrats (47%-29%).

3. Parents with children in public schools side with the pro-school choice candidate by a 55%-27% margin.

4. There is strong support for the federal tax credit scholarship.

- a. Voters were asked if they favor or opposed a “federal tax credit for donations to non-profit K-12 educational scholarship granting organizations who provide scholarships to families for education options like private schools or tutoring programs.” A majority of voters (58%) favor the federal tax credit scholarship, with just 22% opposing it.
- b. The federal tax credit scholarship has support across party lines, including with 63% of Republicans, 58% of Independents, and 53% of Democrats.
- c. Parents are even more supportive of the federal tax credit scholarship, with 66% of parents with children under 18 and 67% of parents with kids in public schools favoring the federal tax credit scholarship.

5. Voters want their state to participate in the federal tax credit scholarship.

- a. Nearly two-thirds of voters (64%) favor their state opting in to allow scholarship-granting organizations to operate locally, compared to just 18% who oppose.

- b. This support extends across party lines: 70% of Republicans, 60% of Independents and 58% of Democrats favor their state participating. 53% of Democratic primary voters back their state opting in.
- c. The federal tax credit scholarship is popular in red, blue and purple states.
 - i. In red states (where Republicans control both the governorship and legislature), 62% of voters favor their state opting in.
 - ii. In blue states (where Democrats control the governorship and legislature), 63% of voters favor their state opting in.
 - iii. Purple states (where control is divided between the parties) show the highest support at 67%.

Methodology Statement

The American Federation for Children Growth Fund commissioned 3D Strategic Research to conduct a national survey of voters. The survey was fielded September 6-11, 2025 among n=1,000 registered voters along with an oversample of 300 parents with kids under 18 (n=485 parents total). Respondents were recruited online via text-to-web outreach and a voter-file matched opt-in panel. Data quality checks were applied to remove duplicate responses and those who failed attentiveness checks, and the data was weighted to reflect registered voters based on the U.S. Census Current Population Survey and voter file data for gender, age, education, race/ethnicity, geography, and 2024 Presidential vote. The margin of error is +/- 3.10% for all voters and +/- 4.45% for parents.