

HIGHLIGHTS FROM THE MISSOURI K-12 & SCHOOL CHOICE SURVEY

660 phone interviews with registered voters in the state of Missouri

Conducted February 27 to March 11, 2014 | Released May 6, 2014

K-12 EDUCATION IS A PRIORITY

Missouri voters pointed to the “economy and jobs” (43%) as the state’s highest priority. Following the economy, nearly equal proportions pointed to “education” (14%) and healthcare (13%) as priorities.

DIRECTION OF K-12 EDUCATION

Missourians are much more likely to say K-12 education has gotten off on the “wrong track” (56%), compared to the 37% 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. (41% said “good” or “excellent”; 57% said “fair” or “poor”)

SPENDING ON K-12 EDUCATION

Seven out of 10 respondents (72%) either underestimate educational spending per student, or they could not guess. When given actual spending information, voters are significantly 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, Missourians 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.

SCHOOLING PREFERENCE

Missouri voters have a wide range of schooling preferences: 32% would choose a public school; 39% prefer private school; 11% say public charter school; 10% would like to home-school.

TAX-CREDIT SCHOLARSHIPS

- Two-thirds of voters support the school choice policy financing tax-credit scholarships. (67% favor vs. 27% oppose)
- The demographics most likely to favor tax-credit scholarships are school parents (71%), small-town voters (76%), Republicans (76%), young voters (80%), and low-income earners (70%). Older voters (58%) are the least likely to support tax-credit scholarships.
- There is higher support for scholarships with universal eligibility (59%), compared to the proportion supporting means-testing (46%).
- If a voter has an opinion on this policy idea, he or she is decidedly more likely to vote for the pro-school choice candidate, rather than oppose. (33% “more likely” vs. 14% “less likely”)

OTHER K-12 EDUCATION REFORMS

- Twice as many voters support an interdistrict public school transfer policy (60% favor vs. 30% oppose).
- Six out of 10 Missourians (62%) favor school vouchers; 32% oppose vouchers.
- 60% of voters support education savings accounts (ESAs), which is significantly greater than the proportion opposed (32%).

SURVEY PROFILE

Title:	Missouri K-12 & School Choice Survey
Survey Organization:	Braun Research, Inc. (BRI)
Survey Sponsor:	Friedman Foundation for Educational Choice
Release Partner(s):	Show-Me Institute
Interview Dates:	February 27 to March 11, 2014
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; RDD
Population Samples:	MISSOURI (statewide) = 660 St. Louis Metro = 227 Kansas City Metro (statewide plus oversample) = 165
Margins of Error:	MISSOURI = ± 4.0 percentage points St. Louis Metro = ± 6.5 percentage points Kansas City Metro = ± 7.6 percentage points
Response Rates:	Landline (LL) = 9.7% Cell Phone = 8.3%
Weighting?	Yes (Landline/Cell, Age, Race, Ethnicity, Gender, and Region)
Oversampling?	Yes (Kansas City Metro)

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