



MASSACHUSETTS FSTC POLL FINDINGS

*Statewide polling of Massachusetts likely voters
conducted by SurveyUSA*



What the *polling* shows

Massachusetts voters strongly support opting in to FSTC by +53-point margin

Total Support

68%

Total Oppose

15%

Net Margin

+53

We are going to ask you about a new federal tax credit scholarship program starting in 2027 that Massachusetts can opt into that would allow families with students in public or private schools to use money raised through federal tax credits to help pay for K-12 education costs, including academic tutoring, test preparation, special-needs services, and private school tuition.

Do you support or oppose this program?

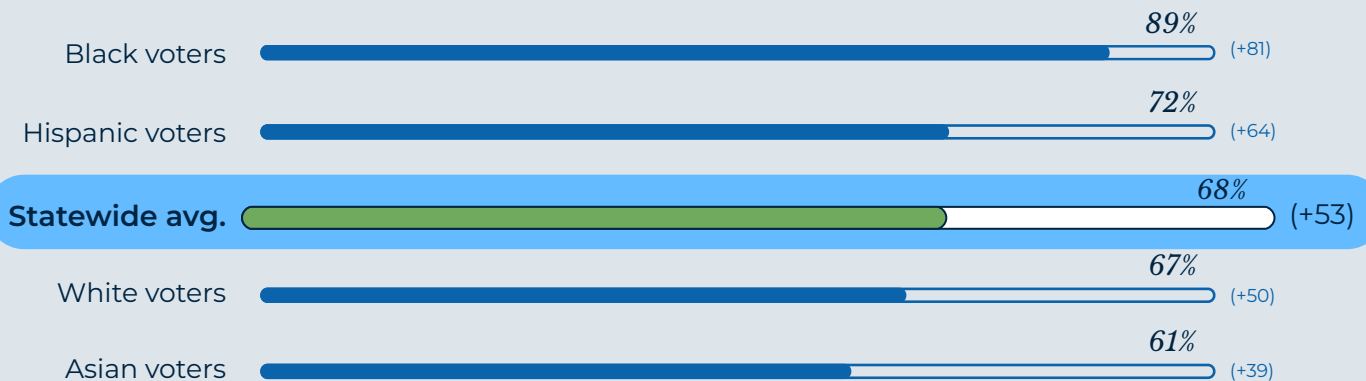


Democrats, Republicans, and Independents all back opt-in above +48 points

Democrats and Independents responded "Not Sure" at a higher rate (17% and 20%) than Republicans (9%), suggesting room for growth.

RACE & ETHNICITY FSTC OPT-IN SUPPORT

Black and Latino voters lead support — both above the statewide average



Voters favor a candidate who will opt in by a +38-point margin

MESSAGE FRAMING TEST • WHICH LEADER DO YOU AGREE WITH MORE?

Here are two different opinions an elected leader may have. Please tell us which one you agree with more...

A leader who supports the federal tax credit scholarship program and says it would give working class and middle income families access to money for academic tutoring, test preparation, special-needs services and quality school options. If the state does not opt in, money intended for Massachusetts families will fund scholarships for students in other states.

57%
PRO OPT-IN LEADER

A leader who opposes the federal tax credit scholarship program and says it is part of the Trump administration's plan to privatize public schools, and would primarily benefit families who can already afford to send their kids to private schools, including wealthy donors seeking tax advantages.

19%
ANTI OPT-IN LEADER

+38-POINT NET MARGIN — ONE OF THE MOST BIPARTISAN FINDINGS IN THE POLL

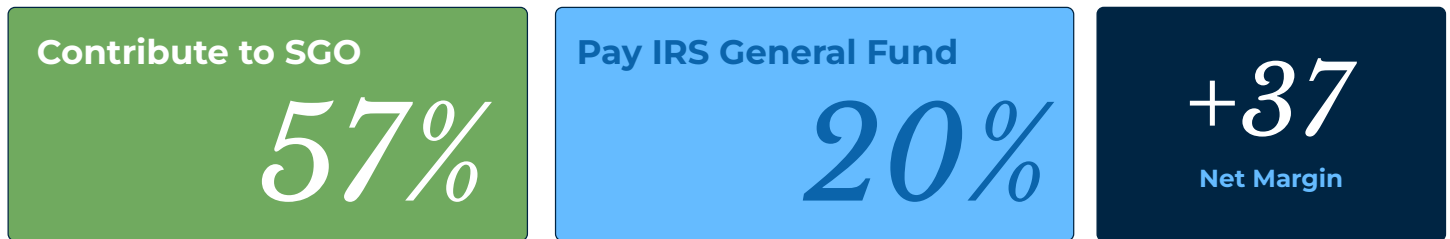
ARGUMENT TEST • FULL BREAKDOWN

Support holds flat across party, ideology, age, and parental status

SEGMENT	PRO OPT-IN	ANTI OPT-IN	NOT SURE	NET MARGIN
Democrats	57%	19%	24%	+38
Republicans	64%	17%	19%	+47
Independents	54%	21%	25%	+33
Conservatives	60%	15%	25%	+45
Moderates	54%	22%	24%	+32
Liberals	61%	21%	18%	+40
Ages 18–34	65%	26%	9%	+39
Ages 50–64	49%	18%	33%	+31
Parents	62%	20%	18%	+42

The absence of meaningful partisan or ideological cleavage is notable given that the anti-opt-in framing explicitly invoked the Trump administration. Younger voters (18–34) were the most decisive (65% support / 26% oppose). Voters 50–64 were the softest (49% support / 18% oppose), though still net positive by a 31-point margin.

Voters prefer redirecting taxes to student scholarships over the IRS by a +37-point margin



If Governor Healey opts into this program, people can donate money to groups that give scholarships to K-12 Massachusetts students, in public and private schools, and get that same amount taken off their federal tax bill. Regardless of your own personal financial situation, if you owed any money when you filed your federal taxes would you rather pay off that debt by making a contribution to an organization that provides scholarships for Massachusetts students? Or making payment to the IRS general fund when you file your taxes?

SGO VS. IRS • FULL BREAKDOWN

Preference for SGO contribution holds across party, ideology, gender, and income

SEGMENT	SGO CONTRIBUTION	IRS PAYMENT	NET MARGIN
Democrats	64%	17%	+47
Republicans	52%	27%	+25
Independents	52%	18%	+34
Liberals	63%	17%	+46
Moderates	51%	20%	+31
Conservatives	57%	22%	+35
Women	61%	---	↑ vs. men (52%)
Parents	69%	---	↑ vs. non-parents (53%)
Income \$80K+	60%	19%	+41
Income \$40K-\$79K	53%	22%	+31

SGO SCHOOL TYPE PREFERENCE • AMONG SGO CONTRIBUTORS

Nearly half prefer SGOs focused exclusively on traditional public schools

