



To: Interested Parties
From: Randall Gutermuth
Re: Recent South Dakota Survey Findings
Date: January 22, 2025

The following outlines the key findings from a survey of likely South Dakota voters commissioned by the South Dakota Education Association. Interviews were conducted January 13-15, 2025. The margin of error for the full sample (n=500) is +/- 4.4% at the 95% confidence level and the margin of error among sub-groups is greater. 33% of interviews were conducted via SMS text-to-web, and 35% of interviews were conducted via cell phone of those who could not be reached on a landline, with the remaining 32% of interviews being conducted on a landline.

South Dakota voters oppose education savings accounts by wide margins.

- By a 36%-58% margin, voters oppose “a school voucher program, also known as education savings accounts, where the state gives parents tax dollars that pay for their student to attend a private school or be homeschooled rather than a public school.”
- This includes parents of public school students (21% of the electorate) opposing the proposal 33%-58%.

This opposition to education savings accounts is driven largely by the fact that South Dakotans believe K-12 schools receive too little funding already.

- A clear majority of voters (57%) believe that South Dakota public K-12 schools receive too little funding, with only 9% saying they receive too much funding (20% say the funding is about right).
- Among Republicans, 48% believe that public schools receive too little funding with 10% saying they receive too much (25% about right).
- Those who believe South Dakota’s public schools receive too little funding oppose the voucher proposal by a massive 19%-77% margin.

After hearing arguments both in favor of and in opposition to vouchers, opposition increases.

- Nearly two-thirds of voters oppose ESAs/vouchers after hearing both sets of arguments (31%-64%).
- A clear majority of Republicans (39%-55%) oppose this proposal on the informed ballot as well.