

DELAWARE

K-12 & SCHOOL CHOICE SURVEY

What do voters say about
K-12 education?

Polling Paper No. 21

Paul **DiPerna**

OCTOBER 2014

With questions on the direction of K-12 education, statewide performance, education spending, grades and preferences for different types of schools, charter schools, school vouchers, education savings accounts, tax-credit scholarships, and standardized testing.

The Friedman Foundation
for Educational Choice
edchoice.org 

Survey Project & Profile

Title:	Delaware 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:	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; Random Digit Dial (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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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.

Survey Demographics

Percent (%) of State Sample <i>after weighting</i>	
K-12 Parent	31
Democrat	35
Republican	17
Independent	36
Urban	15
Suburban	43
Small Town	25
Rural	18
18 to 24	12
25 to 34	15
35 to 44	17
45 to 54	20
55 to 64	17
65 & Over	19
Hispanic	7
Not Hispanic	92
Asian	3
Black	19
Mixed Race	3
Native American	0
White	70
Under \$20,000	10
\$20,000 to \$39,999	15
\$40,000 to \$59,999	19
\$60,000 to \$79,999	13
\$80,000 to \$99,999	10
\$100,000 to \$149,999	11
\$150,000 or more	10
Male	48
Female	52

October 8, 2014

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Delaware's K-12 Profile

Average State Rank on NAEP ¹	23
High School Graduation Rate ²	75.5%
# Regular Public School Students ³	118,508
# Charter School Students ⁴	10,438
# Private School Students ⁶	19,463
# Home School Students ⁷	n/a
% Regular Public School Students ⁸	79.9%
% Charter School Students ⁸	7.0%
% Private School Students ⁸	13.1%
# School Districts ³	19
# Regular Public Schools ³	202
# Charter Schools ⁵	22
# Private Schools ⁶	106
Online Learning Climate ⁹	Weak
% Free and Reduced-Price Lunch ³	48.6%
% Individualized Education Program (IEP) ³	14.8%
% English Language Learners (ELL) ³	5.5%
\$ Revenue Per Student ¹⁰	\$15,983
\$ "Total" Per Student Spending ¹⁰	\$16,454
\$ "Current" Per Student Spending ¹⁰	\$12,540
\$ "Instructional" Per Student Spending ¹⁰	\$8,106

Delaware Profile Notes

1. U.S. Department of Education, Institute of Education Sciences, National Center for Education Statistics, National Assessment of Educational Progress (NAEP). Average of four rankings (rounded upward to nearest single digit) based on 2013 state scale scores for fourth-grade reading (#11); fourth-grade math (#21); eighth-grade reading (#30); eighth-grade math (#31).
URL: nationsreportcard.gov/data_tools.asp
2. Reported high school graduation rates, determined by the Averaged Freshman Graduation Rate (AFGR) on the National Center for Education Statistics section on the U.S. Department of Education website. Data for 2009-2010 school year.
URL: nces.ed.gov/pubs2013/2013309/tables/table_01.asp
3. U.S. Department of Education, Institute of Education Sciences, National Center for Education Statistics, Common Core of Data (CCD). Data for the 2011-2012 school year. The number of enrolled charter school students is subtracted from the NCES reported "Number enrolled," and we report that difference as the number of enrolled "regular public school students."
URL: nces.ed.gov/nationsreportcard/states
4. National Alliance for Public Charter Schools. Data for the 2012-2013 school year.
URL: dashboard.publiccharters.org/dashboard/students/page/overview/state/DE/year/2013
5. National Alliance for Public Charter Schools. Data for the 2012-2013 school year.
URL: dashboard.publiccharters.org/dashboard/schools/page/overview/state/DE/year/2013
6. U.S. Department of Education, National Center for Education Statistics, Private School Universe Survey (PSS). Data for 2011-2012 school year. This count excludes schools with less than 5 students.
URL: nces.ed.gov/surveys/pss/privateschoolsearch
7. Data for Delaware's home school student population are not publicly available.
8. Percentages are meant for general impressions only. Due to rounding, percentage totals may be slightly greater or less than 100%.
9. Author rating (Weak, Moderate, or Strong), based on John Watson, Amy Murin, Lauren Vashaw, Butch Gemin, and Chris Rapp, *Keeping Pace with K-12 Online Learning: An Annual Review of State-Level Policy and Practice*, (Evergreen Education Group, 2013), Table 1, p. 14.
URL: kpk12.com/cms/wp-content/uploads/EEG_KP2013-lr.pdf
10. Stephen Q. Cornman, Patrick Keaton, and Mark Glander, *Revenues and Expenditures for Public Elementary and Secondary Education: School Year 2010-11 (Fiscal Year 2011)* (NCES 2013-344). U.S. Department of Education. Washington, D.C.: National Center for Education Statistics (September 2013).
URL: nces.ed.gov/pubs2013/2013344.pdf

Overview

The “Delaware K-12 & School Choice Survey” project, commissioned by the Friedman Foundation for Educational Choice and conducted by Braun Research, Inc. (BRI), measures Delaware registered voters’ familiarity and views on a range of K-12 education topics and school choice reforms. We report response levels and differences of voter opinion, as well as the intensity of those responses.

Where do Delawareans stand on important issues and policy proposals in K-12 education? We make some brief observations in this polling paper.

A randomly selected and statistically representative sample of Delaware voters responded to more than 20 substantive questions and items, as well as six demographic questions. A total of 600 telephone interviews were conducted in English from August 16 to 26, 2014, by means of both landline and cell phone. Statistical results have been weighted to correct for known demographic discrepancies. The margin of sampling error for the statewide sample is ± 4.0 percentage points.

In this project we also included a couple split-sample experiments. A split-sample design is a systematic way of comparing the effects of two or more alternative wordings for a given question. The purpose of the experiment was to see if providing a new piece of information about education can significantly influence opinion on salient issues in state politics and education policy discussions.

This polling paper has four sections. The first section summarizes key findings. We call the second section “Survey Snapshots,” which offers charts highlighting the core findings of the project. The third section describes the survey’s methodology, summarizes response statistics, and presents additional technical information on call dispositions for landline and cell phone interviews. The fourth section displays the survey questions and results (“topline numbers”), allowing the reader to follow the interview as it was conducted, with respect to question wording and ordering.

Key Findings

Issue Priority

- ▶ **The state economy and jobs are clearly the most important issues to Delaware voters. More than one-third of respondents (35%) said that was their concern for the state. What else is important to voters? Nearly equal proportions of respondents pointed to crime (17%) and education (14%) as the state’s highest priorities.**

See Question 1

Certain demographic group responses stand out on education. New Castle County residents are twice as likely to be concerned about education, compared to Sussex County residents (16% vs. 8%, respectively). Suburbanites (18%) are significantly different than rural voters (9%). Republicans (6%) are significantly less likely to be engaged on education issues, compared with Democrats (17%) and Independents (16%). Those in the high-income group (24%) are more likely to be focused on education compared with low-income (8%) and middle-income groups (9%).¹

Direction of K-12 Education

- ▶ **Delawareans are much more likely to think K-12 education has gotten off on the “wrong track” (50%), compared with about one-third of voters (35%) who say it is heading in the “right direction.”**

¹ For this paper, we use the label “school parents” to refer to those respondents who said they have one or more children in preschool through high school. We use the label “non-schoolers” for respondents without children, or who may have children that are not in the specific grade range PK-12. For terminology regarding age groups: “young voters” reflect respondents who are age 18 to 34; “middle-age voters” are 35 to 54; and “older voters” or “seniors” are 55 and older. Labels pertaining to income groups go as follows: “low-income” < \$40,000; “middle-income” ≥ \$40,000 and < \$80,000; “high-income” ≥ \$80,000. Demographic subgroups that have unweighted sample sizes below 100 (n < 100) are not considered in this paper.

See Question 3

We observe negative sentiment across most demographic groups. However, some key differences stand out when making comparisons within demographic categories. Rural voters (66%) are much more likely to say education in Delaware is off on the “wrong track,” compared with those living in urban (41%), suburban (49%), and small-town areas (46%). On the other hand, Democrats (45%) are significantly more optimistic than Republicans (25%) and Independents (30%).

Statewide Performance of Public Schools

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

See Question 4

Some significant differences are detected among demographic groups. Kent County residents are more likely to be positive than negative about the state’s public schools (margin = +13 points). However, the opposite is true for residents in New Castle (margin = -26 points) and Sussex (margin = -11 points). A significantly higher proportion of Democrats (48%) give positive ratings, compared with Republicans (28%) or Independents (34%).

Education Spending

- ▶ **About \$12,500 is spent on each student in Delaware’s public schools, and less than one out of 10 respondents (7%) could estimate the correct per-student *spending range* (\$12,001 to \$16,000) for the state.**

See Question 5

One-fifth of respondents (20%) thought \$4,000 or less was being spent per student in the state’s public schools. Another 36% of voters either said they “don’t know” or could not offer a spending number.

When considering “total expenditures” per student (\$16,454 in 2010-11), which is another definition for educational spending, it is even more likely voter estimates are more dramatically off target.² Respondents tended to underestimate rather than overestimate.

Nearly nine out of 10 survey respondents (86%) either underestimated educational spending per student (with a cautious definition citing “current expenditures”), or they could not give an answer or guess.

- **When given the latest per-student spending information, voters are less likely to say public school funding is at a level that is “too low,” compared with answering without having such information.**

See Questions 6A and 6B

In an experiment, we asked two slightly different questions about the level of public school funding in Delaware. On version 6A, 50% of voters said public school funding was “too low.” However, on version 6B, which included a sentence referring to data on per-student funding in Delaware (\$12,540), the proportion of voters saying “too low” shrank by 13 percentage points to 37%.

² “Current Expenditures” data include dollars spent on instruction, instruction-related support services, and other elementary/secondary current expenditures, but exclude expenditures on long-term debt service, facilities and construction, and other programs. “Total Expenditures” includes the latter categories.

See Stephen Q. Cornman, Patrick Keaton, and Mark Glander, Revenues and Expenditures for Public Elementary and Secondary Education: School Year 2010–11 (Fiscal Year 2011) (NCES 2013-344). U.S. Department of Education. Washington, D.C.: National Center for Education Statistics (September 2013).

URL: nces.ed.gov/pubs2013/2013344.pdf

Grades and Preferences for Different Types of Schools

- ▶ **Delaware voters are much more likely to give grades A or B to private/parochial schools in their communities, compared with the local public schools. When considering only those respondents who actually gave a grade, the local private schools (84% give an A or B) fare much better than public district schools (37% give an A or B), and nearly seven out of 10 (69%) gave an A or B to public charter schools.**

See Questions 7A, 7B, and 7C

When examining all responses, we see approximately 34% of voters give an A or B to local public schools, whereas 66% give an A or B to local private/parochial schools. Only 4% of voters give a D or F grade to private schools, and 25% assigned similar low grades to public schools. It should be noted that much higher proportions of voters did not express a view for private schools (22%) or charter schools (28%), compared with the proportion that did not grade public schools (5%).

- ▶ **There is a clear disconnect between stated school preferences and actual enrollment patterns in Delaware. When asked for a preferred school type, a plurality of voters said they would choose a private school (44%) as a first option. Almost one out of five voters (22%) want to send their child to a regular public school. Nearly the same proportion would opt for a charter school (20%). One out of 10 respondents said they would like to homeschool their child (10%).**

See Questions 8 and 9

Only 13% of Delaware's K-12 student population attend private schools, but in our survey interviews, 44% of respondents said they would select a private school as a first option. About 80% of the state's students attend regular public schools, but a much lower percentage of the state's voters (22%) would prefer a public district school as a first choice. Approximately 7% of Delaware's students attend a public

charter school, but in our survey almost three times that proportion (20%) said they would like to send their child to a charter school. One out of 10 Delawareans (10%) said homeschooling would be the best way to educate their child.

- ▶ In a follow-up question, 16% of respondents in our survey prioritized a “better education/quality” as the key reason they preferred a certain school type. Other school attributes cited as important include: “better teachers/teachers/teaching” (8%); “academics/curriculum” (7%); “class size/student-teacher ratio” (6%); and “individual attention/one-on-one” (6%). Some caution is warranted when analyzing this question’s results. These characteristics appear to be a higher priority over others on the list. However, any of these qualities may or may not attract more urgency as a second or third priority, which we do not explore in this survey.

Charter Schools

- ▶ **Charter schools are an attractive option to a majority of respondents in our survey. A strong majority (72%) say they favor charter schools, whereas 20% of respondents say they oppose charters. The margin of support for charter schools is large (+52 points). Intensity is also strong (+29 points).**

See Questions 10 and 11

We asked a pair of questions about public charter schools. The first question asked for an opinion without offering any definition. On this baseline question, 63% of voters said they favored charters and 15% said they opposed them. In the follow-up question, respondents were given a definition for a charter school. With this basic definition, support rose nine points to 72%, and opposition increased five points to 20%.

We estimate 22% of respondents were initially unfamiliar with charter schools before listening to the survey’s definition.

Opinion budged modestly in the positive direction when comparing baseline responses to follow-up responses. The positive margin of support favoring charter schools grew from +48 points to +52 points.

Likewise, the intensity moves slightly more in the positive direction, comparing baseline (+27 points) to follow-up (+29 points) – positive intensity lifts upward another +2 points. On the follow-up item, Delawareans are much more likely to say they “strongly favor” charter schools (38%) compared with those who said they “strongly oppose” (9%) such schools.

Most demographic groups share similar response patterns as the statewide average, but there are a couple of mild contrasts. Republicans (85%) are significantly more supportive of charter schools than Democrats (73%) and Independents (63%). Likewise, high-income voters (77%) are distinctly more likely to be supportive than those who are low-income (64%).

All demographic groups clearly support charter schools, albeit at slightly varying levels. No observed group has a favor-oppose margin below +36 points.

School Vouchers

- ▶ **Seven out of 10 Delaware voters (70%) said they support school vouchers, compared with 26% who said they oppose such a school choice system. The margin of support (+44 points) is more than 10 times the survey’s margin of error. The intensity of support is also strongly positive +27 points (44% “strongly favor” vs. 17% “strongly oppose”).**

See Questions 12 and 13

Our interviewers also asked baseline and follow-up questions about school vouchers. In the first question, respondents were asked for their views on vouchers without a definition or context: 45% of Delawareans said they favored vouchers and 20% said they opposed such an education policy. In the follow-up

question – using a basic definition for a school voucher system – voter support rose 25 points to 70%, and opposition increased six points to 26%.

Opinion change on vouchers – from baseline to follow-up – boosts the positive margin by quite a lot, from +25 points to +44 points. The intense opinion for vouchers also shifts even more in the positive direction, from +15 points to +27 points.

We estimate 34% of respondents were initially unfamiliar with school vouchers. The proportion of “don’t know” responses shrinks by 30 points (34% to 4%) when comparing the baseline item to the one presenting a definition.

The demographic groups that are most likely to favor school vouchers are voters living in Kent County (margin = +56 points) or rural areas (margin = +56 points), Republicans (margin = +51 points), young voters (margin = +71 points), low-income earners (margin = +58 points), middle-income earners (margin = +58 points), African Americans (margin = +58 points), and males (margin = +51 points). Although still exhibiting wide positive margins, the groups that are relatively the least likely to support vouchers are Democrats (margin = +34 points), seniors (margin = +30 points), and high-income earners (margin = +16 points). No observed group shows a negative margin of support-opposition.

Which groups are most enthusiastic about school vouchers? Young voters (+42 points) and low-income earners (+40 points) believe school vouchers have significant promise as public policy. On the other hand, Democrats (+18 points), seniors (+16 points), and high-income earners (+6 points) express the weakest positive intensity.

Education Savings Accounts (ESAs)

- **Nearly six out of 10 Delawareans (59%) said they support an “education savings account” system (“ESA”). Voters are much more likely to favor ESAs rather than oppose such a system. The margin of support is large (+27 points) and just one-third (32%) said they oppose ESAs.**

See Question 14

There is clustering among demographic groups near the state average, but the groups most likely to support ESAs are: school parents (61% and margin = +30 points), suburbanites (62% and margin = +34 points), rural voters (63% and margin = +33 points), Democrats (60% and margin = +30 points), Republicans (62% and margin = +32 points), young voters (68% and margin = +48 points), low-income earners (63% and margin = +37 points), middle-income earners (63% and margin = +32 points), African Americans (68% and margin = +47 points), and females (64% and margin = +38 points). Older voters (54% and margin = +17 points) and high-income earners (54% and margin = +15 points) are the groups least likely to favor ESAs, though their margins of support still remain positive.

Several groups stand out for their intensity on this policy idea. Most intensely favorable groups are urbanites (+22 points), young voters (+21 points), and African Americans (+30 points). Only a few groups registered a positive intensity level in the low single digits, barely reflecting a positive direction for intensity: Kent County (+2 points), small-town voters (+4 points), Independents (+5 points), seniors (+5 points), whites (+5 points), and males (+4 points).

Approximately 9% of respondents did not express an opinion on ESAs.

- **Contrasting questions suggest Delawareans are much more likely to prefer universal access to ESAs rather than means-tested eligibility based solely on financial need.**

See Questions 15A and 15B

In a split-sample experiment, we asked about different ESA eligibility descriptions. More than two out of three voters (69%) in one half of the survey sample said they agree with the statement that ESAs “should be available to all families, regardless of incomes and special needs.” Approximately 49% of

respondents “strongly agree” with that statement. One-fourth of voters (25%) disagree with that statement; 16% said they “strongly disagree.”

In the other split sample, just more than one-third of respondents (34%) agreed with the statement that ESAs “should only be available to families based on financial need.” One-fifth of respondents (20%) “strongly agree” with that statement. Nearly two-thirds of respondents (64%) disagree with that statement; 45% said they “strongly disagree.”

- ▶ **If a voter has an opinion on ESAs, he or she is decidedly more likely to vote for the pro-school choice candidate, rather than oppose (32% “more likely” vs. 15% “less likely”). About half of voters said that ESAs are not a make or break issue or did not express a view on this item.**

See Question 16

- ▶ A few demographic groups are worth noting for their position on ESAs. When considering responses sharing a preference, the groups most likely to say they will support a pro-ESA candidate are Kent County residents (margin = +23 points), Democrats (margin = +26 points), Republicans (margin = +25 points), young voters (margin = +24 points), low-income earners (margin = +27 points), and African Americans (margin = +40 points). No observed demographic is overall less likely to support a pro-ESA candidate.

Tax-Credit Scholarships

- ▶ **More than six out of 10 voters support the school choice policy financing “tax-credit scholarships.” The percentage of those who favor (64%) is much larger than the proportion of voters who say they oppose such a school choice reform (24%). The margin is +40 percentage points. Likewise, voters are twice as likely to be intensely favorable toward tax-credit scholarships (27% “strongly favor” vs. 13% “strongly oppose”).**

See Question 17

Few significant contrasts emerge on tax-credit scholarships when comparing demographic groups. Most have average responses around the statewide average, but there are a couple exceptions to that observation. Young voters are clearly different in their very high level of support (78%) and likelihood to support (margin = +70 points). The same can be said of African American responses to this item (76% favor and margin = +63 points). Some caution is warranted though because sample sizes are smaller than most other groups. On the other hand, some other groups are relatively more likely than other groups to oppose tax-credit scholarships: seniors (33%) and high-income earners (33%).

The proportion of respondents who did not give a view on tax-credit scholarships was 12 percent.

Standardized Testing and Accountability

- ▶ **Two out of five Delawareans (40%) believed students spend at least 16 days or more of the school year – roughly 10% of the year – on standardized testing activities.**

See Question 18

- That response – 16 or more school days – is even higher among school parents (46%), Independents (45%), and middle-age voters (47%).
- ▶ **A plurality of voters (37%) said the amount of time spent on standardized testing is “too high,” compared with 19% who said “too low” and 28% that said “about right.”**

See Question 19

- The groups leaning more toward the “too high” response are: suburbanites (41%), small-town voters (40%), Republicans (42%), Independents (42%), middle-age voters (41%), high-income earners (47%), whites (43%), and females (40%).
 - Compared with others, the groups leaning more toward the “too low” response are: urbanites (24%), Democrats (24%), young voters (25%), and low-income earners (28%).
 - The most satisfied groups, saying “about right,” appear to be Democrats (34%), low-income earners (35%), middle-income earners (32%), and African Americans (47%).
- ▶ **Three-fourths of voters (75%) said they believe teachers *are held accountable* to standardized testing results. Solid majorities also believe other groups are directly accountable to student assessments and testing: school district officials (64%), principals (61%), and students (55%).**

See Question 20A

- Solid majorities also believe other groups are directly accountable to student assessments and testing: school district officials (64%), principals (61%), and students (55%).
- ▶ **Sizeable majorities are also inclined to say teachers (60%) and students (58%) *should be held accountable* to standardized testing results. Slightly smaller proportions – about half – said school district officials (54%) and principals (51%) should be held accountable for test results.**

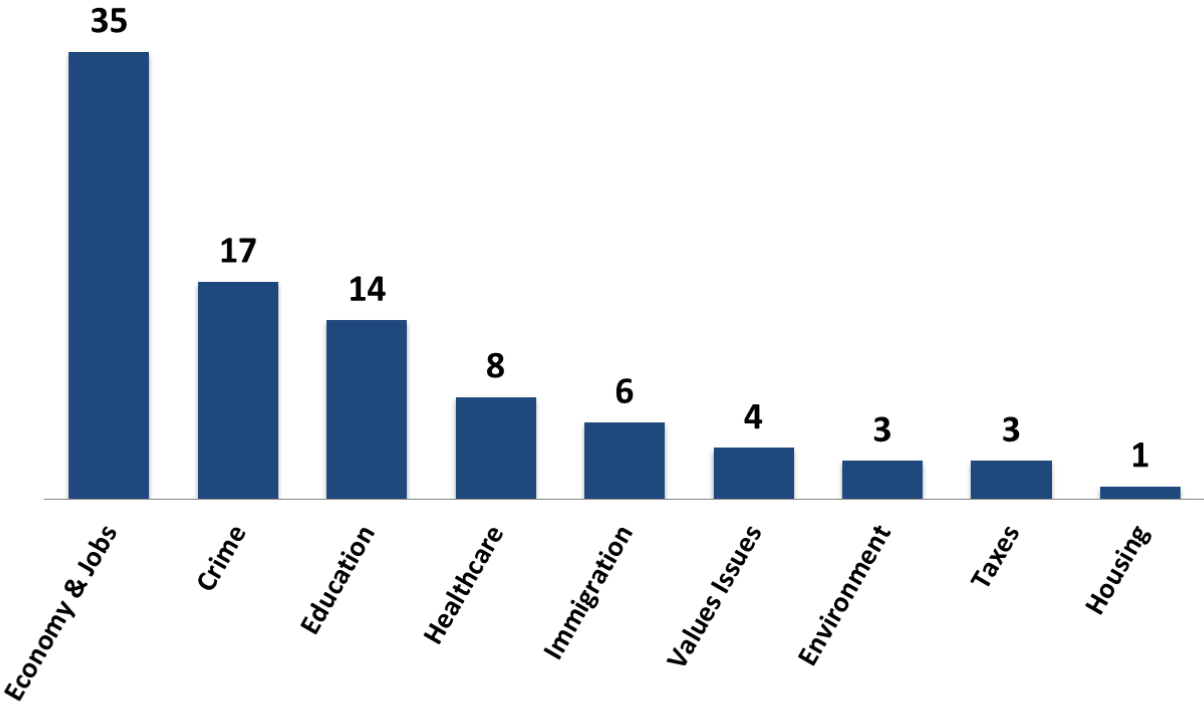
See Question 20B

- Slightly smaller proportions, about half, said school district officials (54%) and principals (51%) should be held accountable for test results.

Survey Snapshots

Q1. Which of the following do you see as the most important issue facing the state of Delaware right now?

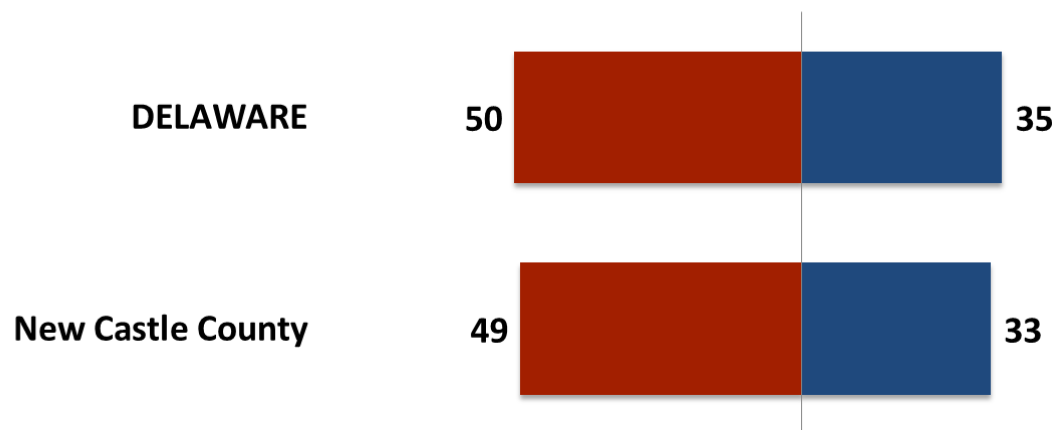
(% of all responses)



FRIEDMAN FOUNDATION FOR EDUCATIONAL CHOICE, *Delaware K-12 & School Choice Survey*, Q1.

Q3. Do you feel things in Delaware's K-12 education system are generally going in the right direction, or do you feel things have generally gotten off on the wrong track?

■ **Wrong Track** ■ **Right Direction**



FRIEDMAN FOUNDATION FOR EDUCATIONAL CHOICE, *Delaware K-12 & School Choice Survey*, Q3.

Q3. Do you feel things in Delaware's K-12 education system are generally going in the right direction, or do you feel things have generally gotten off on the wrong track?

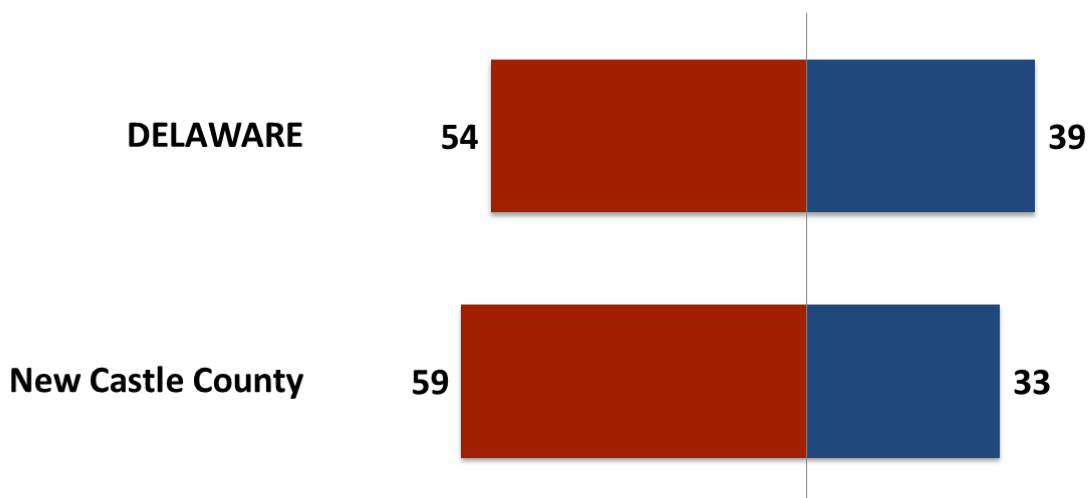
	Right Direction %	Wrong Track %	Margin	N=
ALL RESPONDENTS	35	50	- 15	600
Kent County	39	45	- 6	109
New Castle County	33	49	- 16	360
Sussex County	38	55	- 17	131
School Parent	40	51	- 11	153
Non-Schooler	33	49	- 16	445
COMMUNITY				
Urban	39	41	- 2	72
Suburban	35	49	- 14	275
Small Town	35	46	- 11	146
Rural	30	66	- 36	102
PARTY ID				
Democrat	45	41	+ 4	191
Republican	25	67	- 42	130
Independent	30	54	- 24	207
AGE GROUP				
18 to 34	34	47	- 13	73
35 to 54	38	48	- 10	205
55 & Over	33	53	- 20	305
HOUSEHOLD INCOME				
Under \$40,000	34	48	- 14	119
\$40,000 to \$79,999	39	48	- 9	180
\$80,000 & Over	32	52	- 20	219
RACE/ETHNICITY				
Black	47	43	+ 4	72
Hispanic	20	55	- 35	15
White	33	52	- 19	468
GENDER				
Female	37	50	- 13	310
Male	32	50	- 18	290

NOTE: Please consider that each subgroup has a unique margin of error based on its adult population size in the United States and the sample size (N) obtained in this survey. We advise strong caution when interpreting results for subgroups with small sample sizes. The subgroup sample sizes displayed in the far right column represent the unweighted number of interviews. All other statistical results reported in this table and report reflect weighted data, a standard procedure to correct for known demographic discrepancies.

SOURCE: Friedman Foundation for Educational Choice, *Delaware K-12 & School Choice Survey*, Q3.

Q4. How would you rate Delaware's public school system?

■ Fair/Poor ■ Good/Excellent



FRIEDMAN FOUNDATION FOR EDUCATIONAL CHOICE, *Delaware K-12 & School Choice Survey*, Q4.

Q4. How would you rate Delaware's public school system?

	Good/Excellent %	Fair/Poor %	Margin	Intensity	N=
ALL RESPONDENTS	39	54	- 15	- 14	600
Kent County	55	42	+ 13	- 3	109
New Castle County	33	59	- 26	- 19	360
Sussex County	40	51	- 11	- 12	131
School Parent	37	55	- 18	- 17	153
Non-Schooler	40	54	- 14	- 13	445
COMMUNITY					
Urban	39	53	- 14	- 12	72
Suburban	36	59	- 23	- 18	275
Small Town	39	50	- 11	- 9	146
Rural	46	50	- 4	- 17	102
PARTY ID					
Democrat	48	50	- 2	- 12	191
Republican	28	68	- 40	- 19	130
Independent	34	58	- 24	- 17	207
AGE GROUP					
18 to 34	31	63	- 32	- 24	73
35 to 54	40	51	- 11	- 15	205
55 & Over	43	51	- 8	- 8	305
HOUSEHOLD INCOME					
Under \$40,000	41	54	- 13	- 13	119
\$40,000 to \$79,999	39	56	- 17	- 16	180
\$80,000 & Over	38	52	- 14	- 11	219
RACE/ETHNICITY					
Black	44	48	- 4	- 8	72
Hispanic	41	59	- 18	- 38	15
White	39	56	- 17	- 14	468
GENDER					
Female	39	56	- 17	- 13	310
Male	39	53	- 14	- 17	290

NOTE: Please consider that each subgroup has a unique margin of error based on its adult population size in the United States and the sample size (N) obtained in this survey. We advise strong caution when interpreting results for subgroups with small sample sizes. The subgroup sample sizes displayed in the far right column represent the unweighted number of interviews. All other statistical results reported in this table and report reflect weighted data, a standard procedure to correct for known demographic discrepancies. Based on Gallup's "Positive Intensity Score," Intensity is measured by subtracting the combined percentages of "fair" and "poor" responses from the combined percentages of "good" and "excellent" responses. The difference indicates the enthusiasm behind the positive or negative ratings.

SOURCE: Friedman Foundation for Educational Choice, *Delaware K-12 & School Choice Survey*, Q4.

Q5. How much do you think is spent per year on each student in Delaware's public schools? Your estimate (to the nearest thousand dollars) will represent the combined expenditures of local, state, and federal governments.

- Less Than \$4,000
- \$4,001 - \$8,000
- \$8,001 - \$12,000
- \$12,001 - \$16,000
- Over \$16,000



FRIEDMAN FOUNDATION FOR EDUCATIONAL CHOICE, *Delaware K-12 & School Choice Survey*, Q5.

Q6-Split A. Do you believe that public school funding in Delaware is at a level that is:

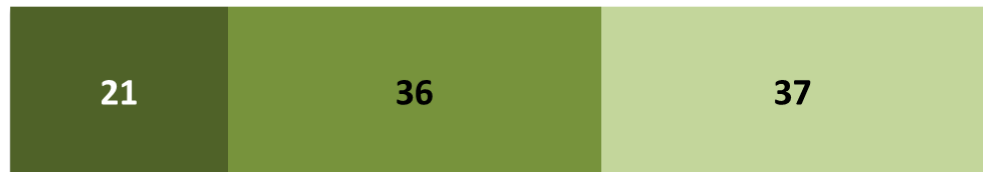
Q6-Split B. According to the most recent information available, in Delaware \$12,540 is being spent each year per student attending public schools. Do you believe that public school funding in Delaware is at a level that is:

- Too High
- About Right
- Too Low

Q6A (Without Information)



Q6B (With Information)

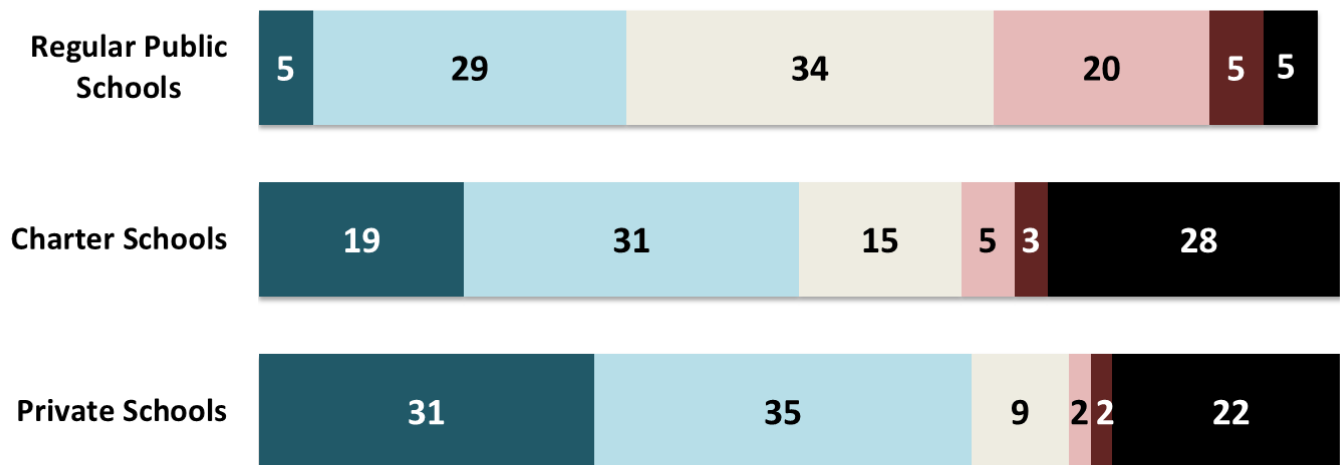


FRIEDMAN FOUNDATION FOR EDUCATIONAL CHOICE, *Delaware K-12 & School Choice Survey*, Q6A and Q6B.

Q7. In thinking about the schools in your area, what grade would you give...

A B C D F DNA/DK

(% of all responses)

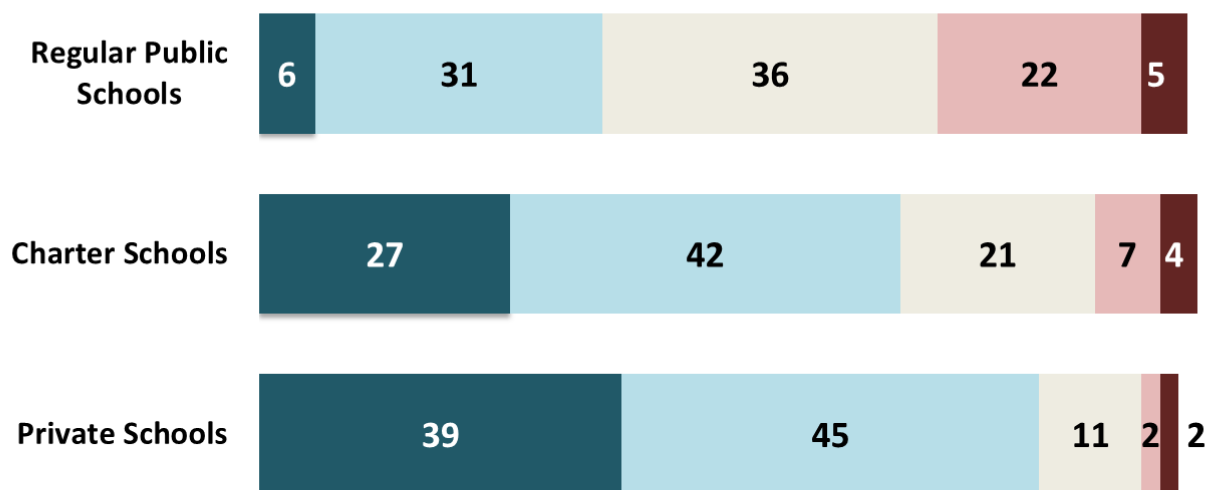


FRIEDMAN FOUNDATION FOR EDUCATIONAL CHOICE, *Delaware K-12 & School Choice Survey, Q7.*

Q7. In thinking about the schools in your area, what grade would you give...

A B C D F

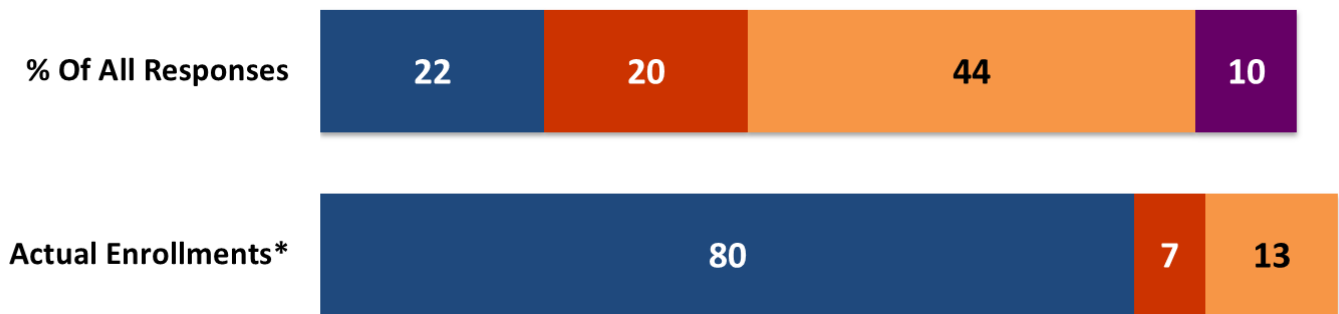
(% of only responses giving grades)



FRIEDMAN FOUNDATION FOR EDUCATIONAL CHOICE, *Delaware K-12 & School Choice Survey, Q7.*

Q8. If it were your decision and you could select any type of school, what type of school would you select in order to obtain the best education for your child?

- Regular Public School
- Charter School
- Private School
- Home School



* Homeschool data not available.

FRIEDMAN FOUNDATION FOR EDUCATIONAL CHOICE, *Delaware K-12 & School Choice Survey*, Q8.

Q8. If it were your decision and you could select any type of school, what type of school would you select in order to obtain the best education for your child?

	Charter School %	Home School %	Private School %	Public School %	N=
ALL RESPONDENTS	20	10	44	22	600
Kent County	15	8	43	30	109
New Castle County	27	8	43	19	360
Sussex County	7	17	47	23	131
School Parent	20	14	42	22	153
Non-Schooler	20	9	45	22	445
COMMUNITY					
Urban	20	5	43	31	72
Suburban	23	9	47	17	275
Small Town	23	14	38	21	146
Rural	8	11	47	26	102
PARTY ID					
Democrat	17	5	48	26	191
Republican	19	12	46	18	130
Independent	20	13	44	21	207
AGE GROUP					
18 to 34	19	12	43	24	73
35 to 54	20	12	40	23	205
55 & Over	19	8	49	19	305
HOUSEHOLD INCOME					
Under \$40,000	13	14	42	25	119
\$40,000 to \$79,999	21	11	46	21	180
\$80,000 & Over	25	5	46	22	219
RACE/ETHNICITY					
Black	18	11	50	19	72
Hispanic	24	24	31	7	15
White	21	9	43	24	468
GENDER					
Female	20	8	47	21	310
Male	20	12	41	22	290

NOTE: Please consider that each subgroup has a unique margin of error based on its adult population size in the United States and the sample size (N) obtained in this survey. We advise strong caution when interpreting results for subgroups with small sample sizes. The subgroup sample sizes displayed in the far right column represent the unweighted number of interviews. All other statistical results reported in this table and report reflect weighted data, a standard procedure to correct for known demographic discrepancies.

SOURCE: Friedman Foundation for Educational Choice, *Delaware K-12 & School Choice Survey*, Q8.

Q9. What is the most important characteristic or attribute that would cause you to choose a [INSERT SCHOOL TYPE FROM PREVIOUS QUESTION] for your child? Please use one word, or a very short phrase.

Top 10 | Specific impressions offered by respondents in the statewide sample. Numbers represent counts (n), not percentages.

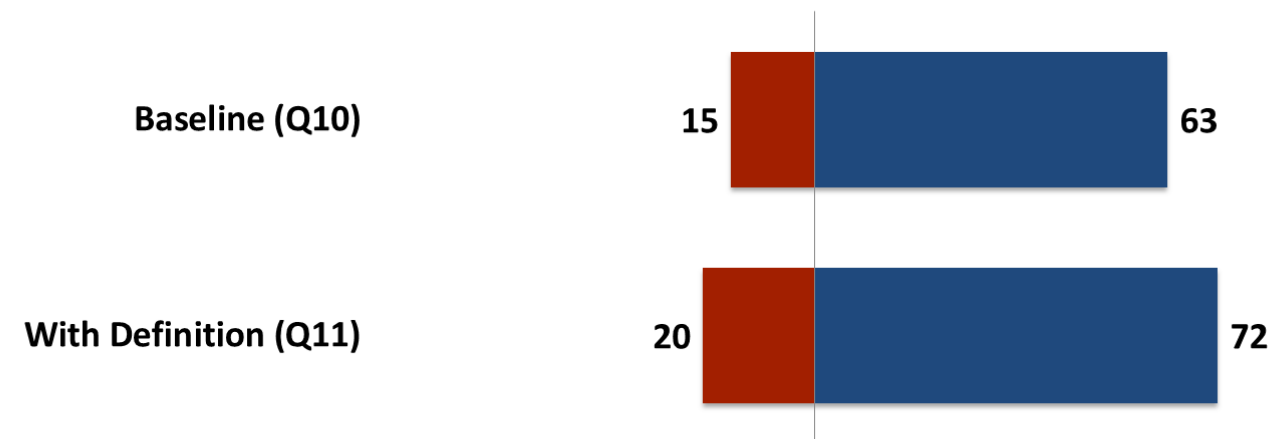
BETTER EDUCATION / QUALITY	94
BETTER TEACHERS / TEACHERS / TEACHING	46
ACADEMICS / CURRICULUM	41
CLASS SIZE / STUDENT-TEACHER RATIO	38
INDIVIDUAL ATTENTION / ONE-ON-ONE	36
DISCIPLINE / STRUCTURE	31
ENVIRONMENT / CULTURE / COMMUNITY	26
SOCIALIZATION / PEERS / OTHER KIDS	25
SAFETY / LESS DRUGS, VIOLENCE, BULLYING	21
MORALS / VALUES / ETHICS	20

SOURCE: Friedman Foundation for Educational Choice, *Delaware K-12 & School Choice Survey*, Q9.

Q10. Based on what you know, or have heard from others... In general, do you favor or oppose “charter schools”?

■ Oppose ■ Favor

Q11. Charter schools are public schools that have more control over their own budget, staff, and curriculum, and are exempt from many existing public school regulations. In general, do you favor or oppose charter schools?



FRIEDMAN FOUNDATION FOR EDUCATIONAL CHOICE, *Delaware K-12 & School Choice Survey*, Q10 and Q11.

Q11. Charter schools are public schools that have more control over their own budget, staff, and curriculum, and are exempt from many existing public school regulations. In general, do you favor or oppose charter schools?

	Favor %	Oppose %	Margin	Intensity	N=
ALL RESPONDENTS	72	20	+ 52	+ 29	600
Kent County	67	22	+ 45	+ 26	109
New Castle County	73	19	+ 54	+ 33	360
Sussex County	72	20	+ 52	+ 19	131
School Parent	74	21	+ 53	+ 28	153
Non-Schooler	71	19	+ 52	+ 30	445
COMMUNITY					
Urban	62	26	+ 36	+ 17	72
Suburban	74	19	+ 55	+ 33	275
Small Town	73	19	+ 54	+ 30	146
Rural	73	18	+ 55	+ 25	102
PARTY ID					
Democrat	73	22	+ 51	+ 22	191
Republican	85	9	+ 76	+ 47	130
Independent	63	26	+ 37	+ 23	207
AGE GROUP					
18 to 34	70	20	+ 50	+ 17	73
35 to 54	73	22	+ 51	+ 32	205
55 & Over	72	18	+ 54	+ 34	305
HOUSEHOLD INCOME					
Under \$40,000	64	25	+ 39	+ 25	119
\$40,000 to \$79,999	73	19	+ 54	+ 27	180
\$80,000 & Over	77	19	+ 58	+ 31	219
RACE/ETHNICITY					
Black	70	24	+ 46	+ 20	72
Hispanic	64	27	+ 37	+ 35	15
White	73	18	+ 55	+ 29	468
GENDER					
Female	72	20	+ 52	+ 26	310
Male	72	20	+ 52	+ 32	290

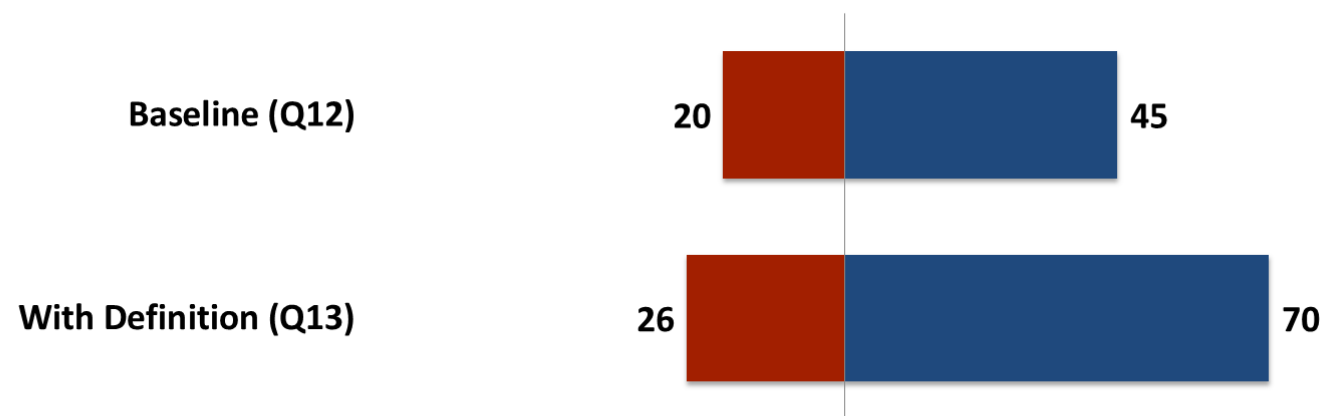
NOTE: Please consider that each subgroup has a unique margin of error based on its adult population size in the United States and the sample size (N) obtained in this survey. We advise strong caution when interpreting results for subgroups with small sample sizes. The subgroup sample sizes displayed in the far right column represent the unweighted number of interviews. All other statistical results reported in this table and report reflect weighted data, a standard procedure to correct for known demographic discrepancies. Based on Gallup's "Positive Intensity Score," Intensity is measured by subtracting the percentage of "strongly oppose" responses from the percentage of "strongly favor" responses. The difference indicates enthusiasm behind the support or opposition for a given policy or proposal.

SOURCE: Friedman Foundation for Educational Choice, *Delaware K-12 & School Choice Survey*, Q11.

**Q12. Based on what you know, or have heard from others...
In general, do you favor or oppose “school vouchers”?**

■ Oppose ■ Favor

Q13. A school voucher system allows parents the option of sending their child to the school of their choice, whether that school is public or private, including both religious and non-religious schools. If this policy were adopted, tax dollars currently allocated to a school district would be allocated to parents in the form of a “school voucher” to pay partial or full tuition for their child’s school. In general, do you favor or oppose a school voucher system?



FRIEDMAN FOUNDATION FOR EDUCATIONAL CHOICE, *Delaware K-12 & School Choice Survey*, Q12 and Q13.

Q13. A school voucher system allows parents the option of sending their child to the school of their choice, whether that school is public or private, including both religious and non-religious schools. If this policy were adopted, tax dollars currently allocated to a school district would be allocated to parents in the form of a “school voucher” to pay partial or full tuition for their child’s school. In general, do you favor or oppose a school voucher system?

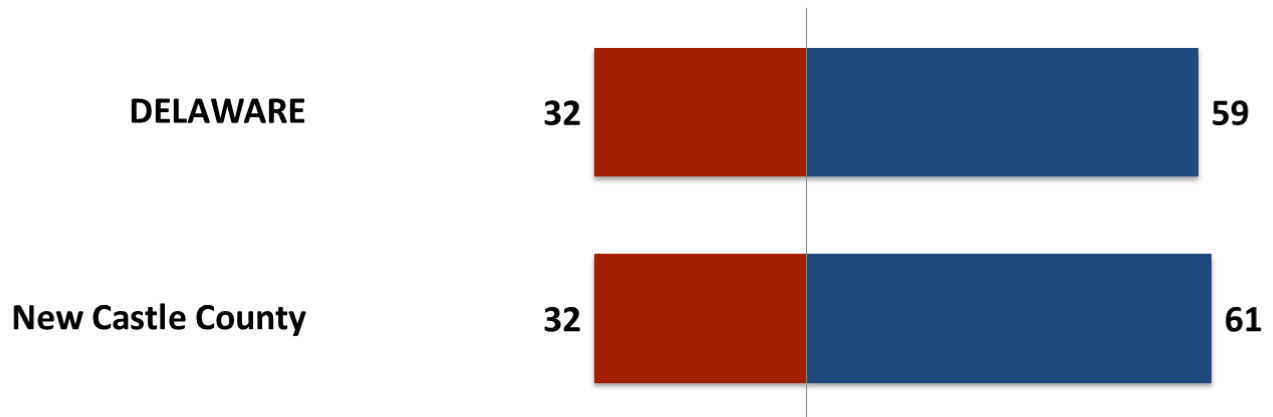
	Favor %	Oppose %	Margin	Intensity	N=
ALL RESPONDENTS	70	26	+ 44	+ 27	600
Kent County	73	17	+ 56	+ 32	109
New Castle County	67	30	+ 37	+ 26	360
Sussex County	73	24	+ 49	+ 25	131
School Parent	72	25	+ 47	+ 36	153
Non-Schooler	69	27	+ 42	+ 21	445
COMMUNITY					
Urban	70	24	+ 46	+ 23	72
Suburban	67	29	+ 38	+ 26	275
Small Town	68	27	+ 41	+ 23	146
Rural	76	20	+ 56	+ 34	102
PARTY ID					
Democrat	64	30	+ 34	+ 18	191
Republican	75	24	+ 51	+ 38	130
Independent	72	25	+ 47	+ 27	207
AGE GROUP					
18 to 34	83	12	+ 71	+ 42	73
35 to 54	68	30	+ 38	+ 26	205
55 & Over	62	32	+ 30	+ 16	305
HOUSEHOLD INCOME					
Under \$40,000	76	18	+ 58	+ 40	119
\$40,000 to \$79,999	77	19	+ 58	+ 33	180
\$80,000 & Over	57	41	+ 16	+ 6	219
RACE/ETHNICITY					
Black	76	18	+ 58	+ 30	72
Hispanic	89	11	+ 78	+ 45	15
White	66	30	+ 36	+ 22	468
GENDER					
Female	66	29	+ 37	+ 23	310
Male	74	23	+ 51	+ 30	290

NOTE: Please consider that each subgroup has a unique margin of error based on its adult population size in the United States and the sample size (N) obtained in this survey. We advise strong caution when interpreting results for subgroups with small sample sizes. The subgroup sample sizes displayed in the far right column represent the unweighted number of interviews. All other statistical results reported in this table and report reflect weighted data, a standard procedure to correct for known demographic discrepancies. Based on Gallup's "Positive Intensity Score," Intensity is measured by subtracting the percentage of "strongly oppose" responses from the percentage of "strongly favor" responses. The difference indicates enthusiasm behind the support or opposition for a given policy or proposal.

SOURCE: Friedman Foundation for Educational Choice, *Delaware K-12 & School Choice Survey*, Q13.

Q14. An "education savings account" - often called an "ESA" - allows parents to take their child out of a public district or charter school, and receive a payment into a government-authorized savings account with restricted, but multiple uses. Parents can then use these funds to pay for private school tuition, virtual education programs, private tutoring or saving for future college expenses. In general, do you favor or oppose this kind of "savings account system"?

■ Oppose ■ Favor



FRIEDMAN FOUNDATION FOR EDUCATIONAL CHOICE, *Delaware K-12 & School Choice Survey, Q14.*

Q14. An "education savings account" - often called an "ESA" - allows parents to take their child out of a public district or charter school, and receive a payment into a government-authorized savings account with restricted, but multiple uses. Parents can then use these funds to pay for private school tuition, virtual education programs, private tutoring or saving for future college expenses. In general, do you favor or oppose this kind of "savings account system"?

	Favor %	Oppose %	Margin	Intensity	N=
ALL RESPONDENTS	59	32	+ 27	+ 10	600
Kent County	53	34	+ 19	+ 2	109
New Castle County	61	32	+ 29	+ 12	360
Sussex County	59	31	+ 28	+ 12	131
School Parent	61	31	+ 30	+ 12	153
Non-Schooler	58	33	+ 25	+ 9	445
COMMUNITY					
Urban	56	35	+ 21	+ 22	72
Suburban	62	28	+ 34	+ 8	275
Small Town	55	38	+ 17	+ 4	146
Rural	63	30	+ 33	+ 16	102
PARTY ID					
Democrat	60	30	+ 30	+ 13	191
Republican	62	30	+ 32	+ 12	130
Independent	59	35	+ 24	+ 5	207
AGE GROUP					
18 to 34	68	20	+ 48	+ 21	73
35 to 54	58	35	+ 23	+ 9	205
55 & Over	54	37	+ 17	+ 5	305
HOUSEHOLD INCOME					
Under \$40,000	63	26	+ 37	+ 12	119
\$40,000 to \$79,999	63	31	+ 32	+ 9	180
\$80,000 & Over	54	39	+ 15	+ 9	219
RACE/ETHNICITY					
Black	68	21	+ 47	+ 30	72
Hispanic	58	35	+ 23	- 4	15
White	57	35	+ 22	+ 5	468
GENDER					
Female	64	26	+ 38	+ 17	310
Male	54	38	+ 16	+ 4	290

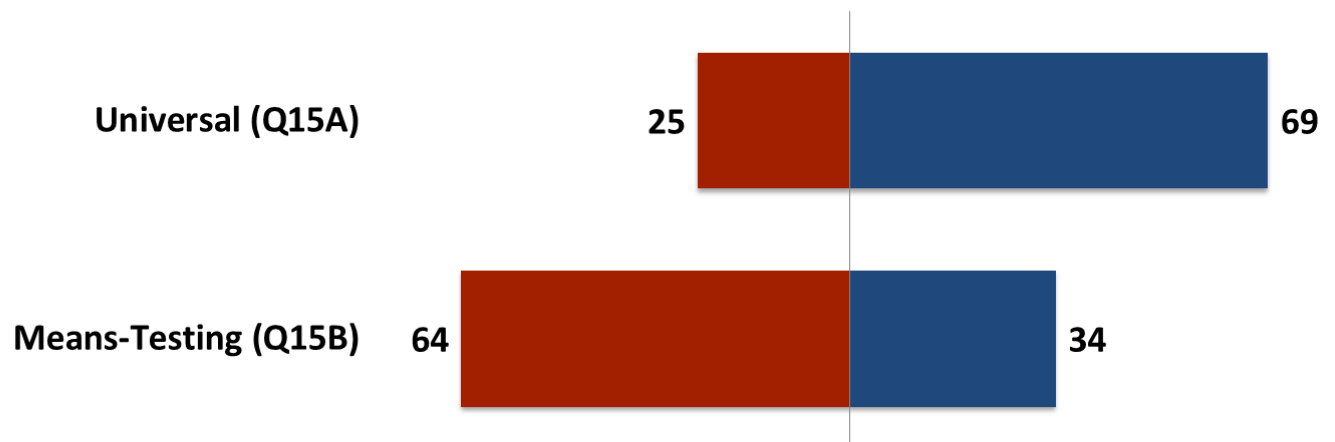
NOTE: Please consider that each subgroup has a unique margin of error based on its adult population size in the United States and the sample size (N) obtained in this survey. We advise strong caution when interpreting results for subgroups with small sample sizes. The subgroup sample sizes displayed in the far right column represent the unweighted number of interviews. All other statistical results reported in this table and report reflect weighted data, a standard procedure to correct for known demographic discrepancies. Based on Gallup's "Positive Intensity Score," Intensity is measured by subtracting the percentage of "strongly oppose" responses from the percentage of "strongly favor" responses. The difference indicates enthusiasm behind the support or opposition for a given policy or proposal.

SOURCE: Friedman Foundation for Educational Choice, *Delaware K-12 & School Choice Survey*, Q14.

Q15-Split A. Some people believe that education savings accounts *should be available to all families, regardless of incomes and special needs*. Do you agree or disagree with that statement?

■ Disagree ■ Agree

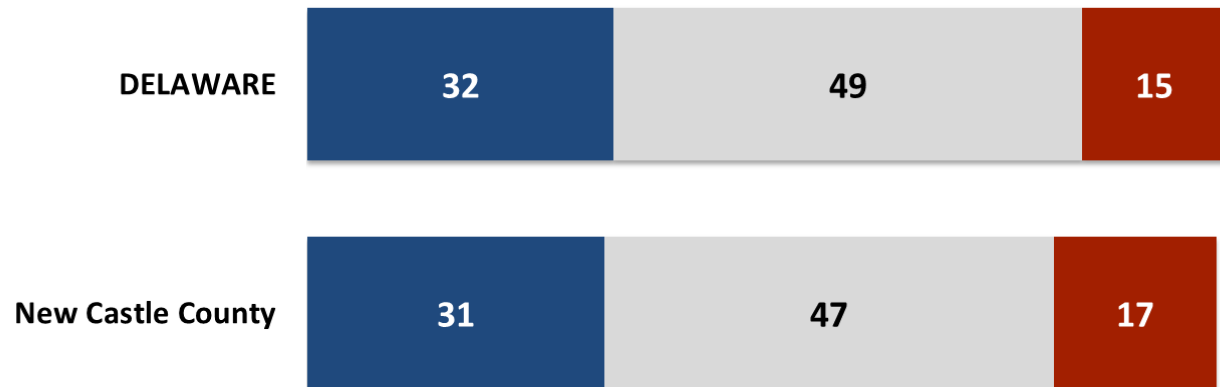
Q15-Split B. Some people believe that education savings accounts *should only be available to families based on financial need*. Do you agree or disagree with that statement?



FRIEDMAN FOUNDATION FOR EDUCATIONAL CHOICE, *Delaware K-12 & School Choice Survey*, Q15A and Q15B.

Q16. Thinking ahead to the next election, if a candidate for Governor, State Senator or Representative supports education savings accounts, would that make you more likely to vote for him or her, less likely, or make no difference whatsoever in your voting?

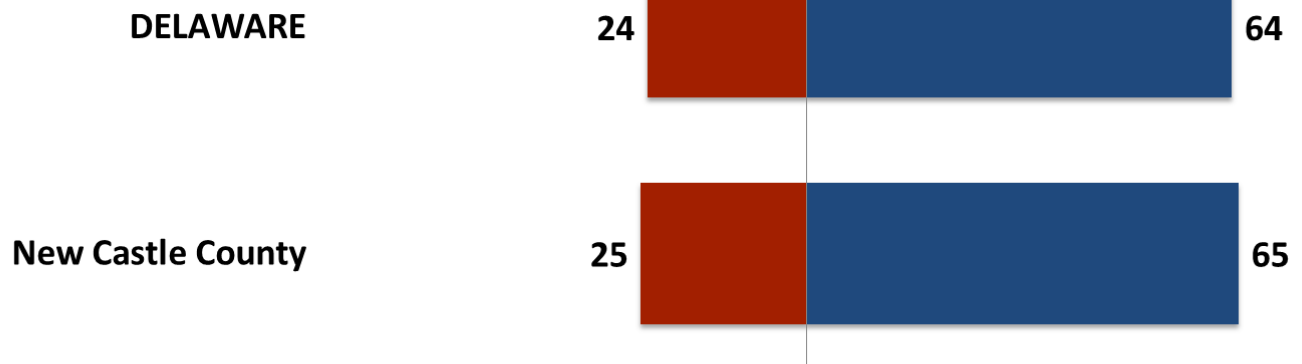
- **More Likely**
- **No Difference**
- **Less Likely**



FRIEDMAN FOUNDATION FOR EDUCATIONAL CHOICE, *Delaware K-12 & School Choice Survey*, Q16.

Q17. A “tax credit” allows an individual or business to reduce the final amount of a tax owed to government. Some states give tax credits to individuals and businesses if they contribute money to nonprofit organizations that distribute private school scholarships. A “tax-credit scholarship system” allows parents the option of sending their child to the school of their choice, whether that school is public or private, including both religious and non-religious schools. In general, do you favor or oppose a tax-credit scholarship system?

■ Oppose ■ Favor



FRIEDMAN FOUNDATION FOR EDUCATIONAL CHOICE, *Delaware K-12 & School Choice Survey, Q17.*

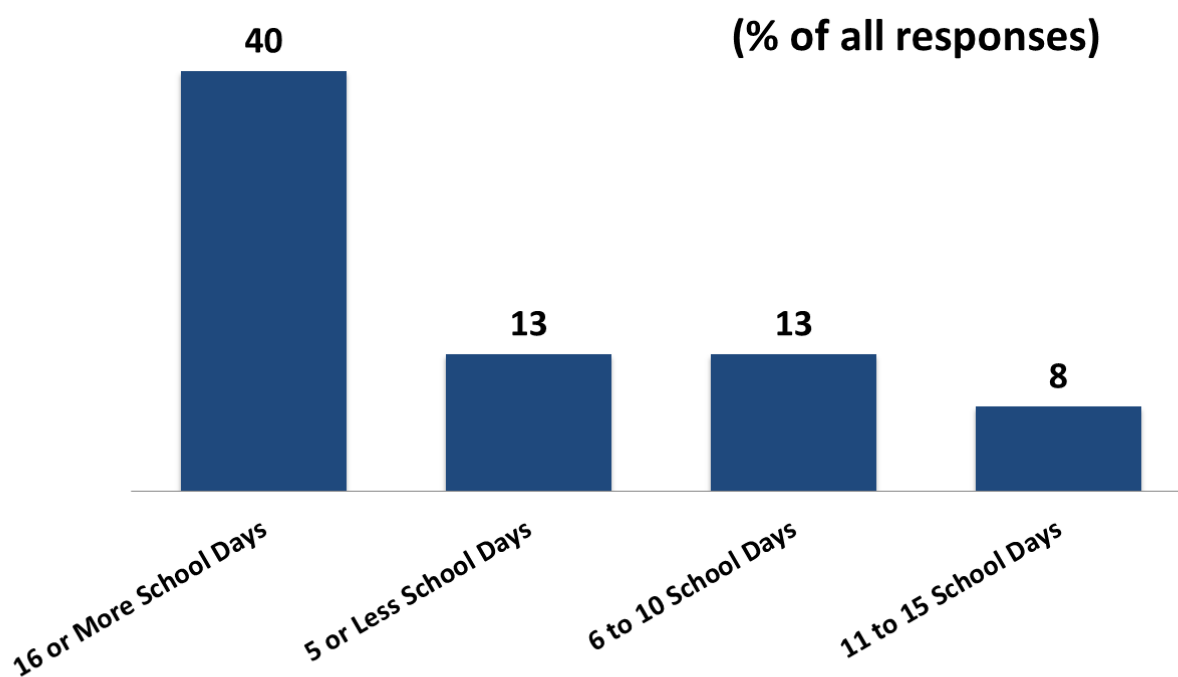
Q17. A “tax credit” allows an individual or business to reduce the final amount of a tax owed to government. Some states give tax credits to individuals and businesses if they contribute money to nonprofit organizations that distribute private school scholarships. A “tax-credit scholarship system” allows parents the option of sending their child to the school of their choice, whether that school is public or private, including both religious and non-religious schools. In general, do you favor or oppose a tax-credit scholarship system?

	Favor %	Oppose %	Margin	Intensity	N=
ALL RESPONDENTS	64	24	+ 40	+ 14	600
Kent County	65	21	+ 44	+ 24	109
New Castle County	65	25	+ 40	+ 10	360
Sussex County	58	26	+ 32	+ 19	131
School Parent	67	20	+ 47	+ 21	153
Non-Schooler	62	26	+ 36	+ 12	445
COMMUNITY					
Urban	70	20	+ 50	+ 26	72
Suburban	62	24	+ 38	+ 6	275
Small Town	67	23	+ 44	+ 25	146
Rural	57	31	+ 26	+ 12	102
PARTY ID					
Democrat	60	27	+ 33	+ 14	191
Republican	64	28	+ 36	+ 18	130
Independent	65	23	+ 42	+ 13	207
AGE GROUP					
18 to 34	78	8	+ 70	+ 26	73
35 to 54	60	28	+ 32	+ 10	205
55 & Over	57	33	+ 24	+ 11	305
HOUSEHOLD INCOME					
Under \$40,000	68	18	+ 50	+ 25	119
\$40,000 to \$79,999	65	22	+ 43	+ 18	180
\$80,000 & Over	57	33	+ 24	+ 5	219
RACE/ETHNICITY					
Black	76	13	+ 63	+ 17	72
Hispanic	80	5	+ 75	+ 34	15
White	59	29	+ 30	+ 13	468
GENDER					
Female	58	27	+ 31	+ 12	310
Male	69	22	+ 47	+ 17	290

NOTE: Please consider that each subgroup has a unique margin of error based on its adult population size in the United States and the sample size (N) obtained in this survey. We advise strong caution when interpreting results for subgroups with small sample sizes. The subgroup sample sizes displayed in the far right column represent the unweighted number of interviews. All other statistical results reported in this table and report reflect weighted data, a standard procedure to correct for known demographic discrepancies. Based on Gallup's "Positive Intensity Score," Intensity is measured by subtracting the percentage of "strongly oppose" responses from the percentage of "strongly favor" responses. The difference indicates enthusiasm behind the support or opposition for a given policy or proposal.

SOURCE: Friedman Foundation for Educational Choice, *Delaware K-12 & School Choice Survey*, Q17.

Q18. How much time do you think a typical student in Delaware spends in a school year on preparing for standardized tests and taking these tests? Your estimate, in school days, will reflect total time for the state test and any additional standardized tests administered by the district or school.



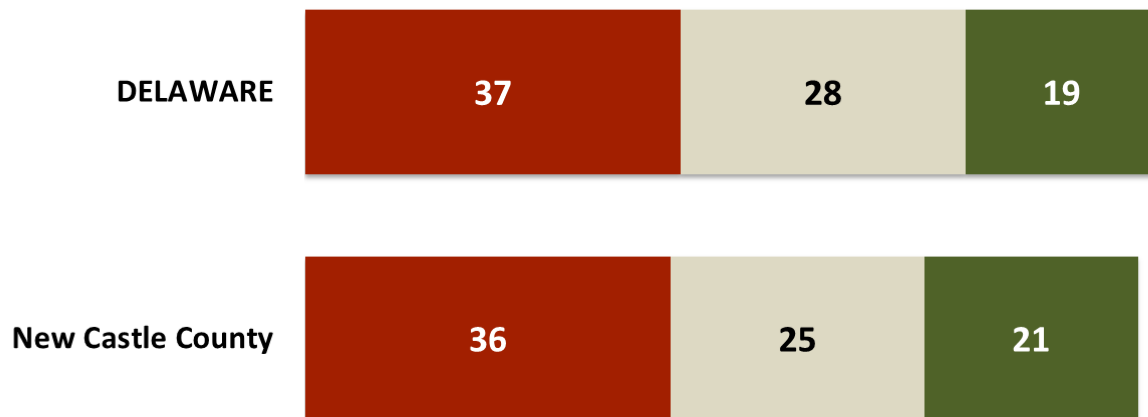
FRIEDMAN FOUNDATION FOR EDUCATIONAL CHOICE, *Delaware K-12 & School Choice Survey, Q18.*

Q19. Do you believe the amount of time spent on standardized testing in Delaware schools is... ?

■ **Too High**

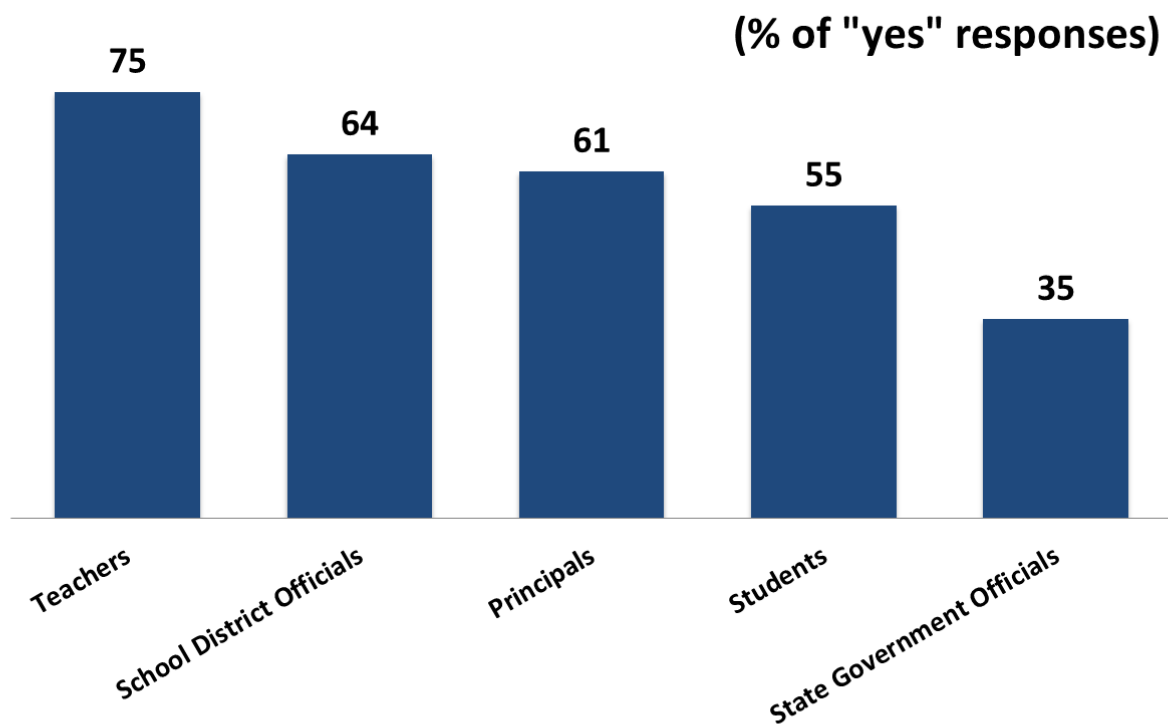
■ **About Right**

■ **Too Low**



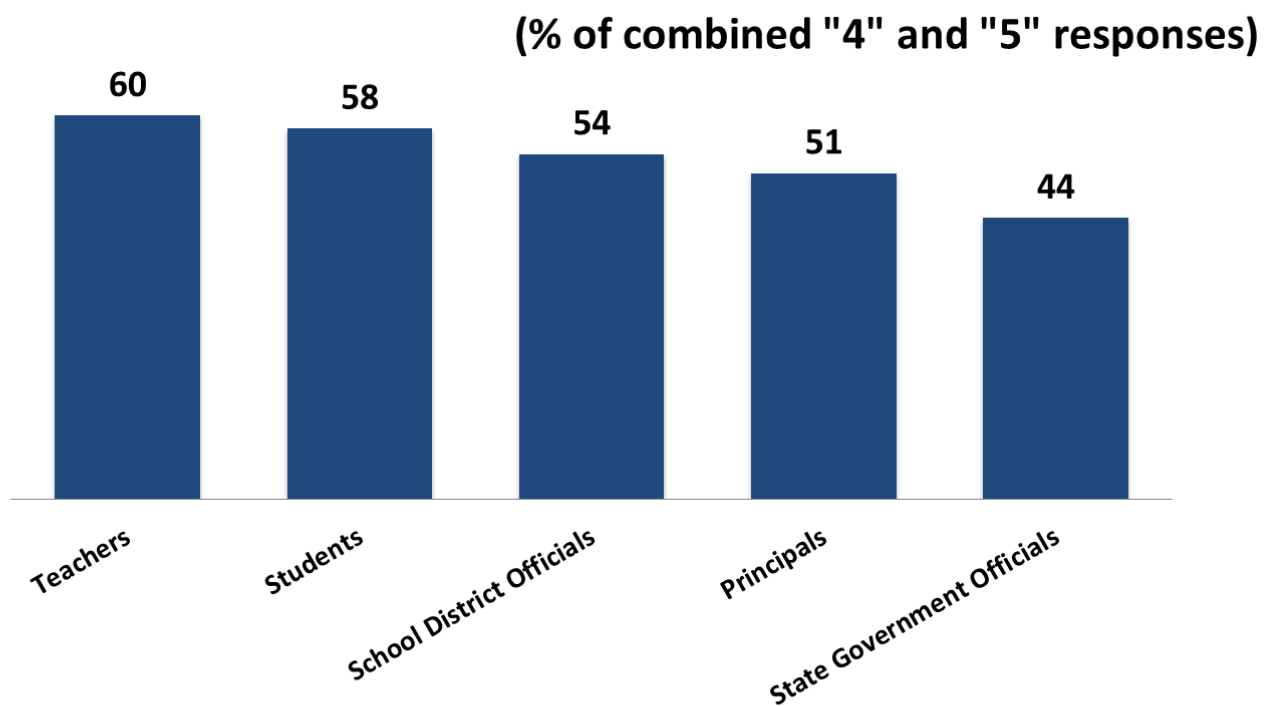
FRIEDMAN FOUNDATION FOR EDUCATIONAL CHOICE, *Delaware K-12 & School Choice Survey, Q19.*

Q20-Split A. To the best of your knowledge, who do you think *IS HELD ACCOUNTABLE* for standardized test results under current education policies?



FRIEDMAN FOUNDATION FOR EDUCATIONAL CHOICE, *Delaware K-12 & School Choice Survey, Q20A.*

Q20-Split B. Now we would like to know who you think **SHOULD BE HELD ACCOUNTABLE** for standardized test results. On a scale from 1 to 5, please indicate the degree of accountability – tied to standardized test results – for each one of the following?



FRIEDMAN FOUNDATION FOR EDUCATIONAL CHOICE, *Delaware K-12 & School Choice Survey, Q20A.*

Methods Summary

The “Delaware K-12 & School Choice Survey” project, commissioned by the Friedman Foundation for Educational Choice and conducted by Braun Research, Inc. (BRI), interviewed a statistically representative sample of registered voters in the state of Delaware. Methodology included probability sampling and random-digit dial. The unweighted statewide sample includes a total of **600** telephone interviews completed in English from August 16 to 26, 2014, by means of both landline and cell phone. Statistical results were weighted to correct known demographic discrepancies.

The margin of sampling error for the statewide sample is ± 4.0 percentage points.

BRI’s live callers conducted all phone interviews. For this entire project, a total of **7,700** calls were made in Delaware: **4,800** landline and **2,900** cell phone. Of these calls, **2,903** were unusable phone numbers (disconnected, fax, busy, non-residential, or non-answers, etc.); **5,458** were usable numbers but eligibility unknown (including refusals and voicemail); **81** cell phone numbers were usable but not eligible for this survey; **7** people did not complete the survey. The average response rate of the landline interviews was **12.6%**. The average response rate of the cell phone interviews was **12.3%**.

Details on call dispositions, landline and cell phone response rates, and weighting are discussed in the following sections.

Sample Design

A combination of landline and cellular random-digit-dial (RDD) samples was used to represent registered voters in Delaware who have access to either a landline or cellular telephone. Both samples were provided by Survey Sampling International, LLC (SSI) according to BRI specifications.

SSI starts with a database of all listed telephone numbers, updated on a four- to six-week rolling basis, 25 percent of the listings at a time. All active blocks – contiguous groups of 100 phone numbers for which more than one residential number is listed –

are added to this database. Blocks and exchanges that include only listed business numbers are excluded.

Numbers for the landline sample were drawn with equal probabilities from active blocks (area code + exchange + two-digit block number) that contained three or more residential directory listings. The cellular sample was not list-assisted, but was drawn through a systematic sampling from dedicated wireless 100-blocks and shared service 100-blocks with no directory-listed landline numbers.

Contact Procedures

Interviews were conducted from August 16 to 26, 2014. As many as eight attempts were made to contact every sampled telephone number. The sample was released for interviewing in replicates, which are representative subsamples of the larger sample. Using replicates to control the release of the sample ensures that complete call procedures are followed for the entire sample. Calls were staggered over times of day and days of the week to maximize the chance of making contact with potential respondents. Each phone number received at least one daytime call.

We have noticed in recent years that response rates have been declining for consumer polls. Generally, running surveys over a longer period of time will boost these response rates. However, lower response rates do not lead to lower reliability of the data. For example, polls with a sample size of 1,200 respondents run over a two-day period with response rates of 3% or 4% have been acceptable for public release.

The survey's margin of error is the largest 95% Confidence Interval for any estimated proportion based on the total sample – the one around 50%. The overall statewide margin of error for this survey is $\pm 4.0\%$. This means that in 95 of every 100 samples drawn using the same methodology, estimated proportions based on the entire sample will be no more than 4.0 percentage points away from their true values in the population.

It is critical to note that the margin of sampling error (MSE) is higher when considering the number of respondents for a given demographic subgroup. For example, the MSE for a subgroup of 150 respondents is ± 8.0 percentage points.

In addition to sampling error, question wording, ordering, and other practical difficulties when conducting surveys may introduce error or bias into the findings of public opinion research.

Call Dispositions and Response Rates

Delaware Statewide Call Dispositions					
<u>SUMMARY</u>			<u>DETAIL</u>		
Landline	Cell Phone		Landline	Cell Phone	
4,800	2,900	Total	925	778	Disconnected
4,800	2,900	Released	1	0	Fax
0	0	Unreleased	65	8	Government/Business
3,525	2,098	Usable	0	-	Cell Phone
1,275	802	Unusable	-	0	Landline
3,323	1,462	Qualified	991	786	Unusable
73.5%	72.3%	Est. Usability	956	57	No Answer
92.6%	69.1%	Est. Eligibility	112	1	Busy
12.6%	12.3%	Est. Response	1,068	58	Usability Unknown
			420	180	Complete
			6	1	Break-Off
			426	181	Usable/Eligible
			477	431	Refused
			14	6	Language Barrier
			1,131	860	Voice Mail
			583	448	Call Back-Retry
			71	47	Strong Refusal
			5	2	Privacy Manager
			2,281	1,794	Usable/Eligible Unknown
			-	-	Under 18
			34	81	Usable/Ineligible
			12.6%	12.3%	Response Rate

Weighting Procedures and Analysis

Weighting is generally used in survey analysis to compensate for sample designs and patterns of non-response that might bias results. In this study, the sample demographics were balanced to population parameters. We weighted overall statewide results based on Landline/Cell Phone usage, and then Age, Gender, Race, Ethnicity, and Region. All weighting measures were based on statistics published via the 2010 Census Bureau.

All weighting measures are based on Census Bureau statistics for the state of Delaware.

The weighted and unweighted data are available on request.

About the Author

Paul DiPerna (paul@edchoice.org) is Research Director for the Friedman Foundation for Educational Choice in Indianapolis. He joined the foundation in September 2006. DiPerna's research interests include surveys and polling on K-12 education and school choice policies. He also directs and manages all other research projects commissioned by the foundation. DiPerna has traveled to 28 states for his work, presenting survey research findings and discussing various school choice policies for audiences including public officials, policy professionals, advocates, and academics.

Previously, DiPerna served as the assistant director for the Brown Center on Education Policy at the Brookings Institution in Washington, D.C. His six years at Brookings included projects evaluating the federal Blue Ribbon Schools Program and analyzing student achievement in charter schools. DiPerna was a research analyst for the first five issues of the Brown Center Report on American Education (2000-2004). He also managed and coordinated the activities of the National Working Commission on Choice in K-12 Education (2001-2005).

A native of Pittsburgh, DiPerna earned an M.A. in political science from the University of Illinois (2000) and B.A. from the University of Dayton (1996).

Acknowledgements

A number of people made significant contributions during the course of this survey project. We thank the team at Braun Research who assisted in project development, and for their excellent work in conducting the interviews and collecting the data. I appreciate the time and commitments from Paul Braun, Cynthia Miller, and Dave Oshman. Finally, we are of course grateful to the respondents who generously agreed to participate in our survey interviews.

About the Survey Organization

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The Braun Research network of companies, founded in 1995, combined employ 40 full-time and more than 270 part-time employees engaged in data collection via telephone, and internet for various survey research firms, government and advertising agencies, local community organizations, local and national business groups, foundations, universities and academic entities, as well as religious organizations. In 19 years, Braun Research has conducted almost 10,000 research projects by telephone, internet, and mail worldwide.

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The work we accomplish for other research firms requires us to perform all work up to standards required by the various research organizations where we enjoy membership and in some cases participate actively. Paul Braun is recognized as a leader in the field by colleagues who asked him to serve on these committees. For example, Paul Braun is a member of the MRA/CMOR committees on response rate improvement and in launching a seal of quality for the industry. He has served as President of the New Jersey Chapter of AAPOR, and he is currently serving on AMEC in North America.

Braun Research is a well-respected firm employing techniques and standards approved by various survey research academic organizations and other affiliations including those with whom Braun is an active member, including AAPOR (The American Association for Public Opinion Research) and MRA/CMOR (Market Research Association/Council on Marketing and Opinion Research) and CASRO (Council on American Survey Research Organizations).

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Our authors take full responsibility for research design, analysis, charts, and any unintentional errors or misrepresentations. They welcome any and all questions related to methods and findings.

Delaware K-12 & School Choice Survey Questions and Results

Interview Dates: August 16 to 26, 2014
Sample Frame: Registered Voters
Population Samples: DELAWARE (statewide) = 600
New Castle County = 360

Margins of Error: DELAWARE = ± 4.0 percentage points
New Castle County = ± 5.2 percentage points

Displayed numbers in tables are percentages, unless otherwise noted.

Due to rounding, percentage totals for a given question may be slightly greater or less than 100%.

“For this brief interview, if you are completely unsure about your answer or have no feelings for an answer, you can say ‘I Don’t Know.’” [ENTER AS “DK”]

[CODE GENDER OF RESPONDENT; DO NOT ASK, UNLESS GENDER IS IN QUESTION]

	Male	Female
DELAWARE	48	52

1. Which of the following do you see as the most important issue facing the state of Delaware right now?

[RANDOMIZE RESPONSES 1-9 TO AVOID BIAS]

[IF DEPENDS, PROBE ONCE. IF STILL DEPENDS, ENTER AS “DK”]

	Crime	Economy & Jobs	Education	Environment	Healthcare	Housing	Immigration	Values Issues	Taxes
DELAWARE	17	35	14	3	8	1	6	4	3
New Castle County	21	34	16	4	8	< 1	4	3	3

2. Are you currently the parent or guardian of a child who lives with you, and who is in any grade from preschool through high school?

[IF NEEDED: IF CHILD IS CURRENTLY ENROLLED OR ENTERING PRESCHOOL IN THE UPCOMING SCHOOL YEAR, ENTER "YES"]

[IF NEEDED: IF YOUNGEST CHILD JUST GRADUATED IN 2014, ENTER "NO"]

[IF DEPENDS, PROBE ONCE. IF STILL DEPENDS, ENTER AS “DK”]

	Yes	No < PK	No > HS	No Children	DK/Ref (VOL.)
DELAWARE	31	5	24	40	< 1

3. Do you feel things in Delaware's K-12 education system are generally going in the right direction, or do you feel things have generally gotten off on the wrong track?

[IF DEPENDS, PROBE ONCE. IF STILL DEPENDS, ENTER AS "DK"]

	Right Direction	Wrong Track	DK/Ref (VOL.)
DELAWARE	35	50	15
New Castle County	33	49	18

4. How would you rate Delaware's public school system?

[IF DEPENDS, PROBE ONCE. IF STILL DEPENDS, ENTER AS "DK"]

	Excellent	Good	Fair	Poor	DK/Ref (VOL.)
DELAWARE	5	34	35	19	7
New Castle County	3	30	37	22	7

5. How much do you think is spent per year on each student in Delaware's public schools? Your estimate (to the nearest thousand dollars) will represent the combined expenditures of local, state, and federal governments.

[OPEN-END. BASED ON RESPONSE, SELECT ONE OF THE FOLLOWING CATEGORIES]

[IF DEPENDS, PROBE ONCE, OFFERING RANGE CATEGORIES. IF STILL DEPENDS, ENTER AS "DK"]

	Less than \$4,000	\$4,001 – \$8,000	\$8,001 – \$12,000	\$12,001 – \$16,000	Over \$16,000	DK/Ref (VOL.)
DELAWARE	20	16	13	7	6	36
New Castle County	21	16	15	9	7	32

[RANDOMLY ASSIGN QUESTIONS 6A AND 6B]

6. (*Split A*) Do you believe that public school funding in Delaware is at a level that is:

[ROTATE “TOO HIGH” AND “TOO LOW”]

[IF DEPENDS, PROBE ONCE. IF STILL DEPENDS, ENTER AS “DK”]

	Too High	About Right	Too Low	DK/Ref (VOL.)
DELAWARE	10	28	50	12
New Castle County	8	27	56	9

6. (*Split B*) According to the most recent information available, in Delaware \$12,540 is being spent each year per student attending public schools. Do you believe that public school funding in DELAWARE is at a level that is:

[ROTATE “TOO HIGH” AND “TOO LOW”]

[IF DEPENDS, PROBE ONCE. IF STILL DEPENDS, ENTER AS “DK”]

	Too High	About Right	Too Low	DK/Ref (VOL.)
DELAWARE	21	36	37	5
New Castle County	16	36	42	6

7. In thinking about the schools in your area, what grade would you give...

[GRADE OPTIONS: A, B, C, D, or F]

[ROTATE “REGULAR PUBLIC SCHOOLS,” “CHARTER SCHOOLS,” “PRIVATE OR PAROCHIAL SCHOOLS”]

[IF DEPENDS, PROBE ONCE. IF STILL DEPENDS, ENTER AS “DK”]

ALL RESPONDENTS	A	B	C	D	F	DNA/DK/Ref (VOL.)
Regular Public Schools	5	29	34	20	5	5
Charter Schools	19	31	15	5	3	28
Private Schools	31	35	9	2	2	22

8. If it were your decision and you could select any type of school, what type of school would you select in order to obtain the best education for your child?

[RANDOMIZE RESPONSES TO AVOID BIAS]

[IF DEPENDS, PROBE ONCE. IF STILL DEPENDS, ENTER AS “DK”]

	Charter School	Homeschool	Private School	Regular Public School	Virtual School	DK/Ref (VOL.)
DELAWARE	20	10	44	22	1	3
New Castle County	27	8	43	19	1	2

9. What is the most important characteristic or attribute that would cause you to choose a **[INSERT SCHOOL TYPE FROM PREVIOUS QUESTION]** for your child? Please use one word, or a very short phrase.

[OPEN-END. IF DEPENDS, PROBE ONCE. IF STILL DEPENDS, ENTER AS “DK”]

**Top 10 | Specific impressions offered by respondents in the statewide sample.
Numbers represent counts (n), not percentages.**

DELAWARE	
BETTER EDUCATION / QUALITY	94
BETTER TEACHERS / TEACHERS / TEACHING	46
ACADEMICS / CURRICULUM	41
CLASS SIZE / STUDENT-TEACHER RATIO	38
INDIVIDUAL ATTENTION / ONE-ON-ONE	36
DISCIPLINE / STRUCTURE	31
ENVIRONMENT / CULTURE / COMMUNITY	26
SOCIALIZATION / PEERS / OTHER KIDS	25
SAFETY / LESS DRUGS, VIOLENCE, BULLYING	21
MORALS / VALUES / ETHICS	20
OTHER RESPONSES	42
DK / NO RESPONSE / REFUSED	41

“For the remainder of this interview, if you are completely unsure about your answer or have no feelings for an answer, feel free to say ‘I Don’t Know.’” [ENTER AS “DK”]

10.Based on what you know, or have heard from others... In general, do you favor or oppose “charter schools”?

[PROBE:] Would you say strongly or somewhat favor/oppose?

[IF DEPENDS, PROBE ONCE. IF STILL DEPENDS, ENTER AS “DK”]

	Strongly Favor	Somewhat Favor	Somewhat Oppose	Strongly Oppose	DK/Ref (VOL.)
DELAWARE	35	28	7	8	22
New Castle County	43	26	5	9	17

11. Charter schools are public schools that have more control over their own budget, staff, and curriculum, and are exempt from many existing public school regulations. In general, do you favor or oppose charter schools?

[PROBE:] Would you say strongly or somewhat favor/oppose?

[IF DEPENDS, PROBE ONCE. IF STILL DEPENDS, ENTER AS “DK”]

	Strongly Favor	Somewhat Favor	Somewhat Oppose	Strongly Oppose	DK/Ref (VOL.)
DELAWARE	38	34	11	9	8
New Castle County	43	30	9	10	7

12.Based on what you know, or have heard from others... In general, do you favor or oppose “school vouchers”?

[PROBE:] Would you say strongly or somewhat favor/oppose?

[IF DEPENDS, PROBE ONCE. IF STILL DEPENDS, ENTER AS “DK”]

	Strongly Favor	Somewhat Favor	Somewhat Oppose	Strongly Oppose	DK/Ref (VOL.)
DELAWARE	26	20	9	11	34
New Castle County	25	19	10	14	32

13. A school voucher system allows parents the option of sending their child to the school of their choice, whether that school is public or private, including both religious and non-religious schools. If this policy were adopted, tax dollars currently allocated to a school district would be allocated to parents in the form of a “school voucher” to pay partial or full tuition for their child’s school. In general, do you favor or oppose a school voucher system?

[PROBE:] Would you say strongly or somewhat favor/oppose?

[IF DEPENDS, PROBE ONCE. IF STILL DEPENDS, ENTER AS “DK”]

	Strongly Favor	Somewhat Favor	Somewhat Oppose	Strongly Oppose	DK/Ref (VOL.)
DELAWARE	44	26	9	17	4
New Castle County	45	23	10	19	3

14. An "education savings account" – often called an ESA – allows parents to take their child out of a public district or charter school, and receive a payment into a government-authorized savings account with restricted, but multiple uses. Parents can then use these funds to pay for private school tuition, online education programs, private tutoring or saving for future college expenses. In general, do you favor or oppose this kind of “savings account system”?

[PROBE:] Would you say strongly or somewhat favor/oppose?

[IF DEPENDS, PROBE ONCE. IF STILL DEPENDS, ENTER AS “DK”]

	Strongly Favor	Somewhat Favor	Somewhat Oppose	Strongly Oppose	DK/Ref (VOL.)
DELAWARE	32	27	10	22	9
New Castle County	32	29	11	20	7

[RANDOMLY ASSIGN QUESTIONS 15A AND 15B]

- 15. (Split A)** Some people believe that education savings accounts should be available to all families, regardless of incomes and special needs. Do you agree or disagree with that statement?

[PROBE:] Would you say strongly or somewhat agree/disagree?

[IF DEPENDS, PROBE ONCE. IF STILL DEPENDS, ENTER AS “DK”]

	Strongly Agree	Somewhat Agree	Somewhat Disagree	Strongly Disagree	DK/Ref (VOL.)
DELAWARE	49	20	9	16	6
New Castle County	51	19	9	15	5

- 15. (Split B)** Some people believe that education savings accounts should only be available to families based on financial need. Do you agree or disagree with that statement?

[PROBE:] Would you say strongly or somewhat agree/disagree?

[IF DEPENDS, PROBE ONCE. IF STILL DEPENDS, ENTER AS “DK”]

	Strongly Agree	Somewhat Agree	Somewhat Disagree	Strongly Disagree	DK/Ref (VOL.)
DELAWARE	20	14	19	45	2
New Castle County	20	15	21	42	2

16. Thinking ahead to the next election, if a candidate for Governor, State Senator or Representative supports education savings accounts, would that make you more likely to vote for him or her, less likely, or make no difference whatsoever in your voting?

[IF DEPENDS, PROBE ONCE. IF STILL DEPENDS, ENTER AS "DK"]

	More Likely	No Difference	Less Likely	DK/Ref (VOL.)
DELAWARE	32	49	15	4
New Castle County	31	47	17	4

17. A “tax credit” allows an individual or business to reduce the final amount of a tax owed to government. Some states give tax credits to individuals and businesses if they contribute money to nonprofit organizations that distribute private school scholarships. A “tax-credit scholarship system” allows parents the option of sending their child to the school of their choice, whether that school is public or private, including both religious and non-religious schools. In general, do you favor or oppose a tax-credit scholarship system?

[PROBE:] Would you say strongly or somewhat favor/oppose?

[IF DEPENDS, PROBE ONCE. IF STILL DEPENDS, ENTER AS “DK”]

	Strongly Favor	Somewhat Favor	Somewhat Oppose	Strongly Oppose	DK/Ref (VOL.)
DELAWARE	27	36	12	13	12
New Castle County	24	41	11	14	10

“Now we have some questions about a couple other education issues in the news.”

“When thinking about standardized assessments and tests...”

- 18.** How much time do you think a typical student in Delaware spends in a school year on preparing for standardized tests and taking these tests? Your estimate, in school days, will reflect total time for the state test and any additional standardized tests administered by the district or school.

[OPEN-END. BASED ON RESPONSE, SELECT ONE OF THE FOLLOWING CATEGORIES]

[IF DEPENDS, PROBE ONCE, OFFERING RANGE CATEGORIES. IF STILL DEPENDS, ENTER AS "DK"]

	5 or Less	6 to 10	11 to 15	16 or More	DK/Ref (VOL.)
DELAWARE	13	13	8	40	27
New Castle County	14	13	9	36	28

19. Do you believe the amount of time spent on standardized testing in Delaware schools is:

[ROTATE “TOO HIGH” AND “TOO LOW”]

[IF DEPENDS, PROBE ONCE. IF STILL DEPENDS, ENTER AS “DK”]

	Too High	About Right	Too Low	DK/Ref (VOL.)
DELAWARE	37	28	19	16
New Castle County	36	25	21	< 1

[RANDOMLY ASSIGN QUESTIONS 20A AND 20B]

20. (*Split A*) To the best of your knowledge, who do you think is held accountable for standardized test results under current education policies? Please indicate with a “Yes” or “No” to each one of the following:

[RANDOMIZE 20AA, 20AB, 20AC, 20AD, 20AE]

[FOR EACH ITEM, ALLOW ON FIRST RESPONSE “DK” OR “REFUSE”]

% “Yes”	Students	Teachers	Principals	School District Officials	State Government Officials
DELAWARE	55	75	61	64	35
New Castle County	56	75	67	65	33

20. (Split B) Now we would like to know who you think should be held accountable for standardized test results. On a scale from 1 to 5, please indicate the degree of accountability – tied to standardized test results – for each one of the following? 1 would reflect lowest accountability; 5 would reflect highest accountability

[RANDOMIZE 20BA, 20BB, 20BC, 20BD, 20BE]

[FOR EACH ITEM, ALLOW ON FIRST RESPONSE “NONE”, “DK” OR “REFUSE”]

% “4” and “5”	Students	Teachers	Principals	School District Officials	State Government Officials
DELAWARE	58	60	51	54	44
New Castle County	62	58	49	56	43

“Now the following questions should be pretty quick, and for statistical purposes only....”

21. Generally speaking, do you usually consider yourself a Republican, a Democrat, an Independent, or something else?

[Code for Democrat, Republican, Independent, Libertarian, Other, or “DK”]

[IF DEPENDS, PROBE ONCE. IF STILL DEPENDS, ENTER AS “DK”]

	Democrat	Republican	Independent	Other	Libertarian (VOL.)	DK/Ref (VOL.)
DELAWARE	35	17	36	8	1	4

22. How would you best describe where you live?

[IF DEPENDS, PROBE ONCE. IF STILL DEPENDS, ENTER AS “DK”]

	Urban	Suburban	Small Town	Rural	DK/Ref (VOL.)
DELAWARE	15	43	25	18	< 1

23. Which of the following age categories do you fall in?

[OPEN END, THEN CODE TO AGE CATEGORY]

	18 to 34	35 to 54	55 & Over	DK/Ref (VOL.)
DELAWARE	26	36	36	1

24. Are you, yourself, of Hispanic or Latino origin, such as Mexican, Puerto Rican, Cuban, or some other Spanish background?

[IF DEPENDS, PROBE ONCE. IF STILL DEPENDS, ENTER AS “DK”]

	Hispanic	Not Hispanic	DK/Ref (VOL.)
DELAWARE	7	92	1

25. Which of the following best describes your race?

[IF DEPENDS, PROBE ONCE. IF STILL DEPENDS, ENTER AS “DK”]

	American Indian, Native American	Asian, Pacific Islander, Asian American	Black, African American	Mixed Race	White	Other	DK/Ref (VOL.)
DELAWARE	< 1	3	19	3	70	3	1

26. Please stop me when I read the category that best describes your current annual household income, before taxes?

[IF DEPENDS, PROBE ONCE. IF STILL DEPENDS, ENTER AS “DK”]

	Under \$40,000	\$40,000 to \$79,999	\$80,000 & Over	DK/Ref (VOL.)
DELAWARE	26	32	31	10

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