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

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.”

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”)

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.

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.

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.

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

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