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THE TARRANCE GROUP
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M E M O R A N D U M

TO: **TUSK PHILANTHROPIES**

FROM: **BRIAN C. TRINGALI**

RE: **A SURVEY OF VOTERS IN OHIO**

DATE: **MAY 20, 2024**

The Tarrance Group is pleased to present the following survey of N=600 voters across the state of Ohio. An additional 140 interviews were conducted in the "southern" portion of the state, which brings the total number of interviews in that region to 193. The Tarrance Group was commissioned by Tusk Philanthropy to conduct a telephone survey of voters. A random sample of this type is likely to yield results that are with $\pm$4.1% of the population parameter in 95 out of 100 cases. In the southern region, the margin of error is $\pm$7.1%. All interviews were conducted via a text-to-web platform. Responses to the survey were gathered May 13=19, 2024.

Ohio voters are particularly supportive of this idea of a universal lunch for all public school children. It is certainly in keeping with some of the other programs already implemented in the state. Our conclusions are based, in part, on the following findings from this latest survey:

- Two-thirds (67%) of Ohio voters support a free breakfast and lunch in public schools. A breakfast only opinion receives slightly less support (64%), although it remains popular.
  The language read,
  > *"One piece of legislation under consideration is an expansion of state funding to provide school meals <u>free</u> for ALL children – meaning breakfast and lunch at school. Would you (**ROTATE**) < favor or oppose > that legislation?"*

  Voters from the oversampled southern region are actually more supportive than the state as a whole (73%) of a universal lunch.

- After a series of both positive and negative messaging, the support for a universal breakfast and lunch program remains at 62%. That suggests that this program could pass a ballot initiative process during a Presidential election cycle.

- The <u>best overall message</u> tested is simply "*Studies show that providing school meals improves educational performances, that starts with higher attendance and ends with higher graduation rates*" (68% positive).

- There are three messages that most positively impact Ohio voters, including (in order);

  - *Because stigma and shame have kept many of the neediest from signing up, Ohio should move to free meals for every child,*
  - *We provide books, transportation and teachers universally to all school children without a fee. Why not feed them for free?, &*
  - *If children ate free at school, Ohio families could save one thousand dollars a year per child and use the money to meet other needs.*

- Sixty-two percent of voters in Ohio would be more likely to support universal meals after hearing that "*An expanded school meal program would support local farmers and food sources in the community.*"

- By a wide margin (+29), voters would be more likely to support a candidate who voted for a universal breakfast and lunch program in Ohio.

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