

# HIGHLIGHTS FROM THE OKLAHOMA K-12 & SCHOOL CHOICE SURVEY

606 phone interviews with registered voters in the state of Oklahoma

Conducted December 5 to 16, 2013 | Released January 28, 2014

## K-12 EDUCATION IS A PRIORITY

Oklahoma voters pointed to the “economy and jobs” (25%) and “education” (24%) as top state priorities.

## DIRECTION OF K-12 EDUCATION

Oklahomans are much more likely to say K-12 education has gotten off on the “wrong track” (56%), compared to the 35% of respondents who say it is heading in the “right direction.”

## RATING THE PUBLIC SCHOOL SYSTEM

Nearly six out of 10 voters gave negative ratings to the state’s public school system. (39% said “good” or “excellent”; 58% said “fair” or “poor”)

## SPENDING ON K-12 EDUCATION

Two-thirds of respondents (67%) either underestimate educational spending per student, or they could not guess. When given the latest per-student spending information, voters are slightly less likely to say funding is at a level that is “too low,” compared to answering without having such information.

## GRADING AREA SCHOOLS

Of those respondents giving a grade, Oklahomans are much more likely to give an A or B to private schools in their local areas, compared to nearby district schools and public charter schools.

## SELECTING A SCHOOL

Oklahoma voters have a wide range of schooling preferences: 39% would select public school; 37% prefer private school; 8% say public charter school; 11% would like to home-school.

## EDUCATION SAVINGS ACCOUNTS

- 56% of voters support education savings accounts (ESAs), which is significantly greater than the proportion opposed (34%).
- The demographics most likely to favor ESAs are school parents (63%), urbanites (60%), Republicans (65%), young voters (67%), and high-income earners (62%). Democrats and older voters (50% each) are the groups least likely to support ESAs.
- There is much higher support for ESAs with universal eligibility (58%), compared to the proportion supporting means-testing (37%).
- In a question that asked to what extent respondents would favor or oppose a pilot ESA program for Oklahoma’s four-year-olds, well more than half of respondents (55%) said they would favor such a program, compared to 32% saying they would oppose a preschool ESA system.

## OTHER K-12 EDUCATION REFORMS

- Nearly six out of 10 Oklahomans (59%) favor school vouchers; 35% oppose vouchers.
- By a greater than two-to-one margin, voters support the school choice policy financing tax-credit scholarships. (63% favor vs. 28% oppose)

# SURVEY PROFILE

<b>Title:</b>	Oklahoma K-12 & School Choice Survey
<b>Survey Organization:</b>	Braun Research, Inc. (BRI)
<b>Survey Sponsor:</b>	The Friedman Foundation for Educational Choice
<b>Release Partner(s):</b>	Oklahoma Council of Public Affairs (OCPA)
<b>Interview Dates:</b>	December 5 to 16, 2013
<b>Interview Method:</b>	Live Telephone   70% landline and 30% cell phone
<b>Interview Length:</b>	14 minutes (average)
<b>Language(s):</b>	English
<b>Sample Frame:</b>	Registered Voters
<b>Sampling Method:</b>	Dual Frame; Probability Sampling; Random Digit Dial (RDD)
<b>Population Samples:</b>	OKLAHOMA (statewide) = 606 Oklahoma City Metro = 301 Tulsa Metro = 204
<b>Margins of Error:</b>	OKLAHOMA (statewide) = ± 4.0 percentage points Oklahoma City Metro = ± 5.6 percentage points Tulsa Metro = ± 6.9 percentage points
<b>Response Rates:</b>	Landline (LL) = 13.3% Cell Phone = 13.8%
<b>Weighting?</b>	Yes (Landline/Cell, Age, Race/Ethnicity, Gender, and Region)
<b>Oversampling?</b>	No

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