**HIGHLIGHTS FROM THE DELAWARE K-12 & SCHOOL CHOICE SURVEY**

600 phone interviews with registered voters in the state of Delaware  
Conducted August 16 to 26, 2014 | Released October 8, 2014

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**K-12 EDUCATION AS A PRIORITY**

Delaware voters pointed to the “economy and jobs” (35%) as the state’s highest priority. Following the economy, nearly equal proportions pointed to “crime” (17%) and “education” (14%) as priorities.

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**SCHOOLING PREFERENCE**

Delaware’s voters have a wide range of schooling preferences: 22% would choose a public school; 44% prefer private school; 20% say public charter school; 10% would like to homeschool.

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**DIRECTION OF K-12 EDUCATION**

Delawareans are significantly more likely to say K-12 education has gotten off on the “wrong track” (50%), compared to the 35% of respondents who say it is heading in the “right direction.”

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**EDUCATION SAVINGS ACCOUNTS (ESAs)**

- Six out of 10 voters support having education savings accounts (ESAs) in K-12 education. (59% favor vs. 32% oppose)
- The demographics most favorable toward ESAs are rural voters (63%), 18-to-34 year olds (68%), low-income earners (63%), middle-income earners (63%), African Americans (68%), and women (64%). Seniors (54%) and men (54%) are the groups least likely to support ESAs.
- There is higher support for ESAs with universal eligibility (69%), compared to the proportion supporting means-testing (34%).
- If a voter has an opinion on this policy idea, he or she is two times more likely to vote for the pre-school choice candidate, rather than oppose. (32% “more likely” vs. 15% “less likely”)

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**RATING THE PUBLIC SCHOOL SYSTEM**

More than half of voters gave negative ratings to the state’s public school system. (39% said “good” or “excellent”; 54% said “fair” or “poor”)

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**SPENDING ON K-12 EDUCATION**

Nearly nine out of 10 respondents (86%) 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.

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**GRADING AREA SCHOOLS**

Of those respondents giving a grade, Delawareans 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.

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**OTHER K-12 EDUCATION REFORMS**

- 63% of voters say they support charter schools; and given a definition, support jumps to 72%.
- 45% of voters say they support school vouchers; and given a definition, support jumps to 70%.
- 64% of voters support tax-credit scholarships, when defined – significantly greater than the proportion opposed (24%).
SURVEY PROFILE

Title: Delaware K-12 & School Choice Survey
Survey Organization: Braun Research, Inc. (BRI)
Survey Sponsor: Friedman Foundation for Educational Choice
Interview Dates: August 16 to 26, 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: DELAWARE (statewide) = 600
New Castle County = 360
Margins of Error: DELAWARE = ± 4.0 percentage points
New Castle County = ± 5.2 percentage points
Response Rates: Landline (LL) = 12.6%
Cell Phone = 12.3%
Weighting? Yes (Landline/Cell, Age, Race, Ethnicity, Gender, and Region)
Oversampling? No

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