



What do Minnesotans think about the MinneKIDS Act?

HF2908 / SF3102
(Kotzya-Witthuhn) (Putnam)

The Minnesota Community Survey, conducted by Lumaris Research between December 4, 2024, and January 20, 2025, offers insights into Minnesotans' perceptions of the MinneKIDS program.

THE BOTTOM LINE: Widespread, BIPARTISAN support exists for creating a program like MinneKIDS.



**of all Minnesotans favor creating a
program like MinneKIDS**

When asked if they supported the creation of a program that would allow the state to create 529 accounts and make small deposits into these accounts, the results were clear - Minnesotans statewide, across nearly all demographics, largely support creating a program like MinneKIDS.

From every corner of the state



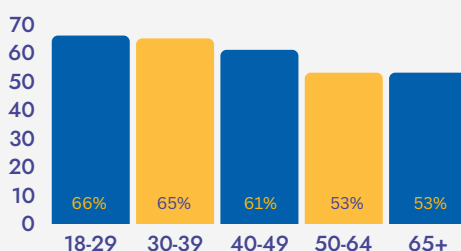
60% of Mpls/St. Paul Residents
62% of Suburban Residents
56% of Greater MN Residents

Across income levels

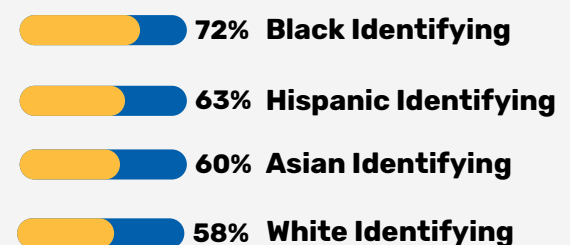


59% of low income
60% of middle income
60% of upper income

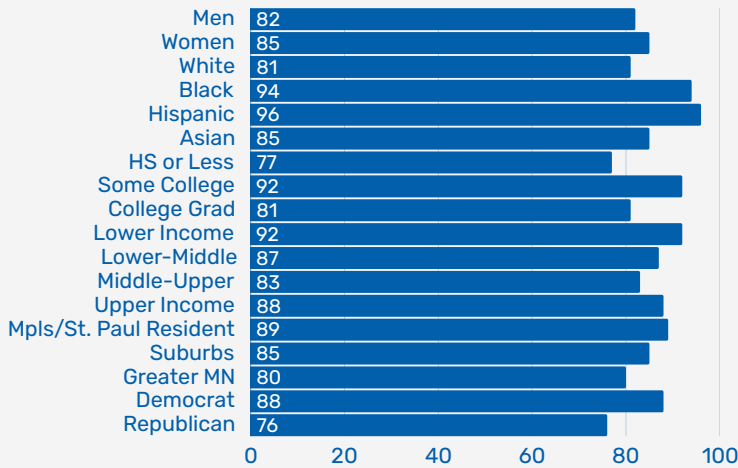
Including people of all ages



People from all races



Minnesota residents like the idea of the state investing in their kids' future.



Interest in participating in a statewide 529 program like MinneKIDS is high across **nearly all groups and regions** in Minnesota.



95% of Minnesotans with school-age children want their kids to pursue more education after high school.



But only about 50% of these families are currently saving for college.

The biggest barrier families experience is simply not having sufficient income to save for their child's postsecondary education.

MinneKIDS is the solution to pave the way for more kids in Minnesota to access post-secondary education.

About the MinneKIDS Act

The Minnesota Kids Investment and Development Savings (MinneKIDS) Act is a bill that would allow the state of Minnesota to create a 529 college savings program to help children build savings for their future, such as college, technical school, apprenticeships, and more. Accounts would be opened by the state for every baby born after June 2026, with small deposits made to seed the account. Accounts grow through family contributions and incentives, such as savings matches. Savings help pay for postsecondary education. Research shows that kids with college savings accounts are 3X more likely to attend college and 4X more likely to graduate.*

About the survey

This survey was conducted from December 4, 2024 to January 20, 2025. A total of 1,477 panelists responded to this survey out of 2,893 sampled, resulting in a response rate of 51%. The margin of sampling error for all respondents is plus or minus 3.35 percentage points. Recruitment to the panel was conducted in English, Spanish, Hmong, and Somali. Lumaris Research weighted the survey to adjust the sample to the target population of Minnesota adults. The weighting process employed a two-step approach to adjust for differential probabilities of selection at the recruitment stage and to calibrate to known population benchmarks.

Participants in the December-January wave were asked to respond to questions that specifically asked them about the creation of a program like MinneKIDS, including having accounts being opened by the state with small deposits made at birth or once they start kindergarten. Respondants were asked to keep this in mind as they answered the questions.

About Lumaris Research

Lumaris Research is a social enterprise that strengthens Minnesota communities through rigorous survey research and focus groups. Lumaris helps inform key decisions in communities across Minnesota through methodologically sound, non-partisan research.

Learn more at www.lumaris.com

*Elliott, W., Song, H-a, and Nam, I. (2013). Small-dollar children's saving accounts and children's college outcomes by income level. Children and Youth Services Review, 35 (3), p. 560-571.