

MOMS AND SCHOOLS SURVEY

NATIONWIDE PUBLIC OPINION ON SCHOOLING

Polling Paper No. 8

May 9, 2012

*With questions on grading schools (district, charter, private),
school type preferences, and school vouchers*

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Survey Project & Profile

Title:	Moms and Schools Survey
Survey Organization:	Braun Research, Inc. (BRI)
Survey Sponsor:	The Friedman Foundation for Educational Choice
Interview Dates:	April 17 to 24, 2012
Interview Method:	Live Telephone 67% landline and 33% cell phone
Interview Length:	7 minutes (average)
Language(s):	English; Spanish (option)
Sample Frame:	Adults (18+)
Sampling Method:	Dual Frame; Probability Sampling; Random Digit Dial (RDD)
Sample Sizes:	NATIONAL = 803 Moms = 401; Non-Moms = 677 Northeast = 145; South = 295; Midwest = 177 ; West = 185
Margins of Error:	NATIONAL = ± 3.5 percentage points Moms = ± 4.9 percentage points; Non-Moms = ± 3.8 percentage points Northeast = ± 8.1 percentage points; South = ± 5.7 percentage points Midwest = ± 7.4 percentage points; West = ± 7.2 percentage points
Response Rates:	Landline (LL)=18.7% Cell Phone=18.2%
Weighting?	Yes (Age, Gender, Region, Education, Race, and Hispanic origin)
Oversampling?	Yes (Moms)

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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 National Sample

K-12 Parent	31	Hispanic	14
Mom	16	Not Hispanic	85
Dad	15	Asian	5
Democrat	29	Black	12
Republican	24	Other	8
Independent	26	White	74
Northeast	18	Catholic	26
South	37	Jewish	3
Midwest	22	Mormon	2
West	23	Muslim	1
Urban	19	Protestant	46
Suburban	28	None	15
Small Town	31	Under \$20,000	19
Rural	21	\$20,000 - \$39,999	20
18 - 24	13	\$40,000 - \$59,999	15
25 - 34	17	\$60,000 - \$79,999	11
35 - 44	18	\$80,000 - \$99,999	9
45 - 54	18	\$100,000 - \$149,999	8
55 - 64	16	\$150,000 or More	4
65 & Over	18	< HS Graduate	15
Male	48	HS Graduate	28
Female	52	Tech, Trade, Vocational	4
		Some College	26
		≥ College	27

May 9, 2012

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Overview

The “Moms and Schools Survey” project, commissioned by the Friedman Foundation for Educational Choice and conducted by Braun Research, Inc. (BRI), measures Americans’ views on area schools (district, charter, or private), school type preferences, and school vouchers. In this paper, **released just ahead of Mother’s Day, we present data specific to “Moms” and “Non-Moms,” as well as national and regional response averages. We** report response *levels* of public opinion. For some questions, we also expand discussion to examine *differences* of voter opinion (sometimes using the terms “net” or “spread”) and the *intensity* of responses.

How do moms – and the general adult public – grade the different types of schools in their communities? Where do they stand on the reform issue of school vouchers in K-12 education? We make an effort to provide some observations and insights.

A short list of respected annual surveys asks about similar types of education topics and/or questions. The PDK/Gallup survey, administered annually since 1969, typically reports survey results from samples including the national adult population, and additionally sometimes public school teachers or administrators. PDK/Gallup has asked various types of school voucher questions since 1970. The specific question version they have asked since 1993 has been the topic of controversy for more than a decade.¹ Since 1984, the MetLife Foundation has conducted annual surveys in a series called “The Metropolitan Life Survey of the American Teacher,” and the emphasis has been to report the views and attitudes of teachers. Though occasionally, the project has surveyed parents, school leaders, and other groups immersed in K-12 education issues. In recent years, the Bill & Melinda Gates Foundation has partnered with Scholastic to conduct annual surveys of American public school teachers in their “Primary Sources” survey series. These projects do not emphasize reporting the views of parents of school-age

¹ See the public debate between Terry Moe and Lowell Rose-Alec Gallup in *Education Next*, Spring 2002 and Fall 2002 issues.: www.educationnext.org

children. The purpose of these surveys have been to shed light on findings regarding the general public and teachers.²

Since 2007, William Howell, Paul Peterson, and Martin West have conducted national surveys for *Education Next* and the Program on Education Policy and Governance (PEPG).³ Unlike the previously mentioned annual surveys, their approach is more scholarly and academic by design. Howell et al have documented interesting findings related to the impact of framing questions, as well as cues from public leaders and academia, on public opinion. The *Education Next*/PEPG survey has asked questions about school vouchers (though framed differently compared to our questions), and like the other surveys, their primary focus has been measuring opinion among American adults. The authors have included public opinion results for a range of demographic groups including African Americans, Latinos, public employees, and teachers. In the past few years, they have examined opinions and views among parents. The *Education Next*/PEPG survey has demonstrated substantial differences between parents and the general adult population on matters of rating schools, funding, and school choice.

Parents, and mothers in particular, are rarely the main focus of reporting survey results related to K-12 education. To the best of our knowledge, we believe this is the first such attention given specifically to mothers. We need to draw more attention toward moms because they tend to be the primary decision-makers within families regarding schooling and educational matters. Their views, as a group, tend to go under-reported. We hope this short survey project can shed more light on their schooling preferences and priorities.

² See William J. Bushaw and Shane J. Lopez, "A Time for Change: The 43rd Annual Phi Delta Kappa/Gallup Poll of the Public's Attitudes Toward the Public Schools," (Bloomington, IN: Phi Delta Kappa, 2011), www.pdkintl.org; The "MetLife Survey of the American Teacher" survey series is available at www.metlife.com and ERIC's website: www.eric.ed.gov ; 2012 "Primary Sources": www.scholastic.com/primarysources .

³ See William Howell, Paul E. Peterson, and Martin West, "The Public Weighs in on School Reform," *Education Next*, 11(4), (Fall 2011), pp. 10-22. The *Education Next*/PEPG archive is located here: www.educationnext.org/edfacts . For other national surveys on school vouchers, see Steve Farkas, Jean Johnson, and Anthony Folen, "On Thin Ice," (New York, NY: Public Agenda, 1999). For the most comprehensive scholarly work examining public opinion, politics, and the school voucher issue, see Terry Moe, "Schools, Vouchers, and the American Public," (Washington, D.C.: Brookings Institution Press, 2001).

Because the interviews of mothers represent a subset of scientifically-based national sample of adults, we also present parallel data and findings for the general adult population in America, as well as breakouts for four regions of the country.

Our methodology is in line with polling industry standards. A randomly selected and statistically representative sample of Americans recently responded to a questionnaire including seven substantive items and 11 demographic items. Our methodology included probability sampling and random-digit dial. A total of 1,078 telephone interviews were completed in English (with available Spanish option) from April 17 to 24, 2012, by means of both landline and cell phone. The national sample includes 803 adults living in the United States. BRI oversampled to reach an additional 275 interviews with mothers of school-age children to complete, combined with the nationwide sample, 401 interviews with mothers of at least one child in elementary or secondary school. Based on U.S. Census data, statistical results were weighted to correct known demographic discrepancies. The margin of sampling error for the national sample is ± 3.5 percentage points. The margin of **sampling error for the “moms” sample is approximately ± 4.9 percentage points.**

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 presents our questionnaire and results (“topline **numbers**”), essentially allowing the reader to follow the actual interview as it was conducted, with respect to question wording and ordering. We set out to give a straightforward analysis, going light on editorial commentary, and letting the numbers and charts communicate the major findings.

Key Findings:

Comparing Mom and Non-Mom Responses

Grading Area Schools

- ▶ Moms are more likely than non-moms to have an opinion about area public schools and grade them. Mothers of school-age children – like other Americans – are less inclined to judge charter schools and private schools.
- ▶ About 62% of moms give either A or B grades to their area public schools, which is a significantly higher proportion than non-moms (52%) giving the same grades. By a greater than five-to-one margin, mothers issue their local public schools **“high grades” (A or B) over “low grades” (D or F)** to their local district schools. Just 1 of 10 moms (11%) give D or F grades to their district schools.
- ▶ About 6 of 10 mothers (62%) do not have an opinion one way or the other about charter schools, which is significantly higher than the national average (52%).
- ▶ One-fourth of moms (25%) give either A or B grades to their local charter schools, which is a significantly lower proportion than non-moms (31%). By a nearly seven-to-one margin, mothers prefer giving higher grades instead of lower grades to area charter schools. Only 4% of moms give D or F grades to charters.
- ▶ Nearly 4 of 10 mothers (39%) do not have an opinion one way or the other regarding area private schools, the same percentage as the national average.
- ▶ A slight majority of moms (51%) give either A or B grades to their local private schools, statistically the same as non-moms (50%). By a 20-to-1 margin, mothers give high grades instead of low grades to private schools. Just 3% of moms give D or F grades to private schools.

School Type Preferences

- ▶ Moms and non-moms reflect statistically similar school preferences. We did not detect any significant differences in the survey response data. Though moms are significantly more likely to state their school preference compared to non-moms.
- ▶ When asked for a preferred school type, mothers are most likely to prefer a regular public school (45%). However, more than one of three moms (37%) would want to send their child to a private school. The data point to a wide disconnect between **mothers' school preferences and actual enrollment patterns** across the country. Nationally, just 10% of all school-age children attend private schools. About 90% of students attend public district/regular or charter schools.
- ▶ Among mothers, 8% would choose a charter school.
- ▶ Among mothers, 7% would like to homeschool their child.

School Vouchers

- ▶ Among moms, 6 of 10 (61%) say they support school vouchers. About 55% of non-moms say they support school vouchers. Differences are not significant. Nearly 3 of 10 moms (28%) say they oppose vouchers.
- ▶ One-third of moms (33%) say they “strongly favor” school vouchers, which is more than double the percentage (15%) saying they “strongly oppose” vouchers. The net result reflects a substantial amount of intensity supporting vouchers among mothers.

Access to School Vouchers and Scholarships

- ▶ American adults – and mothers in particular – overwhelmingly prefer universal access to vouchers and scholarships, compared to access solely based on financial need.
- ▶ Among mothers, 7 of 10 (71%) say they agree with the statement that “school vouchers or scholarships should be available to all families, regardless of incomes and special needs.” Half of all moms (50%) “strongly agree” with this statement, which is significantly higher than the proportion of non-moms (43%). About one-

fourth of mothers (25%) disagree with this statement; **14% say they “strongly disagree.”**

- ▶ Among mothers, 3 of 10 (**30%**) say they agree with the statement that “school vouchers or scholarships should only be available to families based on financial need.” Only 17% of all moms “strongly agree” with this statement. Nearly two of three moms (65%) disagree with means-testing vouchers, and 40% say they “strongly disagree” – both figures are statistically different and higher than non-moms.

Comparing National and Regional Responses

Grading Area Schools

- ▶ Americans are much more likely to have an opinion about their area district schools and grade them, compared to grading charter schools and private schools. Only 16% of adults said they had no opinion for regular public schools (i.e. district schools), but much larger proportions declined grading charter schools and private schools (52% and 39%, respectively). None of the four regions differed from one another in a substantial way, except that Midwesterners (66%) were more likely to have no opinion on charter schools than Southerners (47%) and Westerners (49%).
- ▶ About 54% of Americans give either A or B grades to their area public schools. By a nearly five-to-one margin, Americans gave their local public schools A or B grades rather than D or F grades. About 1 of 10 Americans (12%) give D or F grades to their district schools. Midwesterners (59%) were significantly more likely than Westerners (49%) to give high grades to these schools.
- ▶ One-third of Americans (33%) give either A or B grades to their local charter schools. By a nearly seven-to-one margin, American adults give A or B grades instead of D or F grades to area charter schools. Only 5% give D or F grades to charters. The Midwest looks different than the other three regions, less inclined to give high grades to charters (22%), though adults in the Midwest are not any more likely to give low grades.

- ▶ A slight majority of Americans (51%) give either A or B grades to their local private schools, statistically similar to all four regions. By a 13-to-1 margin, Americans give high grades instead of low grades to private schools. Just 4% of adults give D or F grades to private schools. The Northeast (57%) is statistically more likely to give A or B grades than Midwesterners (44%).

School Type Preferences

- ▶ The national average and the four regional averages reflect statistically similar school type preferences.
- ▶ When asked for a preferred school type, Americans are most likely to prefer a regular public school (42%). However, more than one of three adults (37%) would want to send their child to a private school. Also, 8% of Americans would choose a charter school, and 7% would like to homeschool their child.

School Vouchers

- ▶ A solid majority of Americans (56%) say they support school vouchers, and 28% say they oppose vouchers. **Those who say they “strongly favor” (29%) nearly double the proportion of adults who say they “strongly oppose” school vouchers (16%).**
- ▶ The four regions exhibit similar response levels as the national sample. We did not detect any statistically significant differences between regions.

Access to School Vouchers and Scholarships

- ▶ American adults definitely prefer universal access to vouchers and scholarships, compared to access solely based on financial need.
- ▶ Among adults, 68% **say they agree with the statement that “school vouchers or scholarships should be available to all families, regardless of incomes and special needs.”** More than 4 of 10 Americans (43%) **“strongly agree” with this statement,** and one-fourth (25%) disagree; 15% **say they “strongly disagree.”** The intensity is strong in the direction of universal vouchers (+28).

- ▶ Adults in the South (44%) and West (50%) were significantly more likely than those **living in the Midwest (36%) to say they “strongly agree” with universal vouchers and scholarships**; 39% of Northeast adults stated strong agreement.
- ▶ By contrast, 37% of Americans **say they agree with the statement that “school vouchers or scholarships should only be available to families based on financial need.” One of five adults (20%) “strongly agree” with this statement. Nearly 6 of 10 respondents (57%) disagree with means-testing vouchers, and 35% say they “strongly disagree.”**
- ▶ Adults in the Northeast (41%) and South (41%) are more likely than those in the Midwest (31%) to agree that school vouchers should have a means-test. Nearly two of three Midwesterners (63%) disagree with the financial need rule, which is significantly greater than the proportion in the South (53%) who disagree. **Westerners (43%) are most likely to “strongly disagree” with the means-testing statement.**

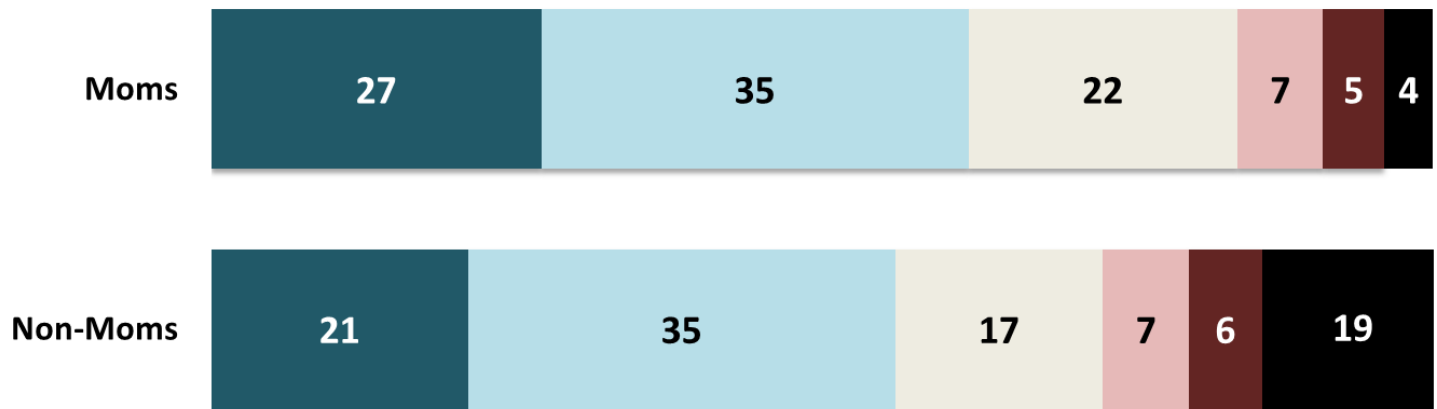


**Survey Snapshots
for Moms
and Non-Moms**

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



REGULAR PUBLIC SCHOOLS



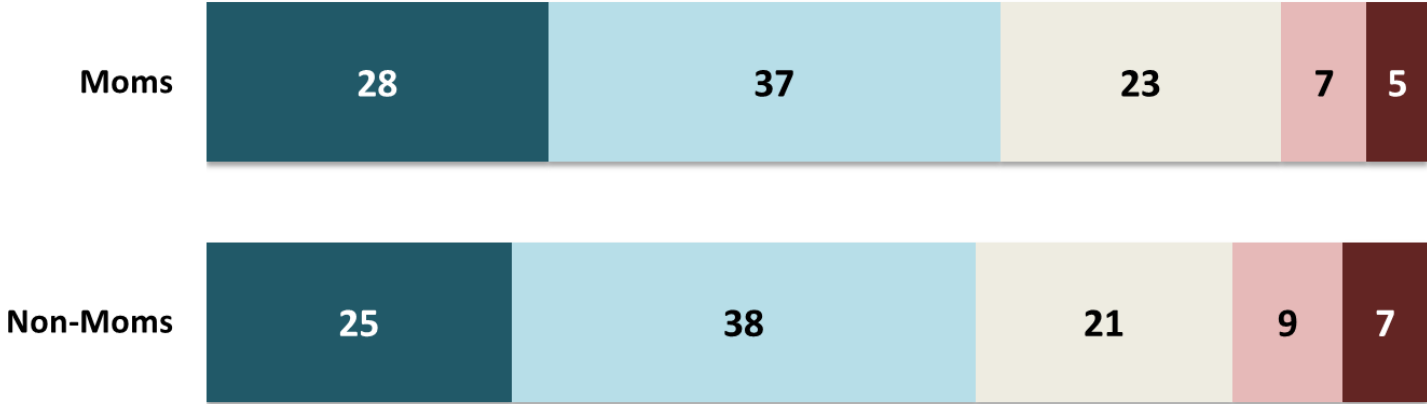
FRIEDMAN FOUNDATION FOR EDUCATIONAL CHOICE, *Moms and Schools Survey*, Q2A.

Of those giving a specific grade...

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



REGULAR PUBLIC SCHOOLS

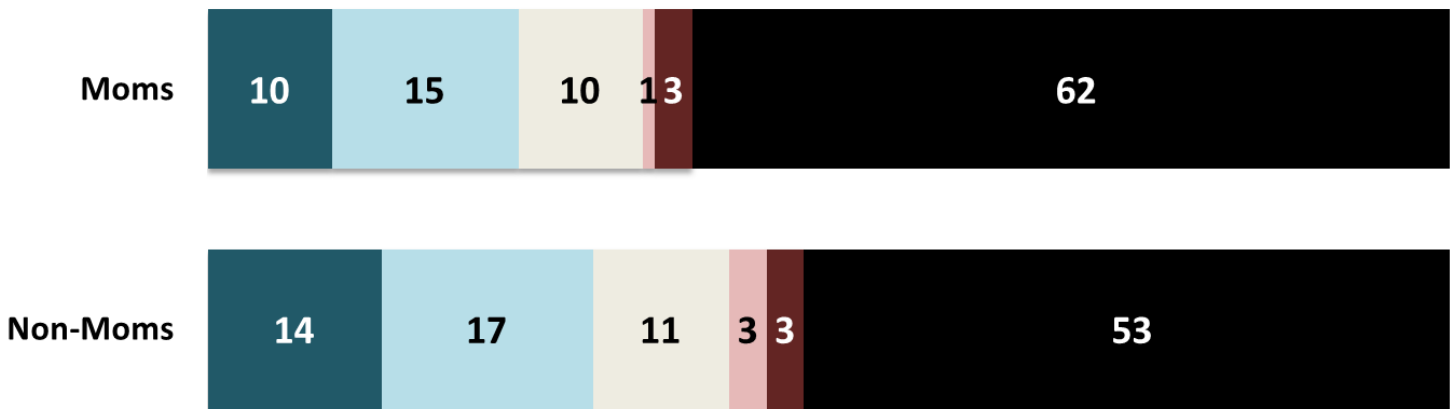


FRIEDMAN FOUNDATION FOR EDUCATIONAL CHOICE, *Moms and Schools Survey*, Q2A.

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



CHARTER SCHOOLS



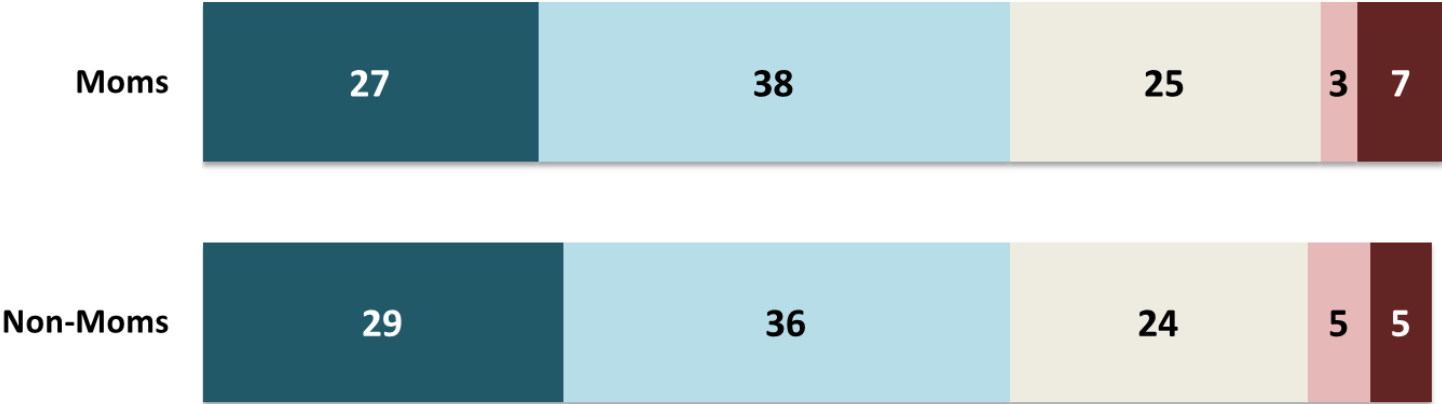
FRIEDMAN FOUNDATION FOR EDUCATIONAL CHOICE, *Moms and Schools Survey*, Q2B.

Of those giving a specific grade...

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



CHARTER SCHOOLS

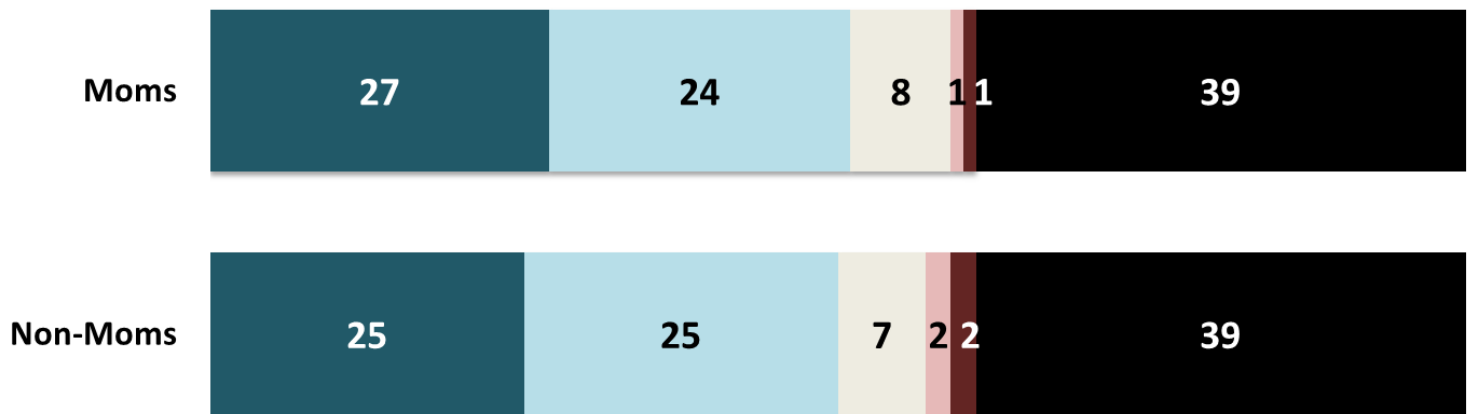


FRIEDMAN FOUNDATION FOR EDUCATIONAL CHOICE, *Moms and Schools Survey*, Q2B.

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



PRIVATE or PAROCHIAL SCHOOLS



FRIEDMAN FOUNDATION FOR EDUCATIONAL CHOICE, *Moms and Schools Survey*, Q2C.

Of those giving a specific grade...

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



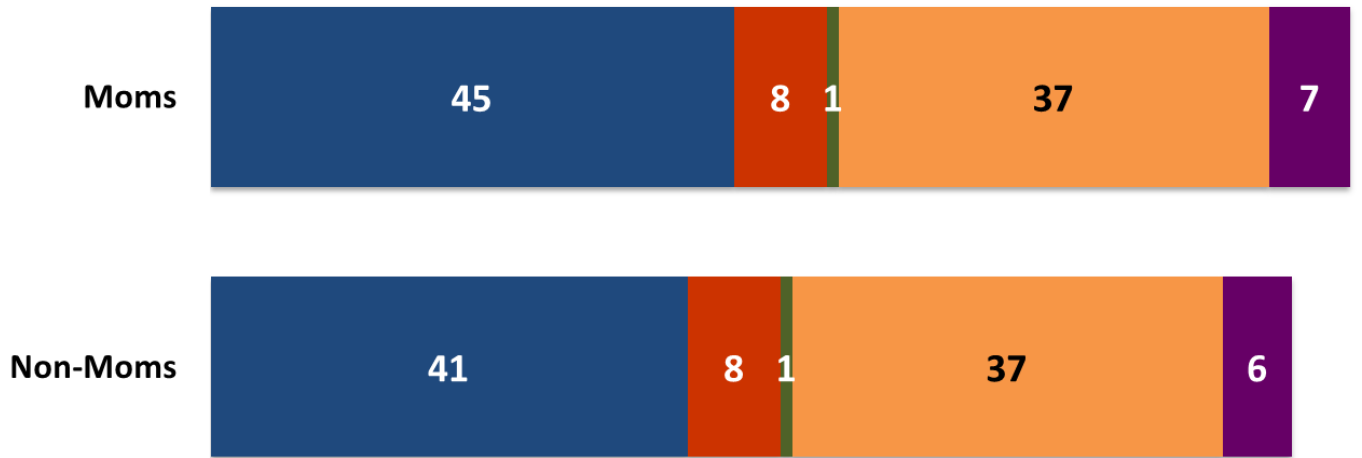
PRIVATE or PAROCHIAL SCHOOLS



FRIEDMAN FOUNDATION FOR EDUCATIONAL CHOICE, *Moms and Schools Survey*, Q2C.

If it was 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
- Virtual School
- Private School
- Homeschool

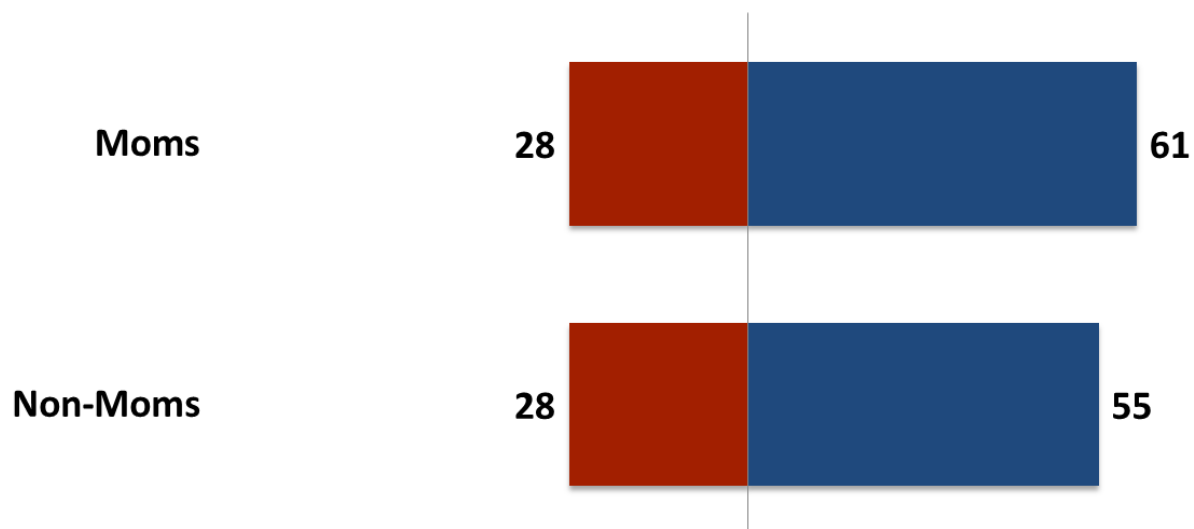


FRIEDMAN FOUNDATION FOR EDUCATIONAL CHOICE, *Moms and Schools Survey*, Q3.

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?

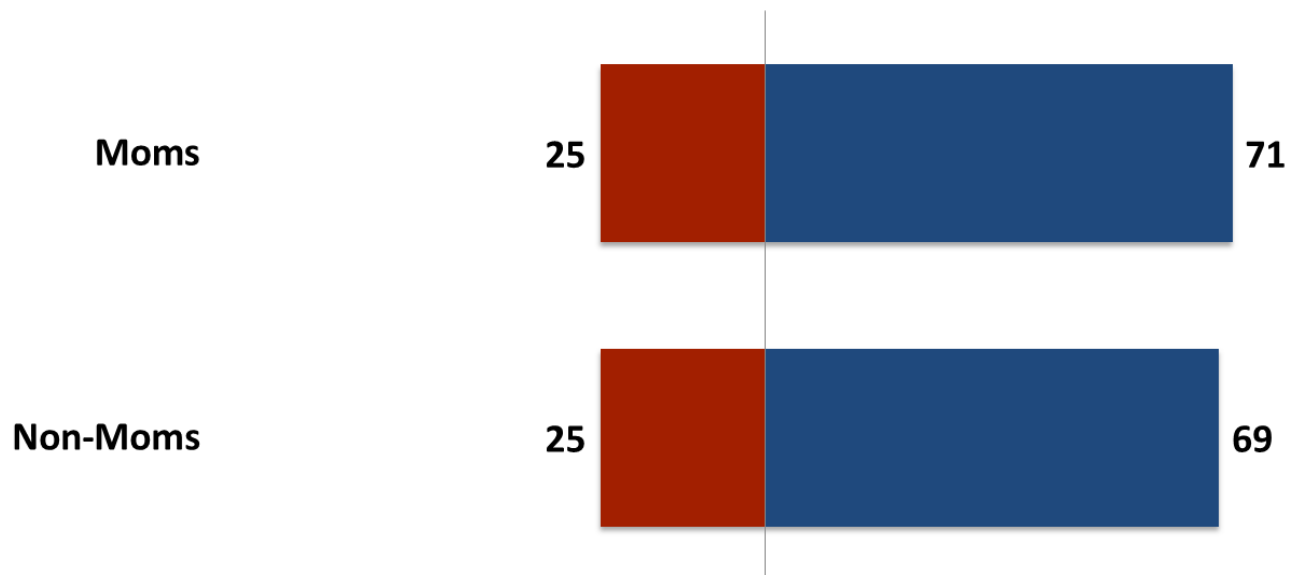
■ Oppose ■ Favor



FRIEDMAN FOUNDATION FOR EDUCATIONAL CHOICE, *Moms and Schools Survey*, Q4.

Some people believe that school vouchers or scholarships should be available to all families, regardless of incomes and special needs. Do you agree or disagree with that statement?

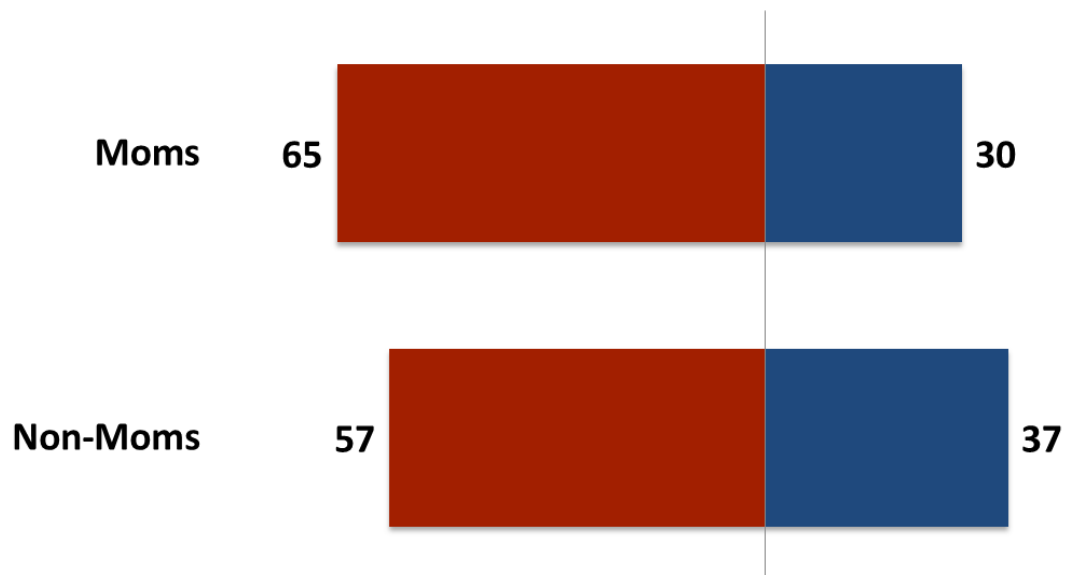
■ Disagree ■ Agree



FRIEDMAN FOUNDATION FOR EDUCATIONAL CHOICE, *Moms and Schools Survey*, Q5.

Some people believe that school vouchers or scholarships should only be available to families based on financial need. Do you agree or disagree with that statement?

■ Disagree ■ Agree



FRIEDMAN FOUNDATION FOR EDUCATIONAL CHOICE, *Moms and Schools Survey*, Q6.

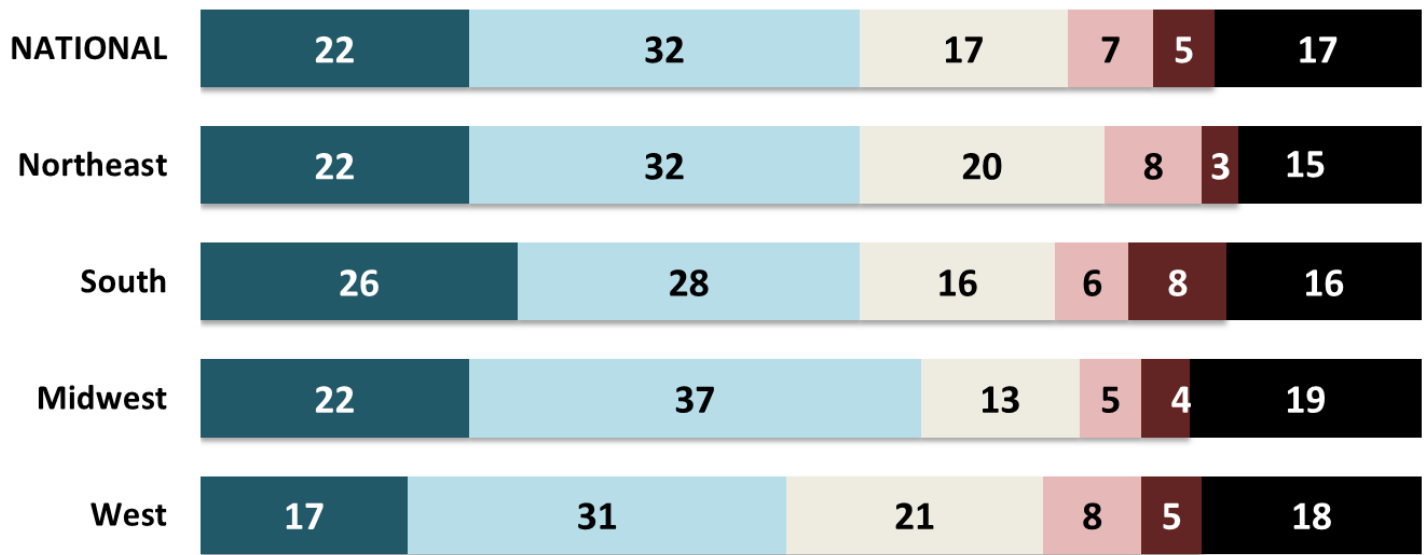


**Survey Snapshots
Nationwide
and by Region**

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



REGULAR PUBLIC SCHOOLS



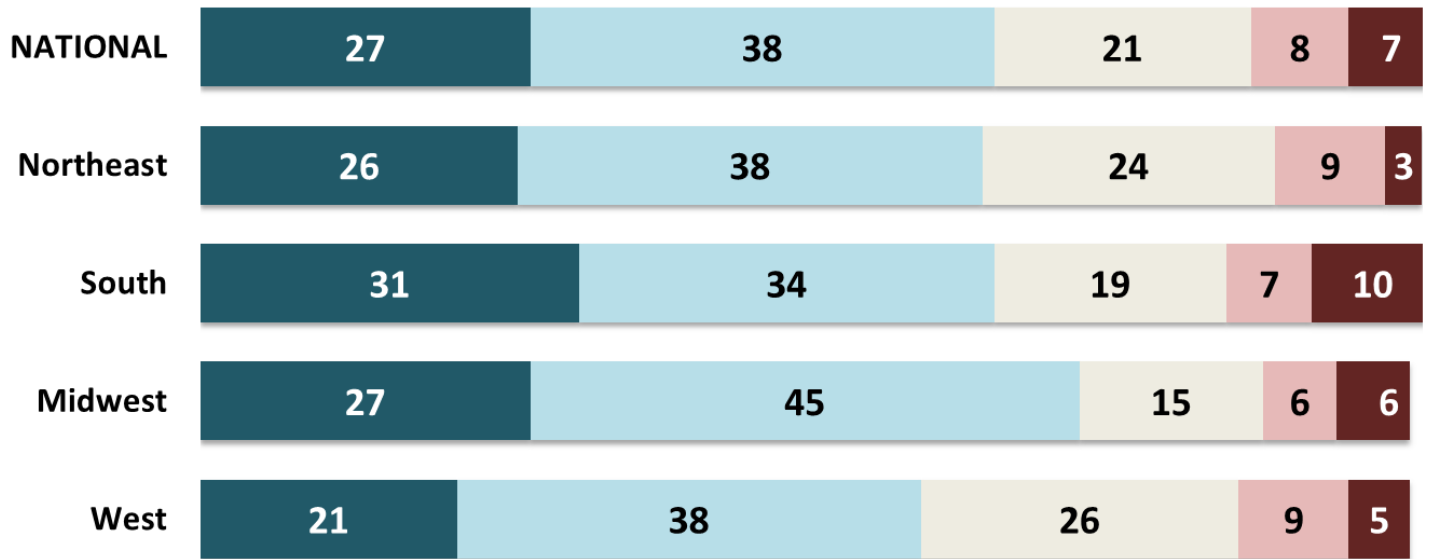
FRIEDMAN FOUNDATION FOR EDUCATIONAL CHOICE, *Moms and Schools Survey*, Q2A.

Of those giving a specific grade...

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



REGULAR PUBLIC SCHOOLS

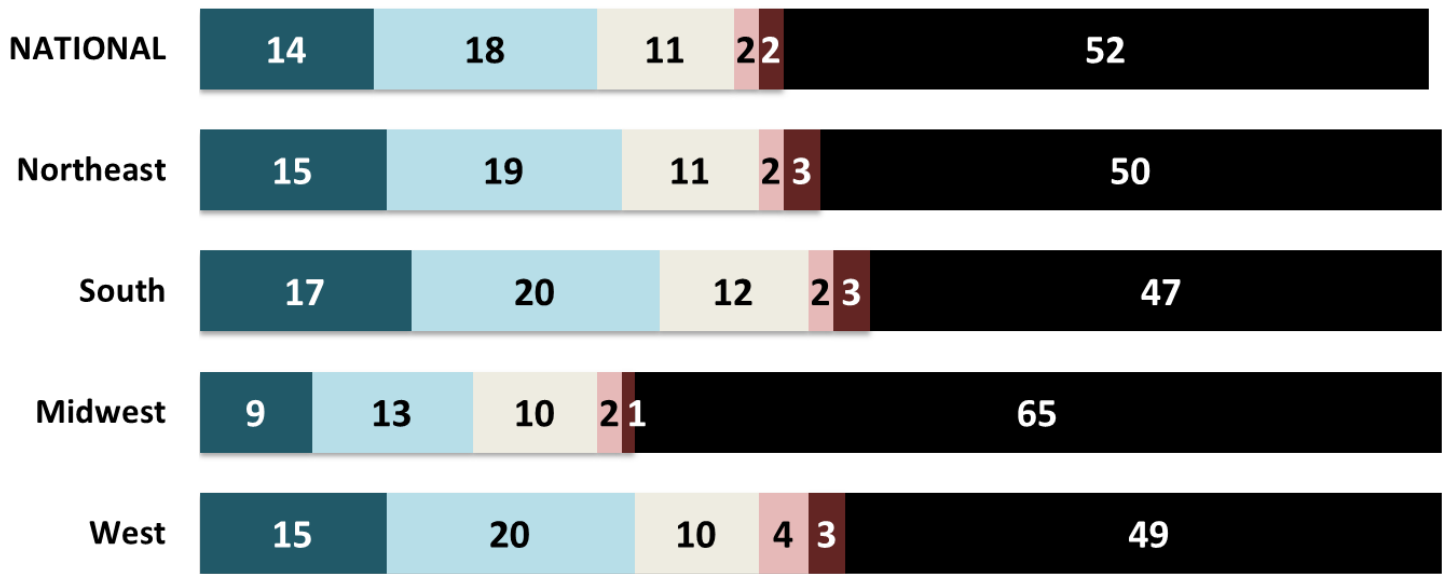


FRIEDMAN FOUNDATION FOR EDUCATIONAL CHOICE, *Moms and Schools Survey*, Q2A.

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



CHARTER SCHOOLS



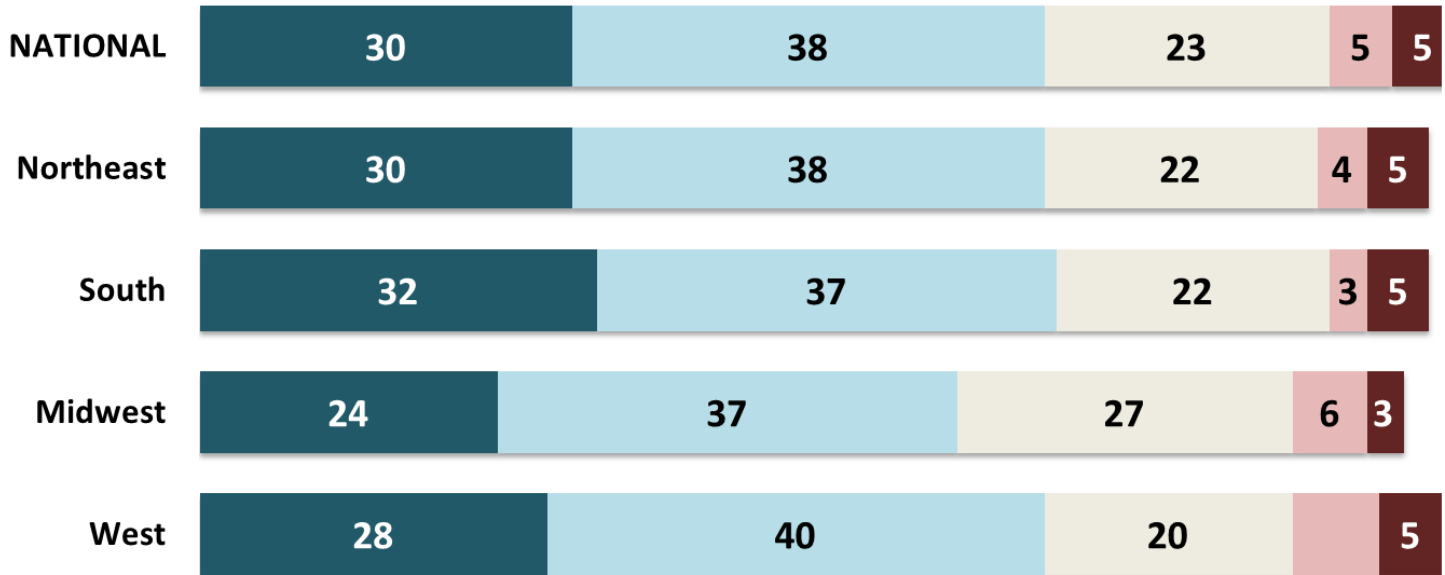
FRIEDMAN FOUNDATION FOR EDUCATIONAL CHOICE, *Moms and Schools Survey*, Q2B.

Of those giving a specific grade...

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



CHARTER SCHOOLS

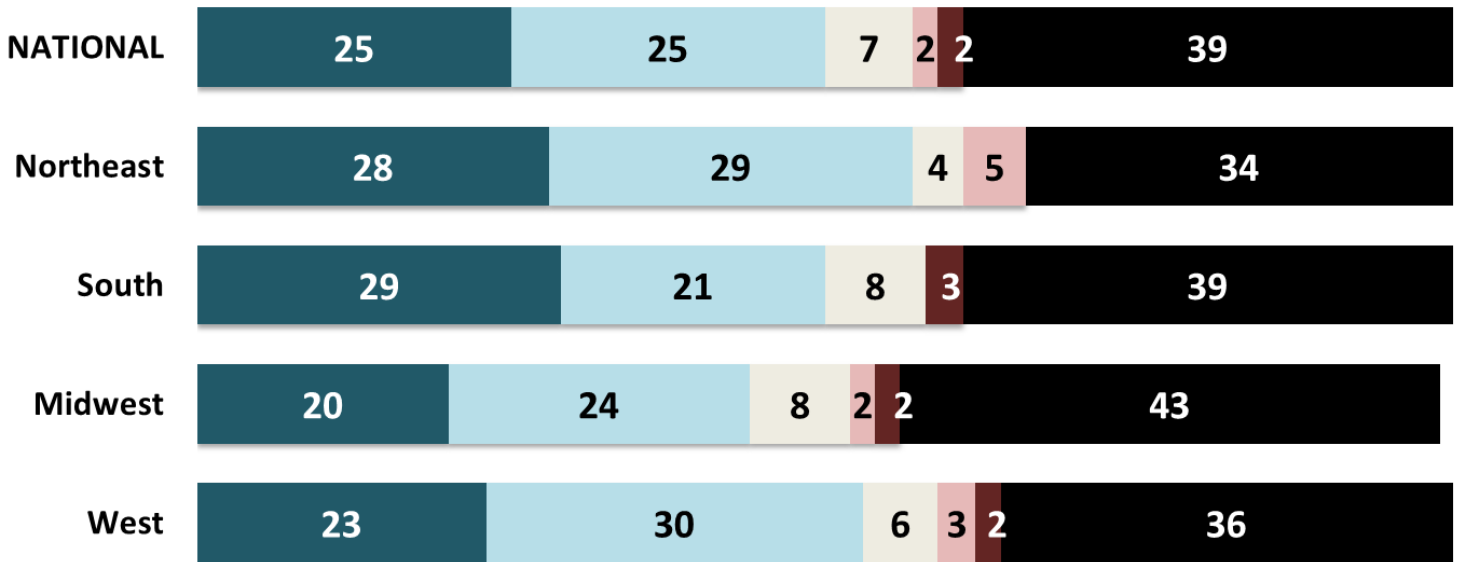


FRIEDMAN FOUNDATION FOR EDUCATIONAL CHOICE, *Moms and Schools Survey*, Q2B.

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



PRIVATE or PAROCHIAL SCHOOLS



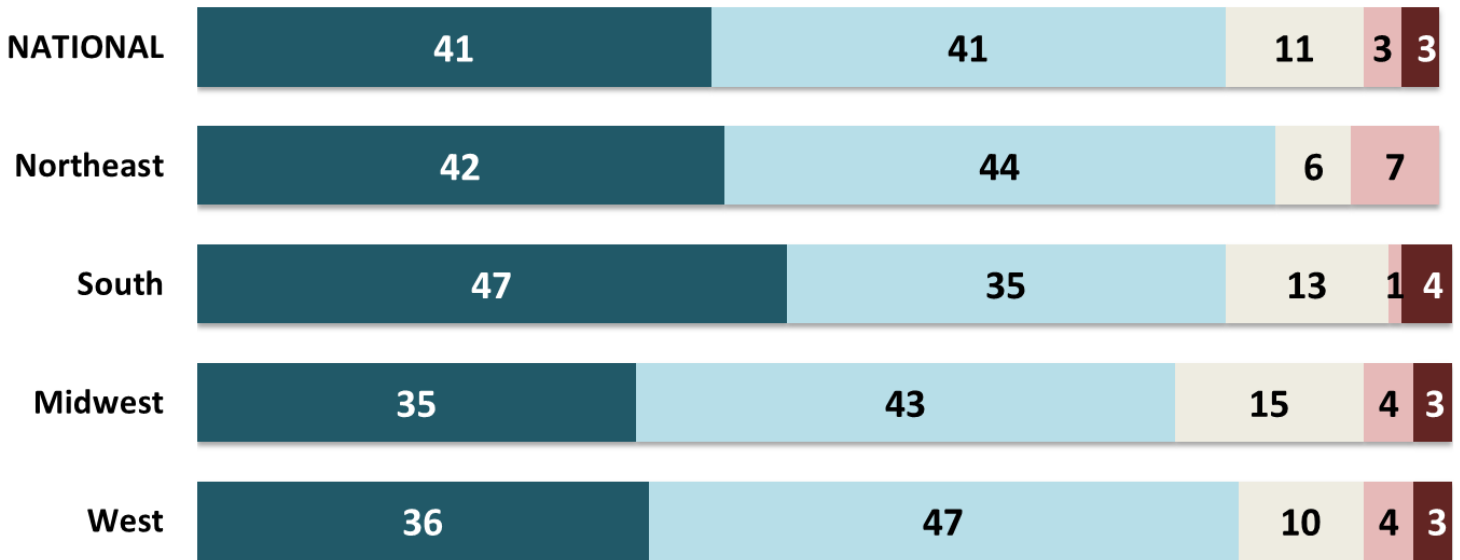
FRIEDMAN FOUNDATION FOR EDUCATIONAL CHOICE, *Moms and Schools Survey*, Q2C.

Of those giving a specific grade...

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

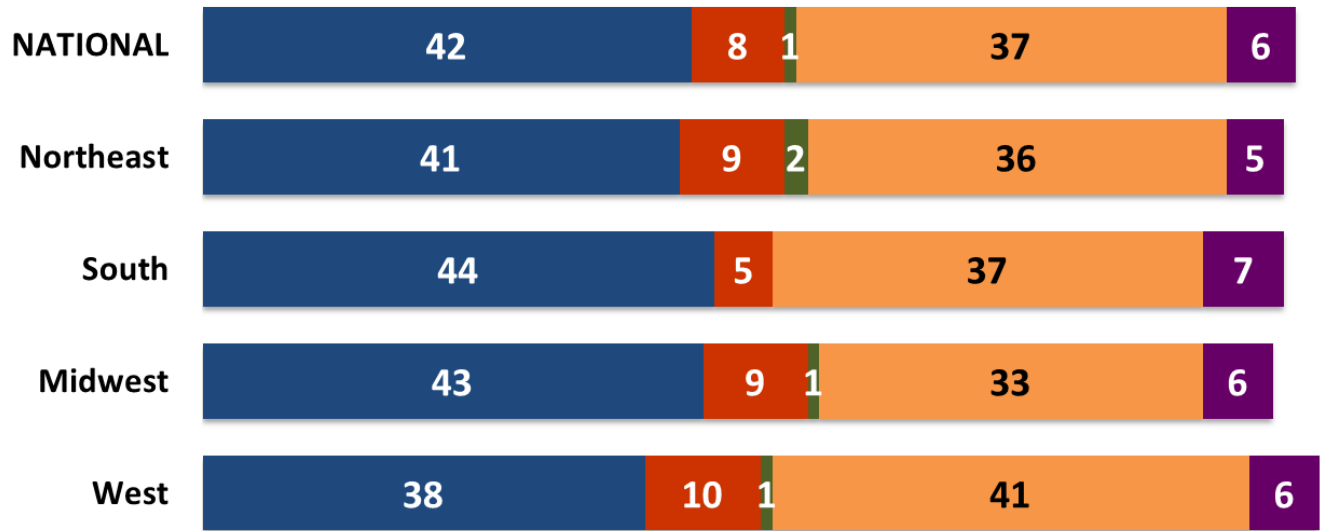
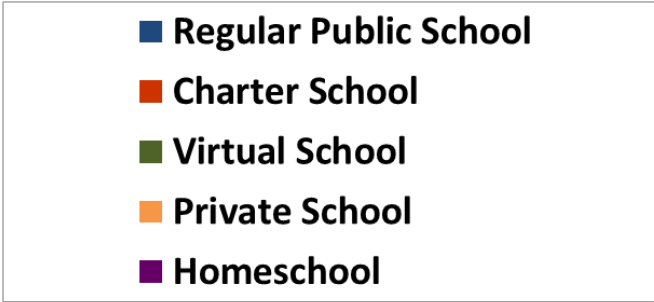


PRIVATE or PAROCHIAL SCHOOLS



FRIEDMAN FOUNDATION FOR EDUCATIONAL CHOICE, *Moms and Schools Survey*, Q2C.

If it was 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?

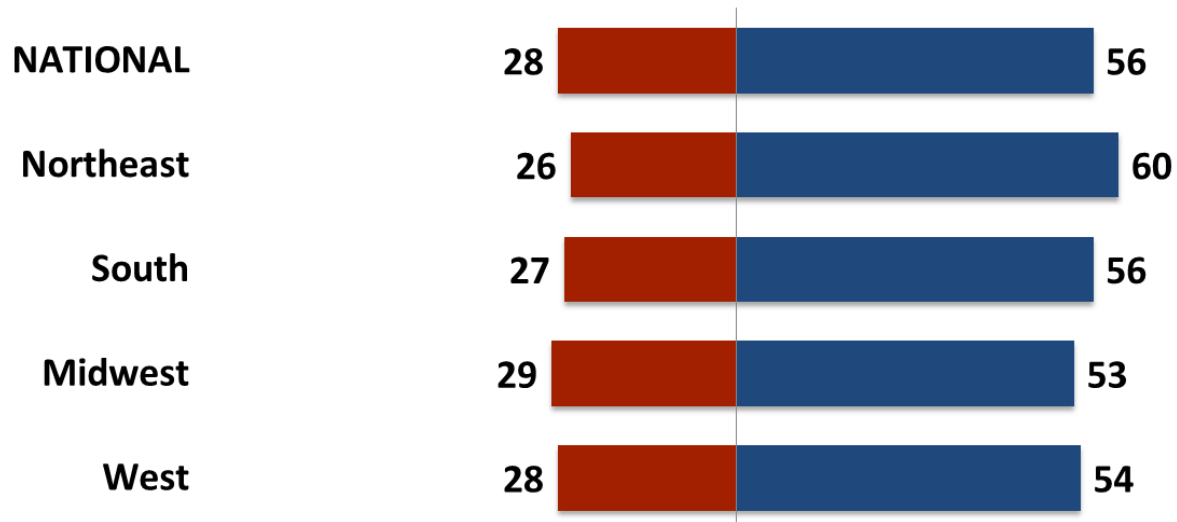


FRIEDMAN FOUNDATION FOR EDUCATIONAL CHOICE, *Moms and Schools Survey*, Q3.

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?

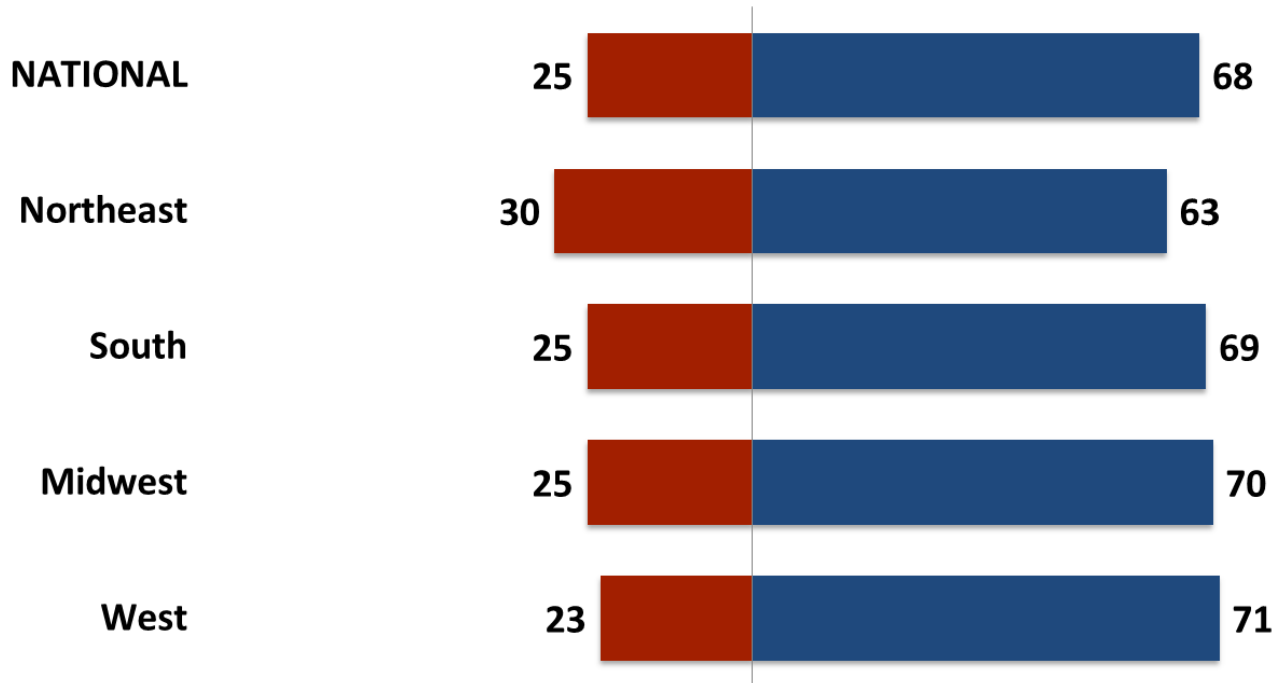
■ Oppose ■ Favor



FRIEDMAN FOUNDATION FOR EDUCATIONAL CHOICE, *Moms and Schools Survey*, Q4.

Some people believe that school vouchers or scholarships should be available to all families, regardless of incomes and special needs. Do you agree or disagree with that statement?

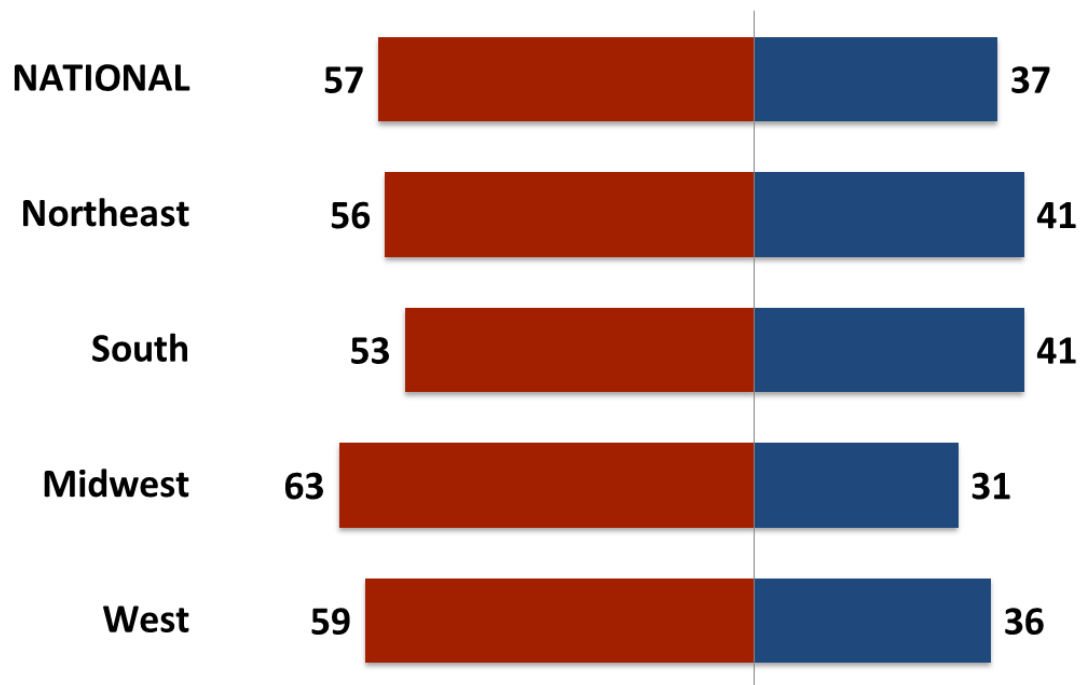
■ Disagree ■ Agree



FRIEDMAN FOUNDATION FOR EDUCATIONAL CHOICE, *Moms and Schools Survey*, Q5.

Some people believe that school vouchers or scholarships should only be available to families based on financial need. Do you agree or disagree with that statement?

Disagree Agree



FRIEDMAN FOUNDATION FOR EDUCATIONAL CHOICE, *Moms and Schools Survey*, Q6.

Methods Summary

The “Moms and Schools Survey” **project**, commissioned by the Friedman Foundation for Educational Choice and conducted by Braun Research, Inc. (BRI), interviewed a statistically representative sample of adults (age 18 or older) in the United States. Methodology included probability sampling and random-digit dial.

The Friedman Foundation’s survey instrument was part of a larger national omnibus survey. Our items were inserted and positioned at the beginning of the interview in order to ensure other unrelated omnibus questions would not affect the responses to our questions.

A total of **1,078** telephone interviews were completed in English (with available Spanish option) from April 17 to 24, 2012, by means of both landline and cell phone.

The national sample includes **803** adults in the United States. BRI oversampled to reach an additional **275** interviews with mothers of school-age children to complete, combined with the nationwide sample, **401** interviews with mothers of at least one child in K-12 education. Based on U.S. Census data, statistical results were weighted to correct known demographic discrepancies. The margin of sampling error for the national **sample is ± 3.5 percentage points. The margin of sampling error for the “moms” sample is approximately ± 4.9 percentage points.**

BRI’s live callers conducted all phone interviews. For the national sample, a total of 9,140 calls were made in United States: 6,415 landline; 2,725 cell. Of these calls, 2,519 were unusable phone numbers (disconnected, fax, busy, non-residential, or non-answers, etc.); 4,379 were usable numbers but eligibility unknown (including refusals and voicemail); 95 cell phone numbers were usable but not eligible for this survey; 32 people did not complete the survey.

The average response rate of the landline interviews was **18.7%**. The average response rate of the cell phone interviews was **18.2%**.

Details on **the national sample’s call dispositions, landline and cell phone response rates, and weighting** are discussed in following sections.

Sample Design

A combination of landline and cellular random-digit dial (RDD) samples was used to represent adults (age 18 or older) living in the United States 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 April 19 to 24, 2012. 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 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 over the last several years response rates have been declining for consumer polls. Generally, running surveys over a longer period of time will boost these

response rates. 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 margin of error for this national survey is ± 3.5 percent. 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 3.5 percentage points away from their true values in the population.

It is critical to note that the 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

Full statewide call dispositions and response rates for sampled landline and cell phone numbers are located on the next page.

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. The sample was balanced to reflect the targeted population representation by Age, Gender, Region, Education, Race and Hispanic origin. The weighted and unweighted results are available on request. All weighting measures are based on 2010 Census Bureau statistics for the United States.

National Sample Call Dispositions

<u>SUMMARY</u>			<u>DETAIL</u>		
Landline	Cell Phone		Landline	Cell Phone	
6,415	2,725	Total	1,420	815	Disconnected
6,415	2,725	Released	104	2	Fax
0	0	Unreleased	169	3	Government/Business
4,396	1,899	Usable	-	0	Non Cell Phone
2,019	826	Unusable	6	-	Non Landline
4,396	1,410	Qualified	1,699	820	Unusable
68.5%	69.7%	Est. Usability	914	21	No Answer
100.0%	74.0%	Est. Eligibility	102	0	Busy
18.7%	18.2%	Est. Response	1,016	21	Usability Unknown
			822	256	Complete
			17	15	Break-Off
			839	271	Usable/Eligible
			1,152	579	Refused
			37	6	Language Barrier
			916	638	Voice Mail
			622	217	Call Back-Retired
			134	78	Strong Refusal
			0	0	Privacy Manager
			2,861	1,518	Usable/Eligible Unknown
			-	95	Under 18
			0	95	Usable/Ineligible
			18.7%	18.2%	Response Rate

About the Author

Paul DiPerna (paul@edchoice.org) is Research Director for the Friedman Foundation for Educational Choice in Indianapolis. DiPerna joined the Foundation in September 2006, and his research includes surveys and polling on K-12 education issues. He also manages and edits all other research projects commissioned by the Foundation. DiPerna previously served as assistant director for the Brown Center on Education Policy at the Brookings Institution, working there for more than six years. He was a research analyst for the first five issues of the Brown Center Report on American Education (2000-2004), and managed the activities of the National Working Commission on Choice in K-12 Education (2001-2005). DiPerna has presented research at the American Sociological Association annual meeting, and he has written or co-authored articles for *Education Week*, The Huffington Post, *Washington Examiner*, First Monday, and *Education Next*. In 2008, he authored a textbook chapter in the “Handbook of Research on Web Log Analysis.”

A native of Pittsburgh, DiPerna attended the University of Dayton as an undergraduate and received an M.A. in political science from the University of Illinois.

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About the Survey Organization

Braun Research, Inc. (BRI)

The Braun Research network of companies, founded in 1995, combined employ 40 full-time and more than 500 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 17 years, Braun Research has conducted more than 8,300 research projects by telephone, internet, and mail worldwide.

Nationally-known research firms have hired Braun Research, including the Gallup Organization, the Pew Research Center, the Eagleton Poll, Mathematica Policy Research, and *The Washington Post*. Braun Research has worked for the New Jersey Department of Health and Human Services, as well as other government agencies including the United States Departments of the Treasury and Defense, and the Center for Disease Control.

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 (American Association for Public Opinion Research), MRA/CMOR (Market Research Association/Council on Marketing and Opinion Research), and CASRO (Council on American Survey Research Organizations).

Braun's services on behalf of other research firms are up to standards required by various professional associations where Braun enjoys membership, and in some cases, participates actively. Paul Braun is a member of the MRA/CMOR committees on response rate improvement and in launching a seal of quality for the industry. Paul Braun is recognized as a leader in the field by colleagues who asked him to serve on these committees. He has served as President of the New Jersey Chapter of AAPOR.

About the Survey Sponsor

The Friedman Foundation for Educational Choice

The Friedman Foundation for Educational Choice is a 501(c)(3) nonprofit and **nonpartisan organization, solely dedicated to advancing Milton and Rose Friedman’s** vision of school choice for all children. First established as the Milton and Rose D. Friedman Foundation in 1996, the Foundation continues to promote school choice as the most effective and equitable way to improve the quality of K-12 education in America. The Foundation is dedicated to research, education, and outreach on the vital issues and implications related to choice and competition in K-12 education.

Commitment to Methods & Transparency

The Friedman Foundation for Educational Choice is committed to research that adheres to high scientific standards, and matters of methodology and transparency are taken seriously at all levels of our organization. We are dedicated to providing high-quality information in a transparent and efficient manner.

All individuals have opinions, and many organizations (like our own) have specific missions or philosophical orientations. Scientific methods, if used correctly and followed closely in well-designed studies, should neutralize these opinions and orientations. Research rules and methods minimize bias. We believe rigorous **procedural rules of science prevent a researcher’s motives**, and an organization’s particular orientation, from pre-determining results. If research adheres to proper scientific and methodological standards, its findings can be relied upon no matter who has conducted it. If rules and methods are neither specified nor followed, then the biases of the researcher or an organization may become relevant, because a lack of rigor opens the door for those biases to affect the results.

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

Moms and Schools Survey Questionnaire & Topline Results

Interview Dates: April 17 to 24, 2012

Sample Frame: Adults (18+)

Sample Sizes: NATIONAL = 803
Moms = 401; Non-Moms = 677
Northeast = 145; South = 295; Midwest = 177 ; West = 185

Margins of Error: NATIONAL = \pm 3.5 percentage points
Moms = \pm 4.9 percentage points; Non-Moms = \pm 3.8 percentage points
Northeast = \pm 8.1 percentage points; South = \pm 5.7 percentage points
Midwest = \pm 7.4 percentage points; West = \pm 7.2 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”]



**Responses from
Moms and Non-Moms**

“For this part of the interview, we would like to ask you some questions about some education issues. 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”]

1. Are you currently the parent or guardian of a child who lives with you, and who is in any grade from Pre-School 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 2011, ENTER "NO"]

	Yes	No	DK/Ref (VOL.)
Moms	100	-	-
Non-Moms	18	81	< 1

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

[GRADE OPTIONS: A, B, C, D, F, (Does Not Apply), or (DK)]

[RANDOMIZE “REGULAR PUBLIC SCHOOLS or DISTRICT SCHOOLS,” “CHARTER SCHOOLS,” “PRIVATE OR PAROCHIAL SCHOOLS”]

[IF NEEDED, DEFINITION OF “CHARTER SCHOOL”:

“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.”]

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

(A) Regular Public Schools or District Schools

	A	B	C	D	F	Does Not Apply (VOL.)	DK/Ref (VOL.)
Moms	27	35	22	7	5	< 1	4
Non-Moms	21	31	17	7	6	2	17

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

(B) Charter Schools

	A	B	C	D	F	Does Not Apply (VOL.)	DK/Ref (VOL.)
Moms	10	15	10	1	3	18	44
Non-Moms	14	17	11	3	3	14	39

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

(C) Private or Parochial Schools

	A	B	C	D	F	Does Not Apply (VOL.)	DK/Ref (VOL.)
Moms	27	24	8	1	1	9	30
Non-Moms	25	25	7	2	2	6	33

3. If it was 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 NEEDED, DEFINITION OF “CHARTER SCHOOL”:

“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.”]

[IF NEEDED, DEFINITION OF “VIRTUAL SCHOOL”:

“Virtual schools can be run publicly or privately, allowing students to work with their curriculum and teachers over the internet – in combination with, or in place of, traditional classroom learning.”]

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

	Charter School	Homeschool	Private School	Regular Public School	Virtual School	DK/Ref (VOL.)
Moms	8	7	37	45	1	2
Non-Moms	8	6	37	41	< 1	7

4. 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.)
Moms	33	28	13	15	12
Non-Moms	28	27	11	17	17

5. Some people believe that school vouchers or scholarships 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.)
Moms	50	21	10	14	4
Non-Moms	43	26	11	15	6

6. Some people believe that school vouchers or scholarships 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.)
Moms	18	13	25	40	4
Non-Moms	19	17	22	35	6



**Responses Nationwide
and by Region**

1. Are you currently the parent or guardian of a child who lives with you, and who is in any grade from Pre-School 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 2011, ENTER "NO"]

	Yes	No	DK/Ref (VOL.)
NATIONAL	31	68	< 1
Northeast	29	72	-
South	31	68	1
Midwest	31	69	< 1
West	35	64	1

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

[GRADE OPTIONS: A, B, C, D, F, (Does Not Apply), or (DK)]

[RANDOMIZE “REGULAR PUBLIC SCHOOLS or DISTRICT SCHOOLS,” “CHARTER SCHOOLS,” “PRIVATE OR PAROCHIAL SCHOOLS”]

[IF NEEDED, DEFINITION OF “CHARTER SCHOOL”:

“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.”]

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

(A) Regular Public Schools

	A	B	C	D	F	Does Not Apply (VOL.)	DK/Ref (VOL.)
NATIONAL	22	32	17	7	5	2	15
Northeast	22	32	20	8	3	< 1	15
South	26	28	16	6	8	2	14
Midwest	22	37	13	5	4	3	16
West	17	31	21	8	5	1	17

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

(B) Charter Schools

	A	B	C	D	F	Does Not Apply (VOL.)	DK/Ref (VOL.)
NATIONAL	14	18	11	2	2	13	39
Northeast	15	19	11	2	3	9	41
South	17	20	12	2	3	15	33
Midwest	9	13	10	2	1	15	50
West	15	20	10	4	3	13	35

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

(C) Private or Parochial Schools

	A	B	C	D	F	Does Not Apply (VOL.)	DK/Ref (VOL.)
NATIONAL	25	25	7	2	2	7	32
Northeast	28	29	4	5	0	6	28
South	29	21	8	< 1	3	9	31
Midwest	20	24	8	2	2	6	38
West	23	30	6	3	2	5	31

3. 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 NEEDED, DEFINITION OF “CHARTER SCHOOL”:

“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.”]

[IF NEEDED, DEFINITION OF “VIRTUAL SCHOOL”:

“Virtual schools can be run publicly or privately, allowing students to work with their curriculum and teachers over the internet – in combination with, or in place of, traditional classroom learning.”]

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

	Charter School	Homeschool	Private School	Regular Public School	Virtual School	DK/Ref (VOL.)
NATIONAL	8	6	37	42	< 1	7
Northeast	9	5	36	41	2	8
South	5	7	37	44	0	6
Midwest	9	6	33	43	< 1	9
West	10	6	41	38	< 1	4

4. 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.)
NATIONAL	29	27	12	16	17
Northeast	34	26	13	13	15
South	28	29	10	17	16
Midwest	26	27	13	16	17
West	29	24	11	17	18

5. Some people believe that school vouchers or scholarships 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.)
NATIONAL	43	26	10	15	6
Northeast	39	24	12	19	7
South	44	24	10	15	5
Midwest	36	34	11	14	6
West	50	21	10	13	6

6. Some people believe that school vouchers or scholarships 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.)
NATIONAL	20	17	22	35	6
Northeast	24	17	22	34	3
South	23	17	22	30	7
Midwest	17	14	27	35	7
West	15	21	17	43	5

[PLEASE MAKE THE FOLLOWING TEXT AVAILABLE TO INTERVIEWERS ANYTIME A RESPONDENT ASKS ABOUT THE NATURE OF THE SURVEY SPONSOR/FRIEDMAN FOUNDATION]

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