
MEMORANDUM

TO: INTERESTED PARTIES
FROM: MATT GAMMON, VICE PRESIDENT
SUBJECT: ARIZONA SCHOOL CHOICE
DATE: OCTOBER 19, 2015

The following memo highlights the key findings from a statewide survey in Arizona conducted on behalf of American Federation for Children. The survey found that likely voters are favorable towards the concept of school choice, supportive of charter schools in Arizona, and that school choice programs should be available to all students. The survey was conducted among n=501 likely voters and has a margin of error equal to $\pm 4.4\%$.

Availability

After finding out that K through 12 school choice programs are not available to all Arizona children, more than six in ten likely voters indicated that they believe it should be available to all students in Arizona.

“Many of Arizona’s K through 12 programs are currently not available to all Arizona children. Which of the following groups of students do you think deserve school choice programs that enable them to attend the school of their parent’s choosing?”

All students in Arizona	64%
Disabled students	23%
Low income children	20%
Children of active duty military	19%
Children who live on Native American reservations	18%
Students who attend a failing school	16%
Children who live in rural areas	15%

Public Charter Schools

Almost seven in ten likely voters indicated that they support public charter schools, with a plurality of voters strongly supporting them.

“Do you support or oppose public charter schools, which are independently managed public schools that receive taxpayer dollars and are open to all students?”

TOTAL SUPPORT	69%
TOTAL OPPOSE	25%
Strongly support	40%
Somewhat support	28%
Somewhat oppose	9%
Strongly oppose	16%

School Choice

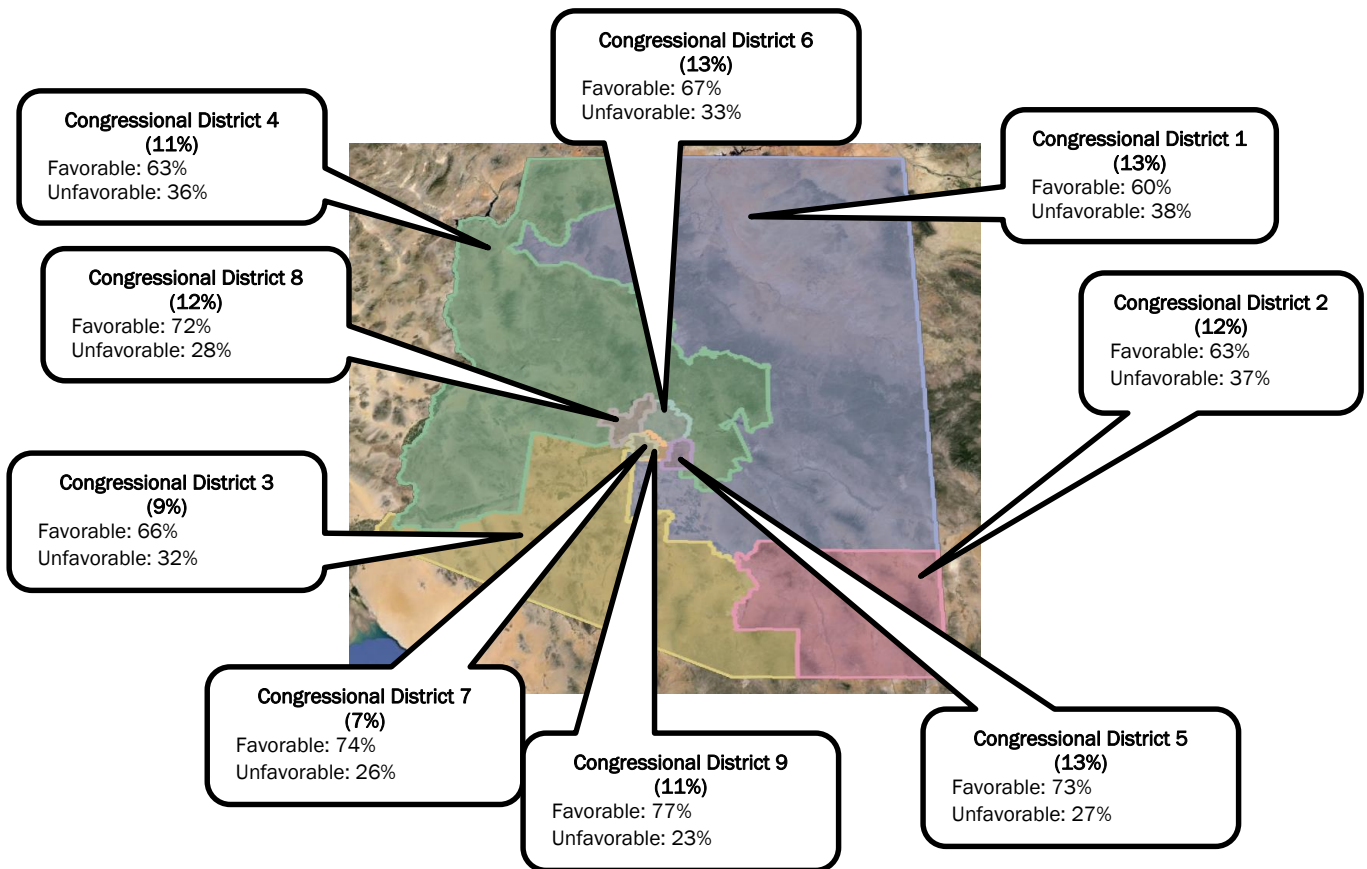
More than six in ten likely voters have a favorable impression of the concept of school choice, which was defined as giving parents the right to use the tax dollars associated with their child’s K through 12 education to send their child to the public, charter, or private school which best serves their needs.

“Generally speaking, would you say that you have a favorable or unfavorable impression of the concept of school choice?”

TOTAL FAVORABLE	63%
TOTAL UNFAVORABLE	29%
Very favorable	39%
Somewhat favorable	24%
Somewhat unfavorable	13%
Very unfavorable	16%

School choice is favorable across gender, age, and the socioeconomic spectrum. What is clear from the following chart is that voters, who have not been able to attain a college degree, strongly favor the ability of their children to get a better education and school choice might be their answer. In addition to school choice being favorable across the many demographic groups, it is also favorable across the state.

<i>Demo</i>	<i>Favorable</i>	<i>Demo</i>	<i>Favorable</i>
Republican	82%	Women 18-54	69%
<College & <\$75K	77%	White	69%
VH: 3 of 4	77%	<College & \$75k	68%
Independent	73%	College+ & <\$75K	63%
Men 18-54	72%	College+ & \$75K+	61%
Women 55+	71%	Men 55+	61%
Hispanic	70%	Democrat	46%



Conclusion

Voters across the state and key demographic groups are favorable of the concept of school choice and they support policies that help give parents the ability to choose schools for their children. Additionally, voters believe that parents of all Arizona children should be able to send their child to a school of their choice, and have their tax dollars follow them.

Methodology

Wilson Perkins Allen Opinion Research conducted research among likely voters in Arizona. WPA selected a random sample of likely voters from Arizona's voter files using Registration Based Sampling (RBS). The sample for this survey was stratified based on geography, age, ethnicity, and gender. This methodology allows us to avoid post-survey "weighting" which can reduce the reliability of survey results. Respondents were contacted by phone via a live telephone operator interview October 14-15, 2015 (30% cell phone interviews). The study has a sample size of n=501 likely voters and a margin of error is equal to $\pm 4.4\%$ in 95 out of 100 cases.

About Wilson Perkins Allen Opinion Research

Since 1998, WPA Opinion Research has been a leading provider of political polling for campaigns from Mayor and City Council to Governor and U.S. Senate in 47 states and several foreign countries. In 2009-2010 alone, WPA conducted polling in nearly 200 races for campaigns, caucuses and independent expenditures efforts.

In addition to our political and policy research, WPA Opinion Research provides donor research to Christian and other not-for-profits and alumni research to colleges and universities. More than 200 Christian and other not-for-profit organizations around the country and dozens of large and small colleges and universities have relied on WPA's data and analysis.

WPA's corporate research arm has provided market research to more than 100 of the Fortune 500 and to hundreds of small and medium businesses nationwide.