

ARIZONA LIKELY VOTER SURVEY  
ON PROPOSED LEGISLATION TO ENHANCE  
SCHOOL CHOICE

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Prepared by

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## Introduction

This report contains the results of a telephone survey of 602 likely Arizona voters on various measures to enhance school choice in Arizona. This research was conducted by Arizona Opinion of Tucson for The Milton and Rose D. Friedman Foundation of Indianapolis. All fieldwork was conducted on March 23-26, and 28-29, 2005 by DataCall Inc. of Phoenix. The respondents are all registered voters living in the state who voted in the 2004 general election. They were chosen randomly from voter files of those who met that criterion for Maricopa County, Pima County, and the combined 13 non-metropolitan counties. The margin of error for the whole sample is  $\pm 4\%$  with the highest potential for error where responses are evenly divided. The error margin for subsamples is estimated at  $\pm 5\%$  for those with 200 respondents or more and  $\pm 7\%$  for those with 140 to 199 respondents. For subsamples with fewer than 150 respondents, error margins rise to 10% or more and the data for them should be used cautiously.

We ensure overall representativeness by the use of fieldwork control procedures, including three calls back to primary numbers before moving to alternates and verification of 10% of each interviewer's work. Field controls or targets were established to produce a sample which reflects the state of Arizona's age, gender, party, and county distribution of voters.

The only difficulty in completing the survey occurred because many voters refused an initial call because of Easter obligations or the March Madness schedule. There are six areas of inquiry in the survey which progress through the questionnaire in the order it is written. These are: (1) Most Important Issue for Government in Arizona to Address, (2) Perceived Performance of Types of Schooling in Arizona, (3) Initial Reaction to School Choice, (4) Reaction to Five School Choice Measures, (5) Universal v. Target School Choice, and (6) Impact on Candidates of Support for School Choice.

The next section of this report presents the Findings. It is followed by Section II which contains the data tables displaying the crosstabulated responses. The two Appendices contain respectively a brief discussion of the survey methods and a table of the demographic characteristics of the sample, and a copy of the survey instrument as it was read to the respondents.

## I. FINDINGS

This is a summary of findings of the telephone survey of 602 Arizona likely voters conducted by Arizona Opinion on March 23-26 and 28-29, 2005 for The Milton and Rose D. Friedman Foundation. Numbers in the charts below refer to sample percentages of likely Arizona general election voters as defined by having voted in the November 2004 general election.

### MOST IMPORTANT ISSUE FOR ARIZONA GOVERNMENT

- 1. K-12 education is far and away the most important issue that Arizona likely voters want government to address.**

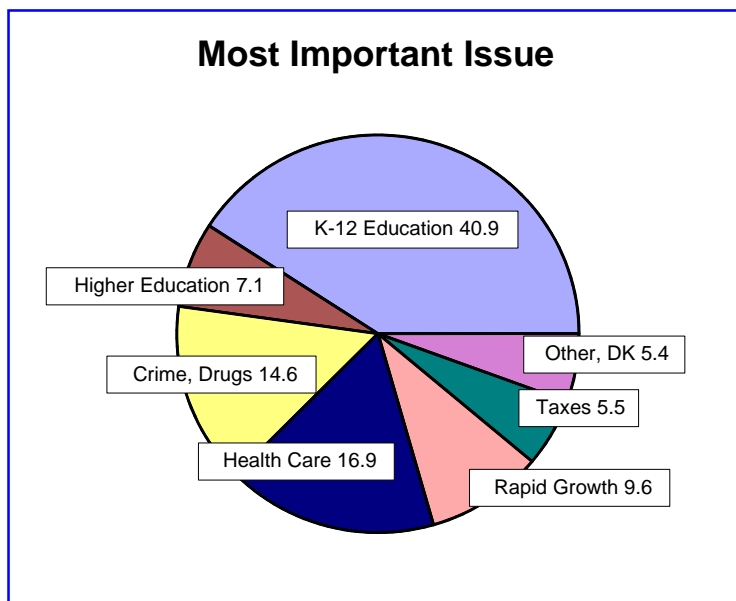


Table 1 shows that K-12 education is chosen more often by Democrats, voters aged 18 to 39, females, those with children at home, and those with a college or more education.

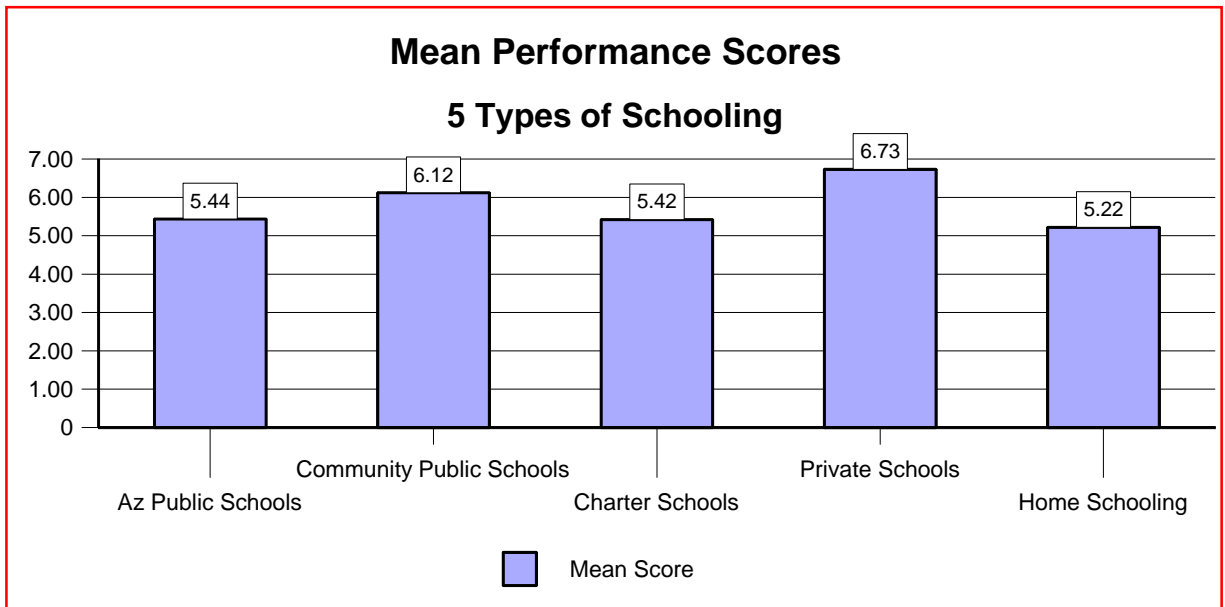
Higher education is chosen relatively more often by Republicans, males, voters aged 18 to 39, and those with a high school or less education.

### PERFORMANCE RATINGS OF FIVE TYPES OF SCHOOLING

- 2. Private schools are rated as the highest performing of five types of schooling available in Arizona. Public schools in one's own community are rated slightly lower, while public schools in Arizona, charter schools, and home schooling all cluster just below the median point on a scale of 1=Terrible to 10=Perfect.**

Table 2.1 compares the ratings given to the five types of schooling. Nearly one in four voters do not know enough to rate the performance of charter schools, private schools, and home schooling.

Tables 2.2 through 2.6 display the crosstabulated responses when Arizona likely voters were asked to rate the five schooling types. Overall, there are few significant differences in the ratings given by the demographic subgroups among likely voters.



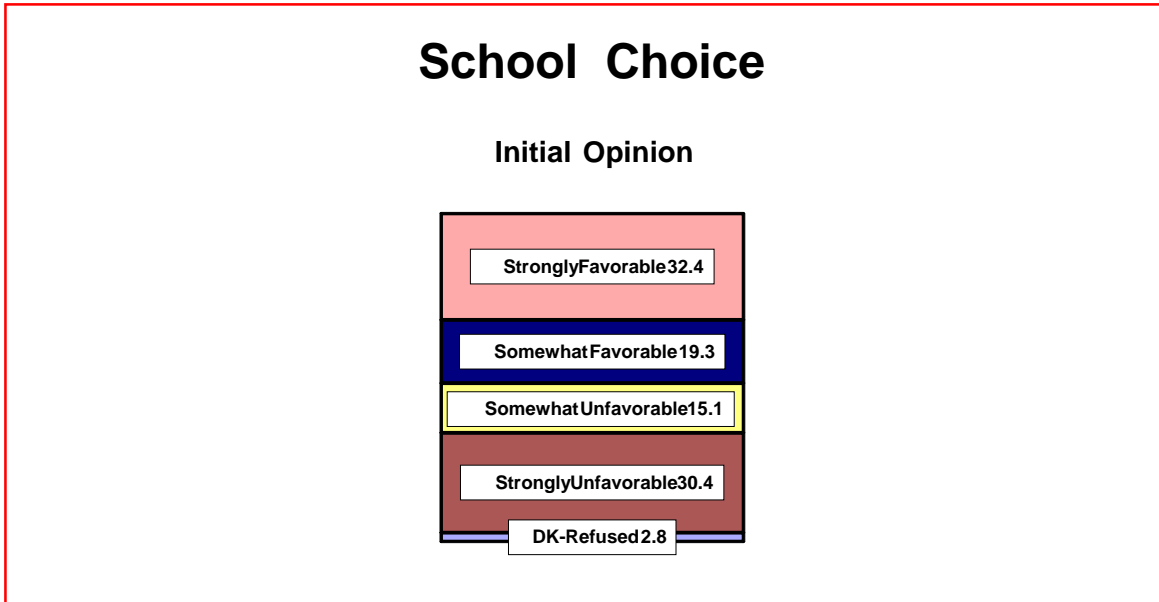
The mean performance score is the average score given by respondents on a scale of 1=Terrible, Couldn't Be Worse to 10=Perfect, Couldn't Be Better with the Not Aware, No Opinion and Refused responses eliminated from the calculation. The mean point on the scale is 5.5..

- Church attenders and those with children at home tend to give **Arizona's public schools** somewhat higher ratings.
- Females, Anglos, and those with children at home give slightly higher scores to the **public schools in the respondents' own communities**.
- Republicans, those with some college education, and those with incomes of \$50,000 to \$75,000 give slightly higher ratings to **charter schools**, while those with a college or more education give lower ratings.
- Republicans and Independent males, voters in Maricopa and Pima Counties, and Hispanic voters give higher ratings to **private schools**. Private schools are less well known in the rural counties.
- Republicans, frequent church attenders, and those with incomes under \$25,000 give higher ratings to **home schooling**, which is rated lower by those with incomes between \$75,000 and \$100,000 and those with a college degree or more education.

## INITIAL REACTION TO SCHOOL CHOICE

3. **Over half of likely voters have a favorable view of school choice when it is described to them.**

Table 3 shows that Republicans, frequent church attenders, those aged 18 to 39, those with children at home, and those with some college or less education view school choice more favorably than their demographic counterparts.



## FIVE SCHOOL CHOICE MEASURES

4. Arizona likely voters have highly variable responses to five different measures affecting school choice. The most favorably regarded are elimination of the marriage penalty for tax credit and the corporate scholarship tax credit. Vouchers for all day kindergarten draw lesser but still substantial support. Lower but still positive support is given to vouchers for special needs and underperforming students and universal choice.

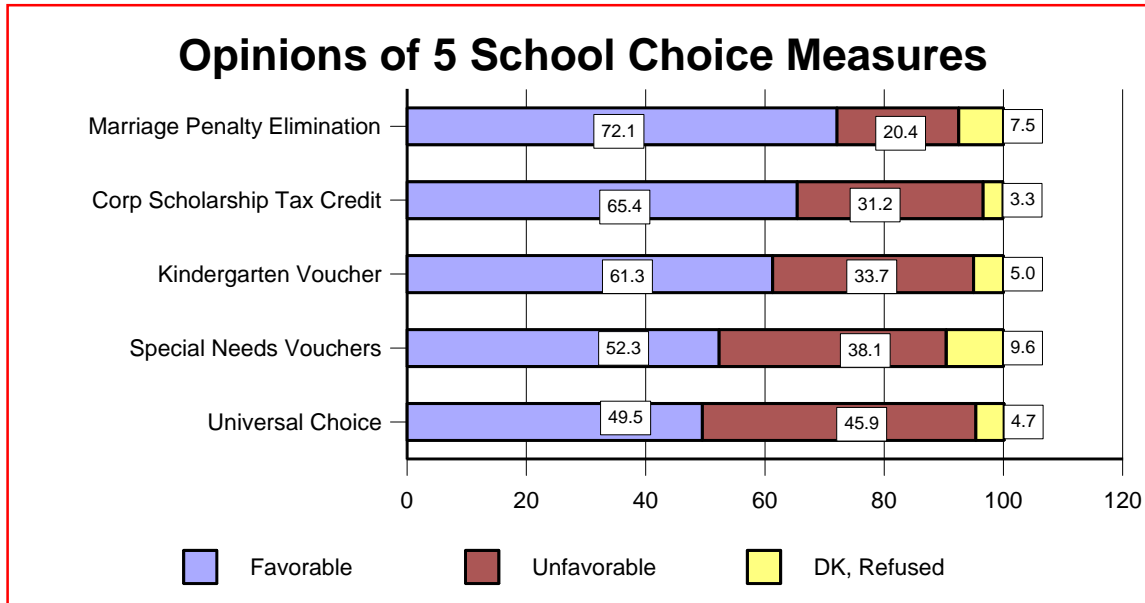


Table 4.1 compares the favorability ratings of the five measures. Tables 4.2 through 4.6 display the crosstabulated responses and show the following significant differences:

- Republicans, Independents, church attenders, voters aged 18 to 39 and 50 to 64, those with children, and those with some college or less education are more favorably disposed toward **universal vouchers**.
- **Corporate scholarship tax credits** are more favorably regarded by frequent church attenders and voters aged 18 to 39.
- Males aged 18 to 52 and those with children at home are notably favorably disposed toward **elimination of the marriage penalty** on tax credits to qualifying organizations.
- Those with some college or less education and those with income of \$75,000 or less are more inclined to favor the **A+ Literacy Passport Program for underperforming and special needs children**.



## UNIVERSAL V. TARGET SCHOOL CHOICE

5. The survey respondents indicated a plurality preference for school choice options which are universal and expand school choice for all parents over those which are more targeted to low income, special needs, or underperforming students.

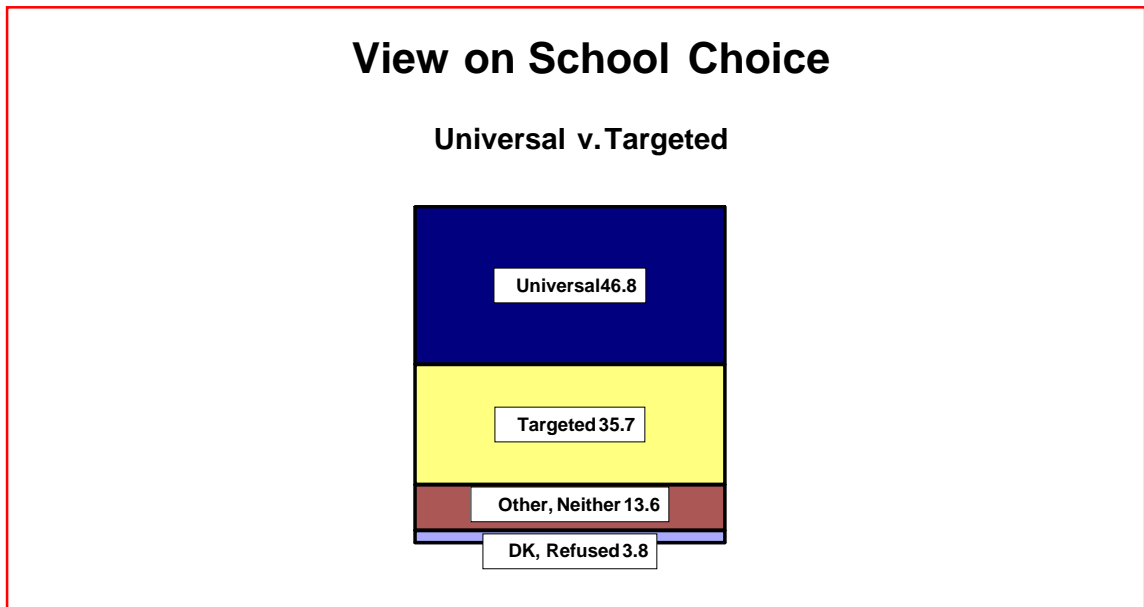
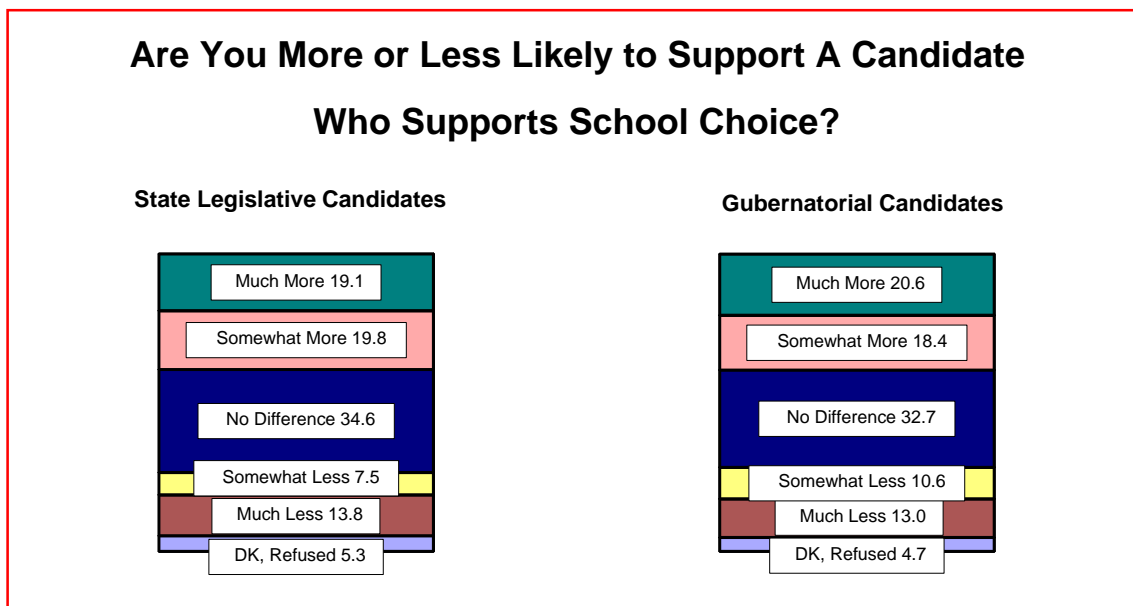


Table 5 shows that Republicans and married voters favor the universal approach to school choice while Democrats, Independents, and the unmarried favor targeted school choice programs. Having an opinion declines with age.

## IMPACT OF CANDIDATES' SUPPORT FOR SCHOOL CHOICE

6. One in three Arizona voters say a candidate's support for school choice makes no difference in the voter's support for the candidate and one in 20 have no opinion. Among the rest, for candidates for the legislature and governorship, support for



**school choice attracts considerably more voters than it loses.**

Tables 6.1 and 6.2 show that candidates who support school choice are more likely to draw support from Republicans and Independents, frequent church attenders, voters aged 18 to 49, those with children at home, and those with some college or less education.

### COMMENTS

7. Education, particularly K-12 education, continues to be the central issue for state and local government to address in the minds of Arizona voters. This is consistent with other polling we have done in Arizona and is tied to Arizonans' belief that education is critical to solving many social and economic problems.
8. Private schools are generally perceived to be the highest performing of five types of education tested. We note that the public schools in one's community - presumably the public schools with which most voters are more familiar - are generally given a higher performance rating than public schools in Arizona overall, an opinion which we have found in Arizona as far back as 15 years ago.
9. All five measures introduced in the Arizona State Legislature are regarded favorably by more voters than the percentages regarding them unfavorably, but there are sharp

differences in the levels of support.

We use a rule-of-thumb which posits that measures which are regarded favorably by 60% or more of voters would have a good chance of winning if placed on the ballot. Using that standard, clearly elimination of the marriage penalty (for which a fundamental fairness argument can be made), the corporate scholarship tax credit approach, and vouchers for all day kindergarten are measures which enjoy solid voter support.

10. While voters prefer a universal approach which expands choice for all parents to measures targeted to specific populations, the approach to school choice labeled "universal voucher" enjoys less support than the other measures. We believe that the sums involved in the vouchers, \$3500 and \$4500 for K-8 and high school respectively, may seem large and potentially more disruptive than the other measures.
11. All day kindergarten is an idea whose time seems to have come in Arizona. It is notable that vouchers to ensure access to all day kindergarten are favored across all groups at consistent levels, including those groups who are less supportive of the other measures - such as Democrats, those who never attend church, etc.
12. Candidates for both the state legislature and the governorship of Arizona gain substantially more than they lose in voter support by endorsing the concept of school choice.

## II. DATA TABLES

Below are cross tabulated data responses to the survey questions administered by telephone to 602 likely Arizona voters on March 23-26 and 28-29, 2005. They include representative subgroups of voters by area of residence, sex, age, party registration, and other demographic categories..

The tables reflect the six areas of inquiry in the survey in the order the questions were read to respondents.

- (1) Most Important Issue for Government in Arizona to Address, Question 1 and Table 1;
- (2) Perceived Performance of Types of Schooling in Arizona, Questions 2-6 and Tables 2.1 through 2.6;
- (3) Initial Reaction to School Choice, Question 7 and Table 3;
- (4) Reaction to Five School Choice Measures, Questions 8-12 and Tables 4.1 through 4.6;
- (5) Universal v. Targeted School Choice, Questions 13 and Tables 5; and
- (6) Impact on Candidates of Support for School Choice, Questions 14-15 and Tables 6.1 and 6.2.

The tables are marked with asterisks to indicate the level of significance of differences between or among subgroups of voters (i.e. males v. females) based on simple chi-square tests. In the tables, a single asterisk (\*) next to a demographic category indicates that differences are significant at the .05 level, a double (\*\*) indicates differences are significant at the .01 level, and a triple (\*\*\*) at the .001 level. The tables are presented in the order in which questions were asked in the interview.

Table 1. What Is the Most Important Issue for Government in Arizona to Address? (%)

Question 1. Which of the following do you believe is the most important issue for government in Arizona to address? K-12 Education? Higher Education? Crime and Drugs? Health Care? Rapid Growth? Taxes?

		N	K-12 Educ	Higher Educ	Crime, Drugs	Health Care	Rapid Growth	Taxes	Other, DK
Arizona	Likely Voters	602	40.9	7.1	14.6	16.9	9.6	5.5	5.4
County	Maricopa	342	41.5	7.0	16.1	14.6	9.6	6.7	4.4
	Pima	108	38.9	7.4	17.6	19.4	9.3	3.7	3.7
	Rural	152	40.8	7.2	9.2	20.4	9.9	3.9	8.6
***Party	Repub	293	38.9	5.5	21.8	12.3	7.5	7.5	6.5
	Democ	228	44.3	9.6	5.7	20.6	13.6	3.1	3.1
	Ind-Other	81	38.3	6.2	13.6	23.5	6.2	4.9	7.4
Church	Frequent	288	43.1	9.0	13.5	17.0	8.3	4.2	4.9
	Occasional	133	45.9	3.8	15.8	14.3	7.5	7.5	5.3
	Never	165	32.7	6.1	15.8	19.4	13.9	6.1	6.1
**Age	18 to 39	150	52.7	10.7	6.7	15.3	6.7	5.3	2.7
	40 to 49	138	40.6	5.8	13.8	19.6	10.1	5.1	5.1
	50 to 64	142	43.7	4.2	18.3	13.4	9.9	4.2	6.3
	65 Plus	172	28.5	7.6	19.2	19.2	11.6	7.0	7.0
**Sex	Male	284	38.7	9.2	17.6	13.0	7.4	7.4	6.7
	Female	318	42.8	5.3	11.9	20.4	11.6	3.8	4.1
**Age-Sex	Male 18-52	145	43.4	10.3	13.8	12.4	6.9	7.6	5.5
	Female 18-52	159	48.4	5.7	8.8	20.1	11.3	3.8	1.9
	Male 53+	139	33.8	7.9	21.6	13.7	7.9	7.2	7.9
	Female 53+	159	37.1	5.0	15.1	20.8	11.9	3.8	6.3
***Party-Sex	Rep Male	131	34.4	7.6	26.7	6.9	6.9	10.7	6.9
	Rep Female	162	42.6	3.7	17.9	16.7	8.0	4.9	6.2
	Dem Male	1-4	44.2	12.5	4.8	21.2	10.6	2.9	3.8
	Dem Female	124	44.4	7.3	6.5	20.2	16.1	3.2	2.4
	I-O Male	49	38.8	6.1	20.4	12.2	2.0	8.2	12.2
	I-O Female	32	37.5	6.3	3.1	40.6	12.5	.0	.0

Table 1. Continued

Question 1. Which of the following do you believe is the most important issue for government in Arizona to address? K-12 Education? Higher Education? Crime and Drugs? Health Care? Rapid Growth? Taxes?

		N	K-12 Educ	Higher Educ	Crime, Drugs	Health Care	Rapid Growth	Taxes	Other, DK
Arizona	Likely Voters	602	40.9	7.1	14.6	16.9	9.6	5.5	5.4
Married?	Yes	359	44.3	5.3	15.3	16.7	9.7	4.7	3.9
	No	238	35.7	9.7	13.9	17.6	9.2	6.7	7.1
***Children?	Yes	183	54.1	6.6	6.6	17.5	6.0	6.0	3.3
	No	415	34.9	7.2	18.3	16.9	11.1	5.3	6.3
Racial ID	Anglo-White	491	40.1	6.1	15.7	15.9	10.4	6.3	5.5
	Hispanic	47	38.3	8.5	8.5	29.8	8.5	.0	6.4
	Other Non-Anglo	53	47.2	15.1	13.2	15.1	3.8	3.8	1.9
**Education	HS or Less	106	24.5	13.2	20.8	17.0	13.2	7.5	3.8
	Voc-Some College	175	36.6	5.7	16.6	21.7	6.9	5.1	7.4
	College Degree	201	50.2	4.0	10.9	14.4	10.9	4.5	5.0
	Postgraduate	112	47.3	8.0	12.5	14.3	8.0	5.4	4.5
Income	Under \$25,000	76	32.9	9.2	19.7	18.4	7.9	3.9	7.9
	\$25K-\$50K	149	36.9	4.7	16.8	20.1	10.1	7.4	4.0
	\$50-\$75K	124	44.4	8.1	11.3	16.1	12.1	3.2	4.8
	\$75K-\$100K	79	50.6	11.4	10.1	11.4	11.4	3.8	1.3
	Over \$100,000	104	45.2	2.9	14.4	16.3	4.8	7.7	8.7

Table 2.1. Perceived Performance of Schooling Types in Arizona: A Comparative Profile (%)

Please rate the performance of each of the following types of schooling on a scale of 1 to 10 on which 1=terrible, couldn't be worse and 10=perfect, couldn't be better.

- q2 Arizona's Public Schools
- q3 Public Schools in Your Community
- q4 Charter Schools
- q5 Private Schools
- q6 Home Schooling

Types of Schooling Ranked by Mean Performance Score	Mean Score	% Terrible ----->% Perfect					% DK/ Unaware/ Refused
		1	2-4	5-6	7-9	10	
q5 Private Schools	6.73	1.3	6.5	21.9	41.7	4.8	23.8
q3 Public Schools in Your Community	6.12	2.7	16.4	28.7	41.9	3.2	7.1
q2 Arizona's Public Schools	5.44	4.0	21.6	37.9	27.2	1.7	7.6
q4 Charter Schools	5.42	4.2	17.4	28.7	23.1	2.2	24.4
q6 Home Schooling	5.22	7.6	20.4	22.9	20.8	4.8	23.4

Note: The mean score is the average on a scale of 1=Terrible, Couldn't Be Worse to 10=Perfect, Couldn't Be Better with the Not Aware, No Opinion and Refused responses eliminated.

Table 2.2. How Do You Rate the Performance of Arizona's Public Schools? (%)

Question 2. Please rate the performance of [Arizona's public schools] on a scale of 1 to 10 on which 1=terrible, couldn't be worse and 10=perfect, couldn't be better.

			% Terrible ----->% Perfect					% DK/ NA/ Ref
N			1	2-4	5-6	7-9	10	
Arizona	Likely Voters	602	4.0	21.6	37.9	27.2	1.7	7.6
County	Maricopa	342	5.0	19.6	37.4	28.7	1.5	7.9
	Pima	108	4.6	28.7	35.2	25.0	.9	5.6
	Rural	152	1.3	21.1	40.8	25.7	2.6	8.6
Party	Repub	293	2.0	20.5	41.3	27.6	1.7	6.8
	Democ	228	5.3	21.9	33.8	29.8	1.8	7.5
	Ind-Other	81	7.4	24.7	37.0	18.5	1.2	11.1
**Church	Frequent	288	3.1	24.3	37.2	27.4	2.1	5.9
	Occasional	133	4.5	21.1	42.1	30.1	.0	2.3
	Never	165	4.8	17.6	35.8	25.5	2.4	13.9
Age	18 to 39	150	6.0	22.0	38.7	26.0	1.3	6.0
	40 to 49	138	2.2	25.4	37.0	26.8	.7	8.0
	50 to 64	142	4.2	26.1	32.4	29.6	.7	7.0
	65 Plus	172	3.5	14.5	42.4	26.7	3.5	9.3
Sex	Male	284	3.9	25.0	37.0	25.7	.7	7.7
	Female	318	4.1	18.6	38.7	28.6	2.5	7.5
Age-Sex	Male 18-52	145	3.4	26.2	33.8	27.6	.0	9.0
	Female 18-52	159	5.7	20.8	39.0	27.7	1.9	5.0
	Male 53+	139	4.3	23.7	40.3	23.7	1.4	6.5
	Female 53+	159	2.5	16.4	38.4	29.6	3.1	10.1
Party-Sex	Rep Male	131	2.3	23.7	39.7	26.7	.8	6.9
	Rep Female	162	1.9	17.9	42.6	28.4	2.5	6.8
	Dem Male	1-4	5.8	25.0	30.8	29.8	1.0	7.7
	Dem Female	124	4.8	19.4	36.3	29.8	2.4	7.3
	I-O Male	49	4.1	28.6	42.9	14.3	.0	10.2
	I-O Female	32	12.5	18.8	28.1	25.0	3.1	12.5



Table 2.2 Continued

Question 2. Please rate the performance of [Arizona's public schools] on a scale of 1 to 10 on which 1=terrible, couldn't be worse and 10=perfect, couldn't be better.

			% Terrible ----->% Perfect					% DK/ NA/ Ref
N			1	2-4	5-6	7-9	10	
Arizona	Likely Voters	602	4.0	21.6	37.9	27.2	1.7	7.6
Married?	Yes	359	4.5	23.4	37.6	26.2	1.1	7.2
	No	238	3.4	18.9	38.7	28.6	2.5	8.0
**Children?	Yes	183	6.0	23.5	36.1	30.6	1.6	2.2
	No	415	3.1	20.7	38.8	25.8	1.7	9.9
Racial ID	Anglo-White	491	3.3	21.8	38.3	28.1	1.2	7.3
	Hispanic	47	4.3	25.5	31.9	25.5	4.3	8.5
	Other Non-Anglo	53	9.4	17.0	39.6	24.5	3.8	5.7
Education	HS or Less	106	5.7	19.8	38.7	23.6	3.8	8.5
	Voc-Some College	175	1.7	25.1	38.9	25.1	1.7	7.4
	College Degree	201	4.5	22.9	35.8	29.9	1.0	6.0
	Postgraduate	112	5.4	16.1	39.3	30.4	.9	8.0
Income	Under \$25,000	76	6.6	13.2	30.3	36.8	2.6	10.5
	\$25K-\$50K	149	4.0	20.8	44.3	24.2	2.0	4.7
	\$50-\$75K	124	3.2	21.0	41.1	28.2	1.6	4.8
	\$75K-\$100K	79	2.5	26.6	38.0	26.6	.0	6.3
	Over \$100,000	104	4.8	28.8	30.8	26.9	1.0	7.7

Table 2.3. How Do You Rate the Performance of Public Schools in Your Community? (%)

Question 3. Please rate the performance of [public schools in your community] on a scale of 1 to 10 on which 1=terrible, couldn't be worse and 10=perfect, couldn't be better.

			% Terrible ----->% Perfect					% DK/ NA/ Ref
			1	2-4	5-6	7-9	10	
		N						
Arizona	Likely Voters	602	2.7	16.4	28.7	41.9	3.2	7.1
County	Maricopa	342	2.6	13.7	25.7	45.6	4.4	7.9
	Pima	108	1.9	22.2	30.6	38.0	.9	6.5
	Rural	152	3.3	18.4	34.2	36.2	2.0	5.9
Party	Repub	293	1.4	18.1	28.7	43.0	2.7	6.1
	Democ	228	3.5	13.2	28.5	42.5	4.8	7.5
	Ind-Other	81	4.9	19.8	29.6	35.8	.0	9.9
Church	Frequent	288	3.1	17.4	27.8	42.4	3.8	5.6
	Occasional	133	1.5	18.0	28.6	45.1	3.0	3.8
	Never	165	3.0	15.2	29.1	38.8	2.4	11.5
Age	18 to 39	150	4.0	18.7	28.0	44.0	1.3	4.0
	40 to 49	138	2.2	17.4	28.3	42.8	2.9	6.5
	50 to 64	142	.7	20.4	25.4	40.8	3.5	9.2
	65 Plus	172	3.5	10.5	32.6	40.1	4.7	8.7
*Sex	Male	284	1.8	19.4	32.0	38.4	1.4	7.0
	Female	318	3.5	13.8	25.8	45.0	4.7	7.2
*Age-Sex	Male 18-52	145	2.1	19.3	27.6	42.8	1.4	6.9
	Female 18-52	159	3.8	16.4	28.9	44.0	3.1	3.8
	Male 53+	139	1.4	19.4	36.7	33.8	1.4	7.2
	Female 53+	159	3.1	11.3	22.6	45.9	6.3	10.7
Party-Sex	Rep Male	131	.0	23.7	30.5	38.2	.8	6.9
	Rep Female	162	2.5	13.6	27.2	46.9	4.3	5.6
	Dem Male	1-4	1.9	15.4	34.6	39.4	2.9	5.8
	Dem Female	124	4.8	11.3	23.4	45.2	6.5	8.9
	I-O Male	49	6.1	16.3	30.6	36.7	.0	10.2
	I-O Female	32	3.1	25.0	28.1	34.4	.0	9.4

Table 2.3 Continued

Question 3. Please rate the performance of [public schools in your community] on a scale of 1 to 10 on which 1=terrible, couldn't be worse and 10=perfect, couldn't be better.

			% Terrible ----->% Perfect					% DK/ NA/ Ref
			1	2-4	5-6	7-9	10	
		N						
Arizona	Likely Voters	602	2.7	16.4	28.7	41.9	3.2	7.1
Married?	Yes	359	2.2	18.9	28.7	40.9	2.5	6.7
	No	238	3.4	13.0	29.0	42.9	4.2	7.6
***Children?	Yes	183	4.4	20.8	24.0	44.3	4.9	1.6
	No	415	1.9	14.7	30.8	40.7	2.4	9.4
***Racial ID	Anglo-White	491	1.6	17.9	26.7	43.8	2.4	7.5
	Hispanic	47	4.3	8.5	38.3	38.3	8.5	2.1
	Other Non-Anglo	53	11.3	13.2	35.8	30.2	5.7	3.8
Education	HS or Less	106	3.8	16.0	31.1	34.9	6.6	7.5
	Voc-Some College	175	1.7	19.4	30.3	40.0	2.3	6.3
	College Degree	201	3.5	16.4	24.9	45.3	1.0	9.0
	Postgraduate	112	1.8	12.5	30.4	46.4	5.4	3.6
Income	Under \$25,000	76	3.9	13.2	25.0	42.1	5.3	10.5
	\$25K-\$50K	149	3.4	15.4	31.5	42.3	.7	6.7
	\$50-\$75K	124	1.6	17.7	32.3	42.7	.8	4.8
	\$75K-\$100K	79	2.5	15.2	31.6	40.5	5.1	5.1
	Over \$100,000	104	2.9	21.2	19.2	44.2	3.8	8.7

Table 2.4. How Do You Rate the Performance of Charter Schools? (%)

Question 4. Please rate the performance of [charter schools] on a scale of 1 to 10 on which 1=terrible, couldn't be worse and 10=perfect, couldn't be better.

			% Terrible ----->% Perfect					% DK/ NA/ Ref
N			1	2-4	5-6	7-9	10	
Arizona	Likely Voters	602	4.2	17.4	28.7	23.1	2.2	24.4
County	Maricopa	342	3.8	19.3	29.2	22.2	1.8	23.7
	Pima	108	3.7	21.3	33.3	17.6	2.8	21.3
	Rural	152	5.3	10.5	24.3	28.9	2.6	28.3
*Party	Repub	293	2.4	14.7	28.7	28.3	1.4	24.6
	Democ	228	6.1	21.5	28.5	18.4	2.2	23.2
	Ind-Other	81	4.9	16.0	29.6	17.3	4.9	27.2
Church	Frequent	288	5.6	17.7	27.8	26.0	2.4	20.5
	Occasional	133	1.5	20.3	30.1	19.5	.8	27.8
	Never	165	3.0	15.2	29.7	22.4	3.0	26.7
Age	18 to 39	150	2.7	20.7	25.3	26.7	3.3	21.3
	40 to 49	138	5.1	18.8	29.0	20.3	1.4	25.4
	50 to 64	142	2.8	16.2	33.8	23.2	1.4	22.5
	65 Plus	172	5.8	14.5	27.3	22.1	2.3	27.9
Sex	Male	284	4.6	16.5	29.2	23.9	1.8	23.9
	Female	318	3.8	18.2	28.3	22.3	2.5	24.8
Age-Sex	Male 18-52	145	4.8	19.3	24.8	22.1	2.1	26.9
	Female 18-52	159	3.1	20.8	30.2	23.3	3.1	19.5
	Male 53+	139	4.3	13.7	33.8	25.9	1.4	20.9
	Female 53+	159	4.4	15.7	26.4	21.4	1.9	30.2
Party-Sex	Rep Male	131	1.5	13.7	29.0	29.0	.8	26.0
	Rep Female	162	3.1	15.4	28.4	27.8	1.9	23.5
	Dem Male	1-4	9.6	19.2	29.8	21.2	1.9	18.3
	Dem Female	124	3.2	23.4	27.4	16.1	2.4	27.4
	I-O Male	49	2.0	18.4	28.6	16.3	4.1	30.6
	I-O Female	32	9.4	12.5	31.3	18.8	6.3	21.9

Table 2.4 Continued

Question 4. Please rate the performance of [charter schools] on a scale of 1 to 10 on which 1=terrible, couldn't be worse and 10=perfect, couldn't be better.

			% Terrible ----->% Perfect					% DK/ NA/ Ref
N			1	2-4	5-6	7-9	10	
Arizona	Likely Voters	602	4.2	17.4	28.7	23.1	2.2	24.4
Married?	Yes	359	3.1	18.7	27.3	24.2	2.5	24.2
	No	238	5.5	16.0	30.7	21.8	1.7	24.4
Children?	Yes	183	2.2	19.7	26.8	26.2	2.2	23.0
	No	415	5.1	16.6	29.4	21.9	2.2	24.8
Racial ID	Anglo-White	491	3.5	16.5	29.3	24.0	2.0	24.6
	Hispanic	47	10.6	23.4	25.5	21.3	.0	19.1
	Other Non-Anglo	53	3.8	24.5	28.3	15.1	5.7	22.6
***Education	HS or Less	106	6.6	8.5	29.2	17.9	3.8	34.0
	Voc-Some College	175	4.0	13.1	29.1	29.7	2.3	21.7
	College Degree	201	2.0	21.9	27.9	20.4	.5	27.4
	Postgraduate	112	6.3	25.9	28.6	22.3	2.7	14.3
**Income	Under \$25,000	76	5.3	9.2	38.2	25.0	2.6	19.7
	\$25K-\$50K	149	3.4	16.8	31.5	21.5	3.4	23.5
	\$50-\$75K	124	2.4	17.7	24.2	32.3	.8	22.6
	\$75K-\$100K	79	7.6	30.4	34.2	5.1	3.8	19.0
	Over \$100,000	104	3.8	19.2	22.1	29.8	.0	25.0

Table 2.5. How Do You Rate the Performance of Private Schools? (%)

Question 5. Please rate the performance of [private schools] on a scale of 1 to 10 on which 1=terrible, couldn't be worse and 10=perfect, couldn't be better.

			% Terrible ----->% Perfect					% DK/ NA/ Ref
N			1	2-4	5-6	7-9	10	
Arizona	Likely Voters	602	1.3	6.5	21.9	41.7	4.8	23.8
*County	Maricopa	342	.9	5.3	21.9	43.0	5.6	23.4
	Pima	108	.9	9.3	23.1	46.3	6.5	13.9
	Rural	152	2.6	7.2	21.1	35.5	2.0	31.6
**Party	Repub	293	.3	4.8	19.8	47.8	4.1	23.2
	Democ	228	2.2	8.8	26.3	33.3	7.0	22.4
	Ind-Other	81	2.5	6.2	17.3	43.2	1.2	29.6
Church	Frequent	288	2.1	5.9	24.0	41.0	6.6	20.5
	Occasional	133	.8	8.3	18.0	44.4	4.5	24.1
	Never	165	.6	4.8	21.8	44.2	2.4	26.1
Age	18 to 39	150	2.0	5.3	22.7	42.0	4.0	24.0
	40 to 49	138	1.4	6.5	24.6	39.9	1.4	26.1
	50 to 64	142	.7	5.6	18.3	50.0	6.3	19.0
	65 Plus	172	1.2	8.1	22.1	36.0	7.0	25.6
Sex	Male	284	1.1	7.0	23.2	41.9	4.6	22.2
	Female	318	1.6	6.0	20.8	41.5	5.0	25.2
Age-Sex	Male 18-52	145	.7	6.9	23.4	42.1	2.8	24.1
	Female 18-52	159	3.1	4.4	23.3	40.9	3.1	25.2
	Male 53+	139	1.4	7.2	23.0	41.7	6.5	20.1
	Female 53+	159	.0	7.5	18.2	42.1	6.9	25.2
**Party-Sex	Rep Male	131	.0	3.8	24.4	45.0	2.3	24.4
	Rep Female	162	.6	5.6	16.0	50.0	5.6	22.2
	Dem Male	1-4	2.9	9.6	26.0	35.6	8.7	17.3
	Dem Female	124	1.6	8.1	26.6	31.5	5.6	26.6
	I-O Male	49	.0	10.2	14.3	46.9	2.0	26.5
	I-O Female	32	6.3	.0	21.9	37.5	.0	34.4

Table 2.5 Continued

Question 5. Please rate the performance of [private schools] on a scale of 1 to 10 on which 1=terrible, couldn't be worse and 10=perfect, couldn't be better.

			% Terrible ----->% Perfect					% DK/ NA/ Ref
			1	2-4	5-6	7-9	10	
		N						
Arizona	Likely Voters	602	1.3	6.5	21.9	41.7	4.8	23.8
Married?	Yes	359	.8	6.7	20.3	42.3	5.8	24.0
	No	238	2.1	5.9	24.8	40.8	3.4	23.1
Children?	Yes	183	1.6	6.0	21.3	42.6	4.4	24.0
	No	415	1.2	6.5	22.4	41.4	5.1	23.4
***Racial ID	Anglo-White	491	.6	5.7	23.6	43.8	3.1	23.2
	Hispanic	47	4.3	10.6	12.8	29.8	19.1	23.4
	Other Non-Anglo	53	5.7	9.4	18.9	37.7	9.4	18.9
Education	HS or Less	106	3.8	7.5	21.7	28.3	8.5	30.2
	Voc-Some College	175	1.1	7.4	24.0	41.7	4.0	21.7
	College Degree	201	.5	5.0	20.4	46.8	3.0	24.4
	Postgraduate	112	.9	6.3	22.3	46.4	6.3	17.9
Income	Under \$25,000	76	2.6	5.3	35.5	30.3	6.6	19.7
	\$25K-\$50K	149	2.0	6.0	23.5	40.9	3.4	24.2
	\$50-\$75K	124	.0	4.8	17.7	49.2	4.0	24.2
	\$75K-\$100K	79	2.5	11.4	17.7	40.5	3.8	24.1
	Over \$100,000	104	.0	6.7	23.1	49.0	4.8	16.3

Table 2.6. How Do You Rate the Performance of Home Schooling? (%)

Question 6. Please rate the performance of [home schooling] on a scale of 1 to 10 on which 1=terrible, couldn't be worse and 10=perfect, couldn't be better.

			% Terrible ----->% Perfect					% DK/ NA/ Ref
N			1	2-4	5-6	7-9	10	
Arizona	Likely Voters	602	7.6	20.4	22.9	20.8	4.8	23.4
County	Maricopa	342	7.6	21.3	25.1	18.7	4.4	22.8
	Pima	108	9.3	25.0	18.5	22.2	3.7	21.3
	Rural	152	6.6	15.1	21.1	24.3	6.6	26.3
***Party	Repub	293	5.5	16.4	24.6	27.6	6.5	19.5
	Democ	228	10.5	24.1	20.2	15.4	3.9	25.9
	Ind-Other	81	7.4	24.7	24.7	11.1	1.2	30.9
***Church	Frequent	288	7.3	19.8	19.8	27.8	7.6	17.7
	Occasional	133	9.0	16.5	30.8	17.3	2.3	24.1
	Never	165	7.9	24.2	21.2	12.1	2.4	32.1
Age	18 to 39	150	2.7	26.0	23.3	21.3	4.0	22.7
	40 to 49	138	9.4	19.6	17.4	21.0	4.3	28.3
	50 to 64	142	6.3	22.5	22.5	20.4	4.2	23.9
	65 Plus	172	11.6	14.5	27.3	20.3	6.4	19.8
Sex	Male	284	6.0	21.1	22.2	20.4	4.6	25.7
	Female	318	9.1	19.8	23.6	21.1	5.0	21.4
Age-Sex	Male 18-52	145	4.8	22.8	18.6	18.6	5.5	29.7
	Female 18-52	159	6.9	23.3	23.9	22.0	2.5	21.4
	Male 53+	139	7.2	19.4	25.9	22.3	3.6	21.6
	Female 53+	159	11.3	16.4	23.3	20.1	7.5	21.4
**Party-Sex	Rep Male	131	5.3	15.3	23.7	27.5	4.6	23.7
	Rep Female	162	5.6	17.3	25.3	27.8	8.0	16.0
	Dem Male	1-4	6.7	26.9	21.2	13.5	5.8	26.0
	Dem Female	124	13.7	21.8	19.4	16.9	2.4	25.8
	I-O Male	49	6.1	24.5	20.4	16.3	2.0	30.6
	I-O Female	32	9.4	25.0	31.3	3.1	.0	31.3



Table 2.6 Continued

Question 6. Please rate the performance of [home schooling] on a scale of 1 to 10 on which 1=terrible, couldn't be worse and 10=perfect, couldn't be better.

			% Terrible ----->% Perfect					% DK/ NA/ Ref
N			1	2-4	5-6	7-9	10	
Arizona	Likely Voters	602	7.6	20.4	22.9	20.8	4.8	23.4
*Married?	Yes	359	6.7	21.4	19.5	20.1	4.7	27.6
	No	238	8.8	19.3	27.7	21.8	5.0	17.2
Children?	Yes	183	8.7	19.7	17.5	25.1	3.8	25.1
	No	415	7.2	21.0	25.1	18.8	5.3	22.7
Racial ID	Anglo-White	491	7.7	20.4	23.8	20.2	4.5	23.4
	Hispanic	47	10.6	27.7	14.9	23.4	4.3	19.1
	Other Non-Anglo	53	5.7	15.1	22.6	22.6	9.4	24.5
Education	HS or Less	106	10.4	13.2	20.8	19.8	9.4	26.4
	Voc-Some College	175	7.4	16.6	22.3	26.9	5.1	21.7
	College Degree	201	7.0	24.4	22.9	17.9	3.0	24.9
	Postgraduate	112	7.1	27.7	25.0	17.0	3.6	19.6
***Income	Under \$25,000	76	13.2	10.5	28.9	30.3	6.6	10.5
	\$25K-\$50K	149	5.4	20.8	26.2	22.8	4.7	20.1
	\$50-\$75K	124	2.4	21.0	30.6	22.6	1.6	21.8
	\$75K-\$100K	79	15.2	31.6	13.9	10.1	6.3	22.8
	Over \$100,000	104	9.6	22.1	17.3	21.2	2.9	26.9

Table 3. Is Your Opinion of School Choice Favorable or Unfavorable? (%)

Question 7. Based on what I've read **[Stipulated Information]** about this approach of allowing parents to choose which school to send their children to by giving them school vouchers or a tax credit, is your opinion of it favorable or unfavorable?

		N	Strongly Favorable	Somewhat Favorable	Somewhat Unfavorable	Strongly Unfavorable	DK-Ref
Arizona	Likely Voters	602	32.4	19.3	15.1	30.4	2.8
County	Maricopa	342	29.8	19.9	18.1	29.5	2.6
	Pima	108	34.3	15.7	8.3	38.0	3.7
	Rural	152	36.8	20.4	13.2	27.0	2.6
***Party	Repub	293	38.6	22.9	13.7	21.5	3.4
	Democ	228	25.0	14.9	18.9	40.4	.9
	Ind-Other	81	30.9	18.5	9.9	34.6	6.2
***Church	Frequent	288	39.9	16.3	12.5	27.1	4.2
	Occasional	133	26.3	27.8	17.3	27.8	.8
	Never	165	26.1	16.4	18.2	37.0	2.4
***Age	18 to 39	150	37.3	28.0	15.3	16.0	3.3
	40 to 49	138	29.7	20.3	13.8	31.9	4.3
	50 to 64	142	37.3	15.5	14.1	31.7	1.4
	65 Plus	172	26.2	14.0	16.9	40.7	2.3
Sex	Male	284	35.6	19.0	11.6	31.0	2.8
	Female	318	29.6	19.5	18.2	29.9	2.8
**Age-Sex	Male 18-52	145	35.2	24.8	11.0	24.8	4.1
	Female 18-52	159	32.1	23.9	17.0	23.3	3.8
	Male 53+	139	36.0	12.9	12.2	37.4	1.4
	Female 53+	159	27.0	15.1	19.5	36.5	1.9
***Party-Sex	Rep Male	131	41.2	22.1	11.5	22.9	2.3
	Rep Female	162	36.4	23.5	15.4	20.4	4.3
	Dem Male	1-4	29.8	16.3	15.4	37.5	1.0
	Dem Female	124	21.0	13.7	21.8	42.7	.8
	I-O Male	49	32.7	16.3	4.1	38.8	8.2
	I-O Female	32	28.1	21.9	18.8	28.1	3.1

Table 3 Continued

Question 7. Based on what I've read [**Stipulated Information**] about this approach of allowing parents to choose which school to send their children to by giving them school vouchers or a tax credit, is your opinion of it favorable or unfavorable?

		N	Strongly Favorable	Somewhat Favorable	Somewhat Unfavorable	Strongly Unfavorable	DK-Ref
Arizona	Likely Voters	602	32.4	19.3	15.1	30.4	2.8
Married?	Yes	359	35.7	19.5	14.5	27.6	2.8
	No	238	27.7	19.3	16.0	34.0	2.9
*Children?	Yes	183	40.4	19.1	10.9	25.7	3.8
	No	415	28.9	19.5	16.9	32.3	2.4
Racial ID	Anglo-White	491	31.4	19.3	15.7	31.2	2.4
	Hispanic	47	40.4	23.4	8.5	23.4	4.3
	Other Non-Anglo	53	37.7	17.0	15.1	24.5	5.7
*Education	HS or Less	106	38.7	21.7	9.4	24.5	5.7
	Voc-Some College	175	37.1	18.3	16.0	26.3	2.3
	College Degree	201	27.9	22.9	15.9	31.3	2.0
	Postgraduate	112	26.8	12.5	17.0	41.1	2.7
Income	Under \$25,000	76	27.6	23.7	15.8	28.9	3.9
	\$25K-\$50K	149	34.2	16.8	16.8	29.5	2.7
	\$50-\$75K	124	33.9	17.7	20.2	28.2	.0
	\$75K-\$100K	79	26.6	20.3	6.3	43.0	3.8
	Over \$100,000	104	30.8	24.0	13.5	26.0	5.8

Table 4.1. Reaction to Five School Choice Measures: A Comparative Profile (%)

Now I'm going to describe several different approaches to school choice which are being considered this year by the Arizona State Legislature. For each, please tell me if your opinion of the proposal is strongly favorable, somewhat favorable, somewhat unfavorable, strongly unfavorable. If you have no opinion, just tell me that too.

Question 8. The universal voucher bill would give all parents with children in public school in kindergarten through 8<sup>th</sup> grade a voucher of up to \$3500 and parents of high school students a voucher of up to \$4500 to pay for tuition and fees at an accredited private school of their choice.

Question 9. The corporate scholarship tax credit bill would give corporations a tax credit for each dollar they give to qualifying nonprofit organizations that give scholarships to low income families to send their children to private schools of their choice.

Question 10. The kindergarten voucher bill would allow all children entering kindergarten to use a voucher to attend all day kindergarten at a public or private school.

Question 11. Currently Arizona allows individuals to receive a tax credit of \$500 and married couples a tax credit of \$625 for contributions to qualifying organizations that grant scholarships. The marriage penalty elimination bill would raise the tax credit for such contributions to \$1000 for married couples.

Question 12. The A+ Literacy Passport Voucher Program would give vouchers to parents of children who either fail the AIMS test, do not achieve a satisfactory score on national tests, or who have special needs. The voucher could be used to send children to public or private schools of the parents' choice and would be equal to the cost of educating each pupil in the chosen school.

School Choice Measures	% Net Favorability	% Strongly Favorable-----> % Strongly Unfavorable				% No Opinion/ Refused
		1	2	3	4	
q11 Marriage Penalty Elimination Tax Credit	51.7	38.4	33.7	9.3	11.1	7.5
Q9 Corporate Scholarship Tax Credit	34.2	29.7	35.7	14.1	17.1	3.3
Q10 Kindergarten Vouchers	27.6	34.6	26.7	15.3	18.4	5.0
q12 Voucher for Underperforming, Special Needs Students	14.2	19.4	32.9	18.8	19.3	9.6
Q8 Universal Choice	3.6	26.2	23.3	12.5	33.4	4.7

Note: Net Favorability is simply the difference when the combined unfavorable percentages are subtracted from the combined favorable percentages.

Table 4.2. Is Your Opinion of Universal Vouchers Favorable or Unfavorable? (%)

Question 8. The universal voucher bill would give all parents with children in public school in kindergarten through 8<sup>th</sup> grade a voucher of up to \$3500 and parents of high school students a voucher of up to \$4500 to pay for tuition and fees at an accredited private school of their choice.

			Strongly Favorable	Somewhat Favorable	Somewhat Unfavorable	Strongly Unfavorable	DK-Ref
			N				
Arizona	Likely Voters	602	26.2	23.3	12.5	33.4	4.7
County	Maricopa	342	25.7	23.1	11.1	34.2	5.8
	Pima	108	24.1	24.1	14.8	34.3	2.8
	Rural	152	28.9	23.0	13.8	30.9	3.3
**Party	Repub	293	29.4	28.3	11.3	25.9	5.1
	Democ	228	21.5	18.0	14.9	42.1	3.5
	Ind-Other	81	28.4	19.8	9.9	35.8	6.2
**Church	Frequent	288	31.3	23.3	8.7	29.9	6.9
	Occasional	133	24.1	24.8	15.8	33.1	2.3
	Never	165	20.0	21.8	17.0	38.2	3.0
***Age	18 to 39	150	35.3	32.7	10.7	16.0	5.3
	40 to 49	138	23.9	24.6	11.6	35.5	4.3
	50 to 64	142	30.3	20.4	12.7	33.8	2.8
	65 Plus	172	16.9	16.3	14.5	46.5	5.8
Sex	Male	284	28.9	22.5	10.9	33.5	4.2
	Female	318	23.9	23.9	13.8	33.3	5.0
**Age-Sex	Male 18-52	145	33.1	26.2	9.7	25.5	5.5
	Female 18-52	159	26.4	32.1	11.9	24.5	5.0
	Male 53+	139	24.5	18.7	12.2	41.7	2.9
	Female 53+	159	21.4	15.7	15.7	42.1	5.0
Party-Sex	Rep Male	131	30.5	29.0	9.9	24.4	6.1
	Rep Female	162	28.4	27.8	12.3	27.2	4.3
	Dem Male	1-4	26.0	16.3	13.5	43.3	1.0
	Dem Female	124	17.7	19.4	16.1	41.1	5.6
	I-O Male	49	30.6	18.4	8.2	36.7	6.1
	I-O Female	32	25.0	21.9	12.5	34.4	6.3

Table 4.2 Continued

Question 8. The universal voucher bill would give all parents with children in public school in kindergarten through 8<sup>th</sup> grade a voucher of up to \$3500 and parents of high school students a voucher of up to \$4500 to pay for tuition and fees at an accredited private school of their choice.

		N	Strongly Favorable	Somewhat Favorable	Somewhat Unfavorable	Strongly Unfavorable	DK-Ref
Arizona	Likely Voters	602	26.2	23.3	12.5	33.4	4.7
Married?	Yes	359	27.0	25.9	12.5	30.4	4.2
	No	238	25.6	19.3	12.2	37.4	5.5
*Children?	Yes	183	32.8	26.2	9.3	27.9	3.8
	No	415	23.6	21.9	13.7	35.7	5.1
Racial ID	Anglo-White	491	25.5	23.0	12.2	34.8	4.5
	Hispanic	47	29.8	36.2	10.6	17.0	6.4
	Other Non-Anglo	53	34.0	15.1	17.0	28.3	5.7
**Education	HS or Less	106	35.8	19.8	15.1	22.6	6.6
	Voc-Some College	175	30.9	25.7	9.7	29.7	4.0
	College Degree	201	17.4	28.4	14.9	35.3	4.0
	Postgraduate	112	26.8	14.3	9.8	44.6	4.5
Income	Under \$25,000	76	28.9	21.1	13.2	34.2	2.6
	\$25K-\$50K	149	30.2	22.8	14.1	30.2	2.7
	\$50-\$75K	124	25.8	21.8	12.9	33.9	5.6
	\$75K-\$100K	79	17.7	30.4	6.3	43.0	2.5
	Over \$100,000	104	27.9	22.1	15.4	28.8	5.8

Table 4.3. Is Your Opinion of Corporate Scholarship Tax Credits Favorable or Unfavorable? (%)

Question 9. The corporate scholarship tax credit bill would give corporations a tax credit for each dollar they give to qualifying nonprofit organizations that give scholarships to low income families to send their children to private schools of their choice.

		N	Strongly Favorable	Somewhat Favorable	Somewhat Unfavorable	Strongly Unfavorable	DK-Ref
Arizona	Likely Voters	602	29.7	35.7	14.1	17.1	3.3
County	Maricopa	342	32.2	36.3	14.3	14.0	3.2
	Pima	108	28.7	31.5	10.2	25.9	3.7
	Rural	152	25.0	37.5	16.4	17.8	3.3
Party	Repub	293	32.8	39.6	11.3	13.3	3.1
	Democ	228	26.3	32.5	17.1	20.2	3.9
	Ind-Other	81	28.4	30.9	16.0	22.2	2.5
*Church	Frequent	288	36.5	33.0	14.2	13.2	3.1
	Occasional	133	21.1	36.8	18.0	20.3	3.8
	Never	165	26.7	39.4	11.5	19.4	3.0
***Age	18 to 39	150	42.0	36.0	12.0	6.7	3.3
	40 to 49	138	27.5	37.7	13.0	21.0	.7
	50 to 64	142	30.3	35.2	14.1	17.6	2.8
	65 Plus	172	20.3	34.3	16.9	22.7	5.8
Sex	Male	284	28.2	38.0	13.4	17.3	3.2
	Female	318	31.1	33.6	14.8	17.0	3.5
*Age-Sex	Male 18-52	145	31.7	41.4	11.0	13.1	2.8
	Female 18-52	159	39.6	32.1	13.2	13.2	1.9
	Male 53+	139	24.5	34.5	15.8	21.6	3.6
	Female 53+	159	22.6	35.2	16.4	20.8	5.0
Party-Sex	Rep Male	131	30.5	42.0	9.9	13.7	3.8
	Rep Female	162	34.6	37.7	12.3	13.0	2.5
	Dem Male	1-4	26.9	36.5	14.4	18.3	3.8
	Dem Female	124	25.8	29.0	19.4	21.8	4.0
	I-O Male	49	24.5	30.6	20.4	24.5	.0
	I-O Female	32	34.4	31.3	9.4	18.8	6.3

Table 4.3 Continued

Question 9. The corporate scholarship tax credit bill would give corporations a tax credit for each dollar they give to qualifying nonprofit organizations that give scholarships to low income families to send their children to private schools of their choice.

		N	Strongly Favorable	Somewhat Favorable	Somewhat Unfavorable	Strongly Unfavorable	DK-Ref
Arizona	Likely Voters	602	29.7	35.7	14.1	17.1	3.3
Married?	Yes	359	31.8	36.5	12.5	16.4	2.8
	No	238	27.3	34.0	16.4	18.1	4.2
Children?	Yes	183	35.5	31.1	13.1	18.0	2.2
	No	415	27.5	37.3	14.5	16.9	3.9
Racial ID	Anglo-White	491	28.3	36.7	14.7	16.5	3.9
	Hispanic	47	38.3	36.2	6.4	17.0	2.1
	Other Non-Anglo	53	39.6	28.3	13.2	18.9	.0
Education	HS or Less	106	39.6	36.8	9.4	10.4	3.8
	Voc-Some College	175	30.3	30.9	16.0	17.1	5.7
	College Degree	201	24.9	39.8	13.9	19.4	2.0
	Postgraduate	112	29.5	33.9	16.1	18.8	1.8
Income	Under \$25,000	76	32.9	26.3	18.4	18.4	3.9
	\$25K-\$50K	149	27.5	37.6	15.4	16.1	3.4
	\$50-\$75K	124	30.6	37.9	13.7	15.3	2.4
	\$75K-\$100K	79	27.8	34.2	11.4	24.1	2.5
	Over \$100,000	104	33.7	33.7	11.5	17.3	3.8



Table 4.4. Is Your Opinion of All Day Kindergarten Vouchers Favorable or Unfavorable? (%)

Question 10. The kindergarten voucher bill would allow all children entering kindergarten to use a voucher to attend all day kindergarten at a public or private school.

		N	Strongly Favorable	Somewhat Favorable	Somewhat Unfavorable	Strongly Unfavorable	DK-Ref
Arizona	Likely Voters	602	34.6	26.7	15.3	18.4	5.0
County	Maricopa	342	33.6	28.7	15.5	17.0	5.3
	Pima	108	37.0	22.2	13.9	22.2	4.6
	Rural	152	34.9	25.7	15.8	19.1	4.6
Party	Repub	293	33.1	27.6	15.7	17.4	6.1
	Democ	228	35.5	26.8	15.8	18.9	3.1
	Ind-Other	81	37.0	23.5	12.3	21.0	6.2
Church	Frequent	288	35.4	26.4	14.2	19.4	4.5
	Occasional	133	35.3	27.8	17.3	13.5	6.0
	Never	165	32.7	26.7	15.8	20.6	4.2
Age	18 to 39	150	44.0	24.7	13.3	13.3	4.7
	40 to 49	138	34.1	26.1	17.4	19.6	2.9
	50 to 64	142	34.5	27.5	16.2	17.6	4.2
	65 Plus	172	26.7	28.5	14.5	22.7	7.6
Sex	Male	284	36.6	26.1	14.8	18.3	4.2
	Female	318	32.7	27.4	15.7	18.6	5.7
Age-Sex	Male 18-52	145	39.3	26.2	14.5	15.2	4.8
	Female 18-52	159	40.9	25.2	15.7	15.7	2.5
	Male 53+	139	33.8	25.9	15.1	21.6	3.6
	Female 53+	159	24.5	29.6	15.7	21.4	8.8
Party-Sex	Rep Male	131	38.9	27.5	12.2	16.8	4.6
	Rep Female	162	28.4	27.8	18.5	17.9	7.4
	Dem Male	1-4	33.7	27.9	18.3	18.3	1.9
	Dem Female	124	37.1	25.8	13.7	19.4	4.0
	I-O Male	49	36.7	18.4	14.3	22.4	8.2
	I-O Female	32	37.5	31.3	9.4	18.8	3.1

Table 4.4 Continued

Question 10. The kindergarten voucher bill would allow all children entering kindergarten to use a voucher to attend all day kindergarten at a public or private school.

		N	Strongly Favorable	Somewhat Favorable	Somewhat Unfavorable	Strongly Unfavorable	DK-Ref
Arizona	Likely Voters	602	34.6	26.7	15.3	18.4	5.0
Married?	Yes	359	37.3	25.6	15.6	16.7	4.7
	No	238	30.7	28.6	15.1	20.6	5.0
Children?	Yes	183	40.4	24.0	16.9	15.8	2.7
	No	415	32.0	28.0	14.7	19.5	5.8
Racial ID	Anglo-White	491	32.2	27.1	16.7	18.7	5.3
	Hispanic	47	51.1	23.4	10.6	12.8	2.1
	Other Non-Anglo	53	45.3	26.4	9.4	17.0	1.9
Education	HS or Less	106	40.6	32.1	13.2	9.4	4.7
	Voc-Some College	175	37.7	26.3	12.0	19.4	4.6
	College Degree	201	32.8	23.9	19.4	18.9	5.0
	Postgraduate	112	27.7	27.7	16.1	24.1	4.5
Income	Under \$25,000	76	35.5	31.6	17.1	13.2	2.6
	\$25K-\$50K	149	36.2	31.5	14.1	14.8	3.4
	\$50-\$75K	124	42.7	18.5	12.1	18.5	8.1
	\$75K-\$100K	79	30.4	25.3	19.0	25.3	.0
	Over \$100,000	104	33.7	26.9	12.5	19.2	7.7

Table 4.5. Is Your Opinion of Eliminating the Marriage Penalty for School Contribution Tax Credits Favorable or Unfavorable? (%)

Question 11. Currently Arizona allows individuals to receive a tax credit of \$500 and married couples a tax credit of \$625 for contributions to qualifying organizations that grant scholarships. The marriage penalty elimination bill would raise the tax credit for such contributions to \$1000 for married couples.

		N	Strongly Favorable	Somewhat Favorable	Somewhat Unfavorable	Strongly Unfavorable	DK-Ref
Arizona	Likely Voters	602	38.4	33.7	9.3	11.1	7.5
County	Maricopa	342	37.7	33.6	10.2	10.5	7.9
	Pima	108	41.7	30.6	6.5	14.8	6.5
	Rural	152	37.5	36.2	9.2	9.9	7.2
Party	Repub	293	42.7	33.1	9.2	9.2	5.8
	Democ	228	34.6	33.8	10.1	12.7	8.8
	Ind-Other	81	33.3	35.8	7.4	13.6	9.9
Church	Frequent	288	42.7	33.7	7.6	9.0	6.9
	Occasional	133	36.8	36.8	10.5	7.5	8.3
	Never	165	33.9	29.7	11.5	17.6	7.3
Age	18 to 39	150	43.3	34.0	8.7	6.7	7.3
	40 to 49	138	44.2	29.7	6.5	13.0	6.5
	50 to 64	142	37.3	36.6	12.0	8.5	5.6
	65 Plus	172	30.2	34.3	9.9	15.7	9.9
Sex	Male	284	43.0	31.0	8.8	11.6	5.6
	Female	318	34.3	36.2	9.7	10.7	9.1
*Age-Sex	Male 18-52	145	49.7	26.9	8.3	8.3	6.9
	Female 18-52	159	38.4	38.4	6.3	10.7	6.3
	Male 53+	139	36.0	35.3	9.4	15.1	4.3
	Female 53+	159	30.2	34.0	13.2	10.7	11.9
Party-Sex	Rep Male	131	45.0	32.1	9.2	8.4	5.3
	Rep Female	162	40.7	34.0	9.3	9.9	6.2
	Dem Male	1-4	44.2	27.9	7.7	14.4	5.8
	Dem Female	124	26.6	38.7	12.1	11.3	11.3
	I-O Male	49	34.7	34.7	10.2	14.3	6.1
	I-O Female	32	31.3	37.5	3.1	12.5	15.6

Table 4.5 Continued

Question 11. Currently Arizona allows individuals to receive a tax credit of \$500 and married couples a tax credit of \$625 for contributions to qualifying organizations that grant scholarships. The marriage penalty elimination bill would raise the tax credit for such contributions to \$1000 for married couples.

		N	Strongly Favorable	Somewhat Favorable	Somewhat Unfavorable	Strongly Unfavorable	DK-Ref
Arizona	Likely Voters	602	38.4	33.7	9.3	11.1	7.5
Married?	Yes	359	43.2	32.0	8.1	9.7	7.0
	No	238	31.9	36.1	10.9	13.0	8.0
*Children?	Yes	183	45.9	33.9	4.9	8.7	6.6
	No	415	35.4	33.5	11.1	12.3	7.7
Racial ID	Anglo-White	491	37.7	34.4	9.4	10.6	7.9
	Hispanic	47	51.1	27.7	4.3	12.8	4.3
	Other Non-Anglo	53	37.7	32.1	11.3	15.1	3.8
Education	HS or Less	106	36.8	33.0	12.3	8.5	9.4
	Voc-Some College	175	36.6	37.1	6.9	12.0	7.4
	College Degree	201	37.3	32.8	10.0	11.4	8.5
	Postgraduate	112	46.4	30.4	8.0	11.6	3.6
Income	Under \$25,000	76	30.3	42.1	9.2	7.9	10.5
	\$25K-\$50K	149	33.6	37.6	10.7	11.4	6.7
	\$50-\$75K	124	44.4	30.6	9.7	9.7	5.6
	\$75K-\$100K	79	46.8	24.1	10.1	15.2	3.8
	Over \$100,000	104	43.3	29.8	5.8	12.5	8.7

Table 4.6. Is Your Opinion of Vouchers for Underperforming or Special Needs Students Favorable or Unfavorable? (%)

Question 12. The A+ Literacy Passport Voucher Program would give vouchers to parents of children who either fail the AIMS test, do not achieve a satisfactory score on national tests, or who have special needs. The voucher could be used to send children to public or private schools of the parents' choice and would be equal to the cost of educating each pupil in the chosen school.

		N	Strongly Favorable	Somewhat Favorable	Somewhat Unfavorable	Strongly Unfavorable	DK-Ref
Arizona	Likely Voters	602	19.4	32.9	18.8	19.3	9.6
County	Maricopa	342	18.7	34.5	20.8	17.5	8.5
	Pima	108	14.8	34.3	18.5	24.1	8.3
	Rural	152	24.3	28.3	14.5	19.7	13.2
Party	Repub	293	21.5	36.2	15.4	17.1	9.9
	Democ	228	16.7	29.4	22.4	21.9	9.6
	Ind-Other	81	19.8	30.9	21.0	19.8	8.6
Church	Frequent	288	24.0	31.3	17.7	17.4	9.7
	Occasional	133	12.0	38.3	23.3	18.0	8.3
	Never	165	18.2	30.9	17.6	23.0	10.3
Age	18 to 39	150	28.7	36.0	16.0	12.7	6.7
	40 to 49	138	15.2	34.8	19.6	21.0	9.4
	50 to 64	142	18.3	31.7	18.3	21.1	10.6
	65 Plus	172	15.7	29.7	20.9	22.1	11.6
Sex	Male	284	19.0	34.2	18.7	19.0	9.2
	Female	318	19.8	31.8	18.9	19.5	10.1
Age-Sex	Male 18-52	145	20.0	36.6	17.9	16.6	9.0
	Female 18-52	159	26.4	32.7	17.6	15.7	7.5
	Male 53+	139	18.0	31.7	19.4	21.6	9.4
	Female 53+	159	13.2	30.8	20.1	23.3	12.6
Party-Sex	Rep Male	131	22.9	42.0	12.2	15.3	7.6
	Rep Female	162	20.4	31.5	17.9	18.5	11.7
	Dem Male	1-4	13.5	27.9	23.1	26.0	9.6
	Dem Female	124	19.4	30.6	21.8	18.5	9.7
	I-O Male	49	20.4	26.5	26.5	14.3	12.2
	I-O Female	32	18.8	37.5	12.5	28.1	3.1

Table 4.6 Continued

Question 12. The A+ Literacy Passport Voucher Program would give vouchers to parents of children who either fail the AIMS test, do not achieve a satisfactory score on national tests, or who have special needs. The voucher could be used to send children to public or private schools of the parents' choice and would be equal to the cost of educating each pupil in the chosen school.

		N	Strongly Favorable	Somewhat Favorable	Somewhat Unfavorable	Strongly Unfavorable	DK-Ref
Arizona	Likely Voters	602	19.4	32.9	18.8	19.3	9.6
Married?	Yes	359	20.1	34.0	17.3	19.5	9.2
	No	238	18.9	31.1	21.0	18.9	10.1
Children?	Yes	183	24.6	29.5	17.5	17.5	10.9
	No	415	17.3	34.2	19.3	20.2	8.9
Racial ID	Anglo-White	491	17.5	33.4	19.3	18.9	10.8
	Hispanic	47	27.7	29.8	21.3	19.1	2.1
	Other Non-Anglo	53	30.2	32.1	11.3	20.8	5.7
**Education	HS or Less	106	25.5	38.7	11.3	15.1	9.4
	Voc-Some College	175	24.0	32.6	16.0	16.0	11.4
	College Degree	201	13.4	34.3	23.4	20.4	8.5
	Postgraduate	112	17.0	24.1	22.3	27.7	8.9
***Income	Under \$25,000	76	30.3	28.9	17.1	13.2	10.5
	\$25K-\$50K	149	20.8	28.9	22.1	14.8	13.4
	\$50-\$75K	124	19.4	41.9	20.2	16.9	1.6
	\$75K-\$100K	79	12.7	25.3	22.8	27.8	11.4
	Over \$100,000	104	10.6	40.4	12.5	26.0	10.6

Table 5. Do You Prefer Universal or Targeted Vouchers? (%)

Question 13. Having heard all these approaches to school choice, do you prefer (1) a universal approach which expands school choice for all parents and their children, **OR** (2) a targeted approach which expands school choice for low income parents, those whose children are not performing well in school, and those parents whose children have special needs?

		N	Universal	Targeted	Other-Neither	DK-Ref
Arizona	Likely Voters	602	46.8	35.7	13.6	3.8
County	Maricopa	342	44.7	37.7	14.6	2.9
	Pima	108	47.2	35.2	13.9	3.7
	Rural	152	51.3	31.6	11.2	5.9
**Party	Repub	293	55.6	28.0	13.3	3.1
	Democ	228	38.2	43.4	13.6	4.8
	Ind-Other	81	39.5	42.0	14.8	3.7
Church	Frequent	288	50.3	31.6	14.2	3.8
	Occasional	133	43.6	39.8	14.3	2.3
	Never	165	44.8	38.8	12.1	4.2
**Age	18 to 39	150	50.7	40.7	7.3	1.3
	40 to 49	138	50.0	34.8	13.8	1.4
	50 to 64	142	49.3	33.1	14.1	3.5
	65 Plus	172	39.0	34.3	18.6	8.1
Sex	Male	284	45.8	37.0	13.7	3.5
	Female	318	47.8	34.6	13.5	4.1
Age-Sex	Male 18-52	145	48.3	39.3	11.0	1.4
	Female 18-52	159	52.2	36.5	9.4	1.9
	Male 53+	139	43.2	34.5	16.5	5.8
	Female 53+	159	43.4	32.7	17.6	6.3
*Party-Sex	Rep Male	131	56.5	27.5	14.5	1.5
	Rep Female	162	54.9	28.4	12.3	4.3
	Dem Male	1-4	37.5	46.2	11.5	4.8
	Dem Female	124	38.7	41.1	15.3	4.8
	I-O Male	49	34.7	42.9	16.3	6.1
	I-O Female	32	46.9	40.6	12.5	.0

Table 5 Continued

Question 13. Having heard all these approaches to school choice, do you prefer (1) a universal approach which expands school choice for all parents and their children, **OR** (2) a targeted approach which expands school choice for low income parents, those whose children are not performing well in school, and those parents whose children have special needs?

		N	Universal	Targeted	Other-Neither	DK-Ref
Arizona	Likely Voters	602	46.8	35.7	13.6	3.8
**Married?	Yes	359	51.8	30.4	14.8	3.1
	No	238	40.3	43.7	11.8	4.2
Children?	Yes	183	50.8	34.4	12.6	2.2
	No	415	45.5	36.1	14.2	4.1
Racial ID	Anglo-White	491	48.1	34.8	13.6	3.5
	Hispanic	47	44.7	38.3	14.9	2.1
	Other Non-Anglo	53	43.4	37.7	13.2	5.7
Education	HS or Less	106	42.5	45.3	9.4	2.8
	Voc-Some College	175	54.3	31.4	10.3	4.0
	College Degree	201	47.8	32.8	15.9	3.5
	Postgraduate	112	41.1	36.6	19.6	2.7
Income	Under \$25,000	76	38.2	43.4	11.8	6.6
	\$25K-\$50K	149	50.3	37.6	8.7	3.4
	\$50-\$75K	124	47.6	40.3	9.7	2.4
	\$75K-\$100K	79	44.3	31.6	22.8	1.3
	Over \$100,000	104	51.9	28.8	16.3	2.9



Table 6.1. What Is the Impact on Your Vote of a Legislator's Support for School Choice? (%)

Question 14. Thinking ahead to the next general election, would you be more likely or less likely to support your local state senator or representative running for office if he or she supported the concept of school choice or would that make no difference to you? [If more/less likely: Would that be much more or somewhat more likely/lesslikely?]

			% Much More -----> % Much Less Likely to Support					DK-Ref
			1	2	3	4	5	
Arizona	Likely Voters	602	19.1	19.8	34.6	7.5	13.8	5.3
County	Maricopa	342	20.2	19.3	34.8	7.0	14.0	4.7
	Pima	108	16.7	20.4	32.4	8.3	17.6	4.6
	Rural	152	18.4	20.4	35.5	7.9	10.5	7.2
***Party	Repub	293	17.4	26.3	36.2	6.1	9.9	4.1
	Democ	228	19.7	11.8	34.2	11.4	17.1	5.7
	Ind-Other	81	23.5	18.5	29.6	1.2	18.5	8.6
*Church	Frequent	288	24.3	21.5	29.5	6.6	12.5	5.6
	Occasional	133	14.3	20.3	36.1	11.3	12.0	6.0
	Never	165	15.2	17.0	41.8	6.1	16.4	3.6
**Age	18 to 39	150	23.3	26.7	35.3	3.3	7.3	4.0
	40 to 49	138	24.6	13.8	33.3	10.9	13.8	3.6
	50 to 64	142	17.6	20.4	30.3	10.6	15.5	5.6
	65 Plus	172	12.2	18.0	38.4	5.8	18.0	7.6
Sex	Male	284	20.8	17.6	33.1	7.0	15.5	6.0
	Female	318	17.6	21.7	35.8	7.9	12.3	4.7
Age-Sex	Male 18-52	145	24.1	20.0	33.8	6.9	10.3	4.8
	Female 18-52	159	23.3	20.8	35.8	6.3	10.7	3.1
	Male 53+	139	17.3	15.1	32.4	7.2	20.9	7.2
	Female 53+	159	11.9	22.6	35.8	9.4	13.8	6.3
***Party-Sex	Rep Male	131	19.8	24.4	32.8	6.9	11.5	4.6
	Rep Female	162	15.4	27.8	38.9	5.6	8.6	3.7
	Dem Male	1-4	24.0	6.7	34.6	9.6	20.2	4.8
	Dem Female	124	16.1	16.1	33.9	12.9	14.5	6.5
	I-O Male	49	16.3	22.4	30.6	2.0	16.3	12.2
	I-O Female	32	34.4	12.5	28.1	.0	21.9	3.1

Table 6.1 Continued

Question 14. Thinking ahead to the next general election, would you be more likely or less likely to support your local state senator or representative running for office if he or she supported the concept of school choice or would that make no difference to you? [If more/less likely: Would that be much more or somewhat more likely/lesslikely?]

		N	% Much More -----> % Much Less Likely to Support					DK-Ref
			1	2	3	4	5	
Arizona	Likely Voters	602	19.1	19.8	34.6	7.5	13.8	5.3
Married?	Yes	359	21.2	20.9	32.3	6.7	13.9	5.0
	No	238	16.4	18.5	37.8	8.8	13.0	5.5
**Children?	Yes	183	25.1	25.1	25.7	8.2	12.6	3.3
	No	415	16.6	17.6	38.3	7.2	14.2	6.0
Racial ID	Anglo-White	491	17.7	20.6	33.8	8.8	14.5	4.7
	Hispanic	47	23.4	19.1	40.4	2.1	6.4	8.5
	Other Non-Anglo	53	30.2	15.1	35.8	1.9	11.3	5.7
**Education	HS or Less	106	18.9	15.1	42.5	1.9	10.4	11.3
	Voc-Some College	175	23.4	23.4	31.4	8.0	9.7	4.0
	College Degree	201	14.9	20.4	36.3	8.0	15.4	5.0
	Postgraduate	112	21.4	17.0	27.7	11.6	20.5	1.8
Income	Under \$25,000	76	17.1	13.2	40.8	5.3	14.5	9.2
	\$25K-\$50K	149	18.8	20.8	37.6	9.4	10.1	3.4
	\$50-\$75K	124	23.4	24.2	31.5	6.5	12.1	2.4
	\$75K-\$100K	79	17.7	19.0	24.1	11.4	24.1	3.8
	Over \$100,000	104	17.3	23.1	37.5	5.8	12.5	3.8
***View on School Choice	Strongly Favorable	195	44.1	27.7	21.5	.5	1.5	4.6
	Somewhat Favorable	116	12.9	37.1	44.0	.0	2.6	3.4
	Somewhat Unfavorable	91	6.6	9.9	56.0	14.3	5.5	7.7
	Strongly Unfavorable	183	3.8	4.9	32.2	16.4	38.3	4.4
	DK-Ref	17	5.9	23.5	29.4	5.9	11.8	23.5

Table 6.2. What Is the Impact on Your Vote of a Gubernatorial Candidate's Support for School Choice? (%)

Question 15. Thinking ahead to the next general election, would you be more likely or less likely to support a candidate running for governor if he or she supported the concept of school choice or would that make no difference to you? [If more/less likely: Would that be much more or somewhat more likely/lesslikely?]

			% Much More -----> % Much Less Likely to Support					DK-Ref
			1	2	3	4	5	
Arizona	Likely Voters	602	20.6	18.4	32.7	10.6	13.0	4.7
County	Maricopa	342	20.5	19.0	32.5	9.9	14.0	4.1
	Pima	108	21.3	17.6	27.8	12.0	16.7	4.6
	Rural	152	20.4	17.8	36.8	11.2	7.9	5.9
***Party	Repub	293	20.5	26.3	31.1	8.5	9.9	3.8
	Democ	228	19.3	9.2	36.4	14.9	15.4	4.8
	Ind-Other	81	24.7	16.0	28.4	6.2	17.3	7.4
*Church	Frequent	288	27.1	18.8	27.8	9.4	11.8	5.2
	Occasional	133	15.8	19.5	33.8	15.8	10.5	4.5
	Never	165	15.2	17.6	39.4	9.1	15.8	3.0
***Age	18 to 39	150	24.7	28.0	30.0	7.3	7.3	2.7
	40 to 49	138	22.5	12.3	35.5	13.8	13.8	2.2
	50 to 64	142	23.2	17.6	27.5	13.4	14.1	4.2
	65 Plus	172	13.4	15.7	37.2	8.7	16.3	8.7
Sex	Male	284	21.5	15.8	32.4	9.9	14.8	5.6
	Female	318	19.8	20.8	33.0	11.3	11.3	3.8
Age-Sex	Male 18-52	145	23.4	18.6	35.2	8.3	11.0	3.4
	Female 18-52	159	23.9	22.6	29.6	11.9	10.1	1.9
	Male 53+	139	19.4	12.9	29.5	11.5	18.7	7.9
	Female 53+	159	15.7	18.9	36.5	10.7	12.6	5.7
**Party-Sex	Rep Male	131	20.6	22.9	32.1	8.4	10.7	5.3
	Rep Female	162	20.4	29.0	30.2	8.6	9.3	2.5
	Dem Male	1-4	22.1	6.7	34.6	13.5	19.2	3.8
	Dem Female	124	16.9	11.3	37.9	16.1	12.1	5.6
	I-O Male	49	22.4	16.3	28.6	6.1	16.3	10.2
	I-O Female	32	28.1	15.6	28.1	6.3	18.8	3.1

Table 6.2 Continued

Question 15. Thinking ahead to the next general election, would you be more likely or less likely to support a candidate running for governor if he or she supported the concept of school choice or would that make no difference to you? [If more/less likely: Would that be much more or somewhat more likely/lesslikely?]

			% Much More -----> % Much Less Likely to Support					DK-Ref
N			1	2	3	4	5	
Arizona	Likely Voters	602	20.6	18.4	32.7	10.6	13.0	4.7
Married?	Yes	359	24.2	19.2	29.2	10.6	12.8	3.9
	No	238	15.5	17.6	37.8	10.9	12.6	5.5
*Children?	Yes	183	25.7	22.4	25.1	12.0	12.6	2.2
	No	415	18.6	16.9	35.9	10.1	13.0	5.5
Racial ID	Anglo-White	491	19.6	18.5	32.8	11.4	13.8	3.9
	Hispanic	47	25.5	19.1	31.9	8.5	6.4	8.5
	Other Non-Anglo	53	28.3	20.8	32.1	5.7	7.5	5.7
***Education	HS or Less	106	16.0	17.9	42.5	4.7	7.5	11.3
	Voc-Some College	175	27.4	18.3	30.9	10.3	9.7	3.4
	College Degree	201	15.9	19.4	34.3	11.4	14.4	4.5
	Postgraduate	112	23.2	18.8	21.4	16.1	20.5	.0
Income	Under \$25,000	76	17.1	13.2	42.1	9.2	10.5	7.9
	\$25K-\$50K	149	20.1	18.8	36.2	12.1	10.1	2.7
	\$50-\$75K	124	25.8	19.4	28.2	12.1	12.1	2.4
	\$75K-\$100K	79	22.8	19.0	21.5	12.7	21.5	2.5
	Over \$100,000	104	17.3	24.0	33.7	9.6	11.5	3.8
***View on School Choice	Strongly Favorable	195	47.7	25.1	19.5	1.5	1.0	5.1
	Somewhat Favorable	116	16.4	37.1	39.7	3.4	1.7	1.7
	Somewhat Unfavorable	91	6.6	7.7	56.0	22.0	4.4	3.3
	Strongly Unfavorable	183	3.3	3.8	31.1	19.7	37.2	4.9
	DK-Ref	17	.0	29.4	29.4	5.9	11.8	23.5

## Appendix A. Demographic Profile

The demographic profile of 602 Arizona voters is presented in Table A and displays characteristics of respondents which are representative of those who voted in the general election of November 2004. The respondents were randomly selected from the voter files of those who voted in the 2004 election in Arizona, with area, gender, age and party quotas established for the final set of respondents. The error margin for the entire sample is  $\pm 4\%$ .

From the categories which appear in Table A, we selected age and sex, and sex and party to create new variables for cross tabulation of the responses to the substantive political questions. Those cross tabulations present two types of statistical considerations----the significance of the differences between or among the subgroups in any demographic category (e.g., Males and Females) and the reliability for any individual subgroup by itself. In regard to the former, those demographic categories which present significant differences between or among subgroups are marked with asterisks in the tables. In regard to the latter, subgroups have varying reliability, depending on the number of respondents. A rule-of-thumb for estimating the maximum percentage error in the tables in this report when the opinions expressed are evenly divided is that the overall sample and those subsamples with N's between 200 and 300  $+5\%$ , and those between 150 and 200  $+7\%$ . Potential error diminishes as opinions become more one-sided.

The fieldwork was conducted on March 23-26 and 28-29, 2005 by DataCall, Inc. of Phoenix. The instrument used in the fieldwork is found in Appendix B. The calling for interviews was done on weekdays between 2:00 p.m. and 7:00 p.m. for older voters and from 5:00 p.m. to 9:00 p.m. for the young and middle-aged. Calling on Saturday March 26 was between 10:00 a.m. and 2:00 p.m. for all age groups. The interview lasted on average 11 minutes. Interviewers rotated calling among the first three names on each sample frame to insure age and gender balance among the respondents. Three calls back and normal validation procedures were applied.

Table A. Demographic Profile (%). N = 602.

Characteristic	N	%
Maricopa	342	56.8
Pima	108	17.9
Rural Counties	152	25.2
Republican	293	48.7
Democrat	228	37.9
Independent/Other	81	13.5
Male	284	47.2
Female	318	52.8
Age 19 to 39	150	24.9
Age 40 to 49	138	22.9
Age 50 to 64	142	23.6
Age 65 Plus	172	28.6
Republican Male	131	21.8
Republican Female	162	26.9
Democratic Male	104	17.3
Democratic Female	124	20.6
Indep/Other Male	49	8.1
Indep/Other Female	32	5.3
Male 19 to 52	145	24.1
Female 19 to 52	159	26.4
Male 53 Plus	139	23.1
Female 53 Plus	159	26.4

Table A. Demographic Profile (%), Continued. Total N=602

<b>Characteristic</b>	<b>N</b>	<b>%</b>
Weekly Church Attendance	198	32.9
Almost Weekly Church Attendance	90	15.0
Once or Twice Monthly Church Attendance	50	8.3
Few Times Yearly Church Attendance	83	13.6
Never Attend Church	165	27.4
Refused	16	2.7
Less Than High School Education	7	1.2
High School Graduate	99	16.4
Vocational School	17	2.8
Some College	158	26.2
College Graduate	201	33.4
Postgraduate Degree	112	18.6
Refused	8	1.3
Married	359	59.6
Not Married Now	238	39.5
Refused	5	.8
Children under 18 at Home	183	30.4
No Children under 18 at Home	415	68.9
Refused	4	.7
Anglo-White	491	81.6
Hispanic American	47	7.8
Black, African-American	11	1.8
Native American, American Indian	17	2.8
Other	25	4.2
Refused	11	1.8

Table A. Demographic Profile (%), Continued. Total N=602

Characteristic	N	%
Income under \$25,000	76	12.6
Income \$25,000 to \$50,000	149	24.8
Income \$50,000 to \$75,000	124	20.6
Income \$75,000 to \$100,000	79	13.1
Income over \$100,000	104	17.3
Refused	70	11.6



## Appendix B: Survey Instrument

### Arizona Likely Voter Survey on School Choice March 2005 Final

Year Born:

- Age: 1 19 to 39 (Born 1966-86)  
2 40 to 49 (Born 1956-65)  
3 50 to 64 (Born 1941-55)  
4 65 Plus (Born 1900-40)

Gender

- 1 Male  
2 Female

Zipcode:

LD Number:

- Area 1 Maricopa  
2 Pima  
3 Rural Counties

- Party 1 Republican  
2 Democrat  
3 Indep-Other

Hello, may I speak to \_\_\_\_\_ **[Speak only to voter on list]**. Hello, my name is \_\_\_\_\_ and I'm calling from DataCall, an Arizona research firm. We are not selling anything but are conducting a survey on an important issue and would like to ask you a few questions. Your name was chosen at random by computer and your answers are completely confidential.

---

- q1 Which of the following do you believe is the most important issue for government in Arizona to address?  
**[Rotate options']**  
1 K-12 Education  
2 Higher Education  
3 Crime and Drugs  
4 Health Care  
5 Rapid Growth  
6 Taxes  
7 None-Other **[DNR]**  
8 No Opinion/Refused **[DNR]**

Please rate the performance of each of the following types of schooling on a scale of 1 to 10 on which 1=terrible, couldn't be worse and 10=perfect, couldn't be better. **[Randomize q2 to q6]**

- q2 Arizona's Public Schools  
q3 Public Schools in Your Community  
q4 Charter Schools  
q5 Private Schools  
q6 Home Schooling  
**[Enter number from 1 to 10]** or  
11 No Opinion, Not Aware, Refused **[DNR]**

**[Stipulated Information]** As you may know, there is considerable debate about how to improve public education. Some people promote an approach that would allow parents the option of sending their children to the school of their choice, whether that school is public, private, or religious. If that approach were adopted in Arizona, parents could use some tax dollars now allocated to a school district to help them send their child to the school of their choice.

- q7 Based on what I've read about this approach of allowing parents to choose which school to send their children to by giving them school vouchers or a tax credit, is your opinion of it favorable or unfavorable? **[If favorable or unfavorable: would that be strongly favorable/unfavorable or just somewhat favorable/unfavorable?]**
- 1 Strongly Favorable
  - 2 Somewhat Favorable
  - 3 Somewhat Unfavorable
  - 4 Strongly Unfavorable
  - 5 No Opinion/Refused

Now I'm going to describe several different approaches to school choice which are being considered this year by the Arizona State Legislature. For each, please tell me if your opinion of the proposal is strongly favorable, somewhat favorable, somewhat unfavorable, strongly unfavorable. If you have no opinion, just tell me that too. **[Randomize q8 to q12]**

- q8 The universal voucher bill would give all parents with children in public school in kindergarten through 8<sup>th</sup> grade a voucher of up to \$3500 and parents of high school students a voucher of up to \$4500 to pay for tuition and fees at an accredited private school of their choice. Is your opinion of this approach strongly favorable, somewhat favorable, somewhat unfavorable, or strongly unfavorable?
- q9 The corporate scholarship tax credit bill would give corporations a tax credit for each dollar they give to qualifying nonprofit organizations that give scholarships to low income families to send their children to private schools of their choice. Is your opinion of this approach strongly favorable, somewhat favorable, somewhat unfavorable, or strongly unfavorable?
- q10 The kindergarten voucher bill would allow all children entering kindergarten to use a voucher to attend all day kindergarten at a public or private school. Is your opinion of this approach strongly favorable, somewhat favorable, somewhat unfavorable, or strongly unfavorable?
- q11 Currently Arizona allows individuals to receive a tax credit of \$500 and married couples a tax credit of \$625 for contributions to qualifying organizations that grant scholarships. The marriage penalty elimination bill would raise the tax credit for such contributions to \$1000 for married couples. Is your opinion of this approach strongly favorable, somewhat favorable, somewhat unfavorable, or strongly unfavorable?
- q12 The A+ Literacy Passport Voucher Program would give vouchers to parents of children who either fail the AIMS test, do not achieve a satisfactory score on national tests, or who have special needs. The voucher could be used to send children to public or private schools of the parents' choice and would be equal to the cost of educating each pupil in the chosen school. Is your opinion of this approach strongly favorable, somewhat favorable, somewhat unfavorable, or strongly unfavorable?
- 1 Strongly Favorable
  - 2 Somewhat Favorable
  - 3 Somewhat Unfavorable
  - 4 Strongly Unfavorable
  - 5 No Opinion/Refused **[DNR]**
- q13 Having heard all these approaches to school choice, do you prefer **[rotate 1 and 2]** (1) a universal approach which expands school choice for all parents and their children, **OR** (2) a targeted approach which expands school choice for low income parents, those whose children are not performing well in school, and those parents whose children have special needs?
- 1 Universal
  - 2 Targeted
  - 3 Other-Neither **[DNR]**
  - 4 No Opinion/Refused **[DNR]**

q14 Thinking ahead to the next general election, would you be more likely or less likely to support your local state senator or representative running for office if he or she supported the concept of school choice or would that make no difference to you? **[If more/less likely: Would that be much more or somewhat more likely/lesslikely?]**

- 1 Much More Likely
- 2 Somewhat More Likely
- 3 No Difference
- 4 Somewhat Less Likely
- 5 Much Less Likely
- 6 No Opinion/Refused **[DNR]**

q15 Thinking ahead to the next general election, would you be more likely or less likely to support a candidate running for governor if he or she supported the concept of school choice or would that make no difference to you? **[If more/less likely: Would that be much more or somewhat more likely/lesslikely?]**

- 1 Much More Likely
- 2 Somewhat More Likely
- 3 No Difference
- 4 Somewhat Less Likely
- 5 Much Less Likely
- 6 No Opinion/Refused **[DNR]**

Finally, a few questions to help us tabulate our data better:

q16 Are you married and living with your spouse?

- 1 Yes
- 2 No
- 9 Refused **[DNR]**

q17 Do you have school age children living at home with you?

- 1 Yes
- 2 No
- 9 Refused **[DNR]**

q18 Do you attend services at a church or synagogue. . . ?

- 1 Every Week
- 2 Almost Every Week
- 3 Once or Twice a Month
- 4 A Few Times a Year
- 5 Never
- 9 Refused **[DNR]**

q19 What is the highest level of education you have completed?

- 1 Less than High School
- 2 High School Graduate
- 3 Vocational School
- 4 Some College
- 5 College Graduate
- 6 Post Graduate Degree
- 9 Refused **[DNR]**

q20 Other than being an American, what is your main ethnic or racial heritage?

- 1 Anglo/White
- 2 Hispanic American
- 3 Black or African American
- 4 Native American/American Indian

- 5 Other **[DNR]**
- 9 Refused **[DNR]**

q21 For purposes of tabulating our data, please tell me into which of the following categories your total household income falls?

- 1 Under \$25,000
- 2 \$25,000 to \$50,000
- 3 \$50,000 to \$75,000
- 4 \$75,000 to \$100,000
- 5 Over \$100,000
- 9 Refused **[DNR]**

**Thanks and Terminate**