

HIGHLIGHTS FROM THE NEVADA K-12 & SCHOOL CHOICE SURVEY

602 phone interviews with registered voters in the state of Nevada

Conducted January 10 to 18, 2015 | Released March 12, 2015

K-12 EDUCATION AS A PRIORITY

Nevada voters pointed to the “education” (33%) as the state’s highest priority. The “economy and jobs” response was a close second (29%).

DIRECTION OF K-12 EDUCATION

Nevadans are much more likely to think K-12 education has gotten off on the “wrong track” (60%), compared with nearly one-third of voters (29%) who say it is heading in the “right direction.”

RATING THE PUBLIC SCHOOL SYSTEM

More than three out of four Nevada voters gave negative ratings to the state’s public school system (21% said “good” or “excellent”; 76% said “fair” or “poor”).

SPENDING ON K-12 EDUCATION

Nine out of 10 respondents (90%) 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, Nevadans 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

Nevada’s voters have a wide range of schooling preferences: 24% would choose a public school; 43% prefer private school; 20% say public charter school; 9% would like to homeschool.

EDUCATION SAVINGS ACCOUNTS (ESAs)

- Six out of 10 voters support having education savings accounts (ESAs) in K-12 education. (58% favor vs. 34% oppose)
- The demographics most favorable toward ESAs are Latinos (74%), 18-to34 year olds (72%), low-income earners (67%), and school parents (65%). Seniors (46%) and rural voters (47%) are the groups least likely to support ESAs.
- There is higher support for ESAs with universal eligibility (70%), compared to the proportion supporting means-testing (36%).
- If a voter has an opinion on this policy idea, he or she is two times more likely to vote for the pro-school choice candidate, rather than oppose. (29% “more likely” vs. 14% “less likely”)

OTHER K-12 EDUCATION REFORMS

- 62% of voters say they support charter schools; and given a definition, support jumps to 71%.
- 37% of voters say they support school vouchers; and given a definition, support jumps to 61%.
- 64% of voters support tax-credit scholarships, when defined – significantly greater than the proportion opposed (25%).

SURVEY PROFILE

Title:	Nevada K-12 & School Choice Survey
Survey Sponsor & Developer:	The Friedman Foundation for Educational Choice
Survey Data Collection & Quality Control:	Braun Research, Inc. (BRI)
Interview Dates:	January 10 to 18, 2015
Interview Method:	Live Telephone 59% landline and 41% 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:	NEVADA (statewide) = 602
Margins of Error:	NEVADA = ± 4.0 percentage points Clark County = ± 4.7 percentage points
Response Rates:	Landline (LL) = 11.2% Cell Phone = 10.4%
Weighting?	Yes (Landline/Cell, Age, Race, Ethnicity, Gender, and Region)
Oversampling?	No

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The author is responsible for overall polling design; question wording and ordering; this paper's analysis, charts, and writing; and any unintentional errors or misrepresentations.