



Memorandum

To: American Federation for Children
Fr: Gene Ulm and Trip Mullen
Date: September 3, 2014
Re: Wisconsin Education Poll Findings

The following memorandum is based on a survey of 500 likely voters from swing legislative districts in Wisconsin. The survey was completed by NMB Research August 20-21, 2014 and has a margin of error of +/- 4.38%.

Poll Findings

NMB Research tested several new proposals for Wisconsin's education system, in addition to support for traditional educational choice in swing legislative districts.

Educational Choice

Over six-in-ten (63%) favor giving parents the right to use the tax dollars associated with the education of their children to send their children to the public or private school of their choice. Importantly, 62% of Independent Voters favor educational choice.

Education Proposals

Several proposals received high scores from Wisconsin swing voters. The top proposals are expanding loan and grant programs for technical colleges, requiring all Wisconsin students to take similar academic tests to hold schools accountable, freezing tuition at Wisconsin colleges and universities, and efforts to expand Wisconsin's school choice programs.

- *"Expanding loan and grant programs for people to attend Wisconsin's technical colleges so they can receive the training they need to get good paying jobs right here in Wisconsin." (92% total favor, 68% strongly favor)*
- *"Requiring all students in public schools, charter schools, and private schools in the voucher program to take similar academic tests so that the schools can then be graded and held accountable for their performance." (83% total favor, 62% strongly favor)*
- *"Freezing tuition costs at Wisconsin's public colleges and universities." (76% total favor, 51% strongly favor)*

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- *“Expanding Wisconsin’s statewide school choice program so that it would allow any working class Wisconsin parent to use taxpayer dollars to send their child to the public, private or religious school of their choice. The law currently only allows the poorest parents to be in the program.” (60% total favor, 33% strongly favor)*
- *“Eliminating the cap on Wisconsin’s statewide school choice program so that more than 1000 children can use taxpayer dollars to attend the public, private or religious school of their choice.” (56% total favor, 35% strongly favor)*

Please do not hesitate to call with any questions.