

**MEMORANDUM**

**TO: AMERICAN FEDERATION FOR CHILDREN**

**FROM: BRIAN NIENABER**

**RE: NEVADA VOTERS HOLD POSITIVE VIEW OF EDUCATION SAVINGS ACCOUNTS**

**DATE: AUGUST 19, 2015**

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The Tarrance Group is pleased to present the following findings from this recent survey of the Nevada electorate. The Tarrance Group was commissioned by American Federation for Children and the state affiliate to conduct a telephone survey of voters across the state of Nevada. A random sample of N=602 voters is likely to yield a margin of error of  $\pm 4.1\%$  in 95 out of 100 times. A third of the interviews were conducted among cell phones. Responses to the survey were gathered August 15-18, 2015.

Nevada voters hold an overwhelmingly positive view of Education Savings Accounts. Respondents were told that *“Earlier this year, Nevada created the nation’s first universal education savings account program – which uses state funds to create a personal account for parents to fund education expenses, including tuition, tutoring, testing fees and books.”* Sixty-one percent of voters support it and a third (33%) strongly support it.

**SUPPORT NEVADA’S ESA PROGRAM**

Support	61%	(33% strongly)
Unsure	18	
Oppose	22	

Nevada’s ESA program enjoys strong majority support from union households (60%) and Hispanic voters (71%) as well as majority support among Republicans (63%), Democrats (58%), and Independents (62%).

There are two aspects of the ESA program that are particularly popular. Overwhelming majorities support;

- *“Giving students with special needs the opportunity to use additional state funds for specialized services and therapies” (86% favor/56% strongly), &*
- *“Giving some students access to private tutoring or private classes depending on their needs” (83% favor/51% strongly).*

Voter support for school choice is also strong here, as 73% of voters favor of school choice, and 63% think it is either “extremely” or “very important.” This is the bedrock of support against which the ESA program is received.

One of the biggest reasons that voters in the state support school choice is its ability to relieve overcrowding of schools. Two-thirds (66% more likely/41% strongly) of the voters are more likely to support ESA’s because of the following message about school choice...

*“Given the current overcrowding in Nevada’s public schools, school choice programs will help relieve the strain and provide more classroom space for all students.”*

The results here strongly suggest that voters see the Education Savings Account program as an important part of school choice in the state. And both school choice and Education Savings Accounts are an important part of the answer in making education in the state better.

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# NEVADA STATEWIDE (ESA)

FINAL

STUDY #14789

THE TARRANCE GROUP

N=600 Registered "likely" voters

Field Dates: August 15-18, 2015

Hello, I'm \_\_\_\_\_ of The Tarrance Group, a national survey research firm. We're talking to people today about public leaders and issues facing us all.

**IF CELL CODE = "N", ASK:** May I please speak with the youngest (male/female) in the household who is registered to vote in Nevada?

**IF CELL CODE = "Y", ASK:**

CP-1. Do you currently live in Nevada?

Yes (CONTINUE)

No (THANK AND TERMINATE)

**IF CELL CODE = "Y", ASK:**

CP-2. For your safety, are you driving right now?

Yes (SCHEDULE CALL BACK)

No

**\*\* ASK OF EVERYONE \*\***

A. Are you registered to vote in Nevada?

**IF "NO", ASK:** Is there someone else at home who is registered to vote in Nevada?

**(IF "YES", THEN ASK: MAY I SPEAK WITH HIM/HER?)**

Yes (CONTINUE)

No (THANK AND TERMINATE)

Thinking about the November, 2016 elections for President and U.S. Senate --

B. What is the likelihood of your voting in the November, 2016 elections for President and U.S. Senate – are you extremely likely, very likely, somewhat likely, or not very likely at all?

(CONTINUE)

Extremely Likely ..... 76%

Very Likely ..... 20%

Somewhat Likely ..... 4%

(THANK AND TERMINATE)

Not Very Likely

UNSURE (DNR)

\*= less than .5%

C. Are you, or is anyone in your household, employed with an advertising agency, newspaper, television or radio station, or political campaign?

Yes (**THANK AND TERMINATE**)

No (**CONTINUE**)

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D1-1. In order to ensure an accurate sample: What is your age, please?

18-24 .....	5%
25-29 .....	5%
30-34 .....	7%
35-39 .....	11%
40-44 .....	10%
45-54 .....	19%
55-64 .....	22%
65-69 .....	7%
70-74 .....	6%
75-79 .....	4%
80-84 .....	3%
85-89 .....	1%
90 or over .....	*
HARD REFUSE .....	*

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Thinking again about education in Nevada --

School choice gives parents the right to use the tax dollars associated with their child's education to send their child to the public or private school which better serves their needs.

5. Generally speaking, would you say that favor or oppose the concept of school choice?

**IF CHOICE MADE, ASK:** And do you strongly (favor/oppose) or somewhat (favor/oppose)?

Favor/strongly.....	51%
Favor/somewhat .....	22%
UNSURE ( <b>DNR</b> ).....	4%
Oppose/somewhat .....	7%
Oppose/strongly.....	16%

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And --

6. How important, do you believe the issue of school choice is for Nevada? Would you say school choice is...  
**(ROTATE FRONT TO BACK, BACK TO FRONT)**

Extremely important .....	38%
Very .....	26%
Somewhat .....	27%
Not at all important .....	8%
UNSURE ( <b>DNR</b> ).....	2%

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**\*\* ASK OF EVERYONE \*\***

As you may know, earlier this year Nevada created the nation’s first universal education savings account program – which uses state funds to create a personal account for parents to fund education expenses, including tuition, tutoring, testing fees and books.

9. Do you support or oppose Nevada’s new Education Savings Account program?  
**IF CHOICE MADE, ASK:** And do you strongly (support/oppose) or somewhat (support/oppose)?

Support/strongly .....	33%
Support/somewhat .....	28%
UNSURE (DNR).....	18%
Oppose/somewhat .....	6%
Oppose/strongly.....	15%

Now, I would like to read you a list of specific items or ideas included in Nevada’s recent education reforms. For each one, please tell me if you would strongly favor, somewhat favor, somewhat oppose, or strongly oppose that particular item or idea. **(READ AND RANDOMIZE)**

**PROMPT IF NECESSARY:** Do you strongly favor, somewhat favor, somewhat oppose, or strongly oppose that idea?

	<b>FAVOR</b>		<b>UNSURE (DNR)</b>	<b>OPPOSE</b>	
	<b><u>strng</u></b>	<b><u>smwht</u></b>		<b><u>smwht</u></b>	<b><u>strng</u></b>
10. Giving students with special needs the opportunity to use additional state funds for specialized services and therapies.	56%	27%	2%	7%	7%
12. Giving some students access to private tutoring or private classes depending on their needs.	51%	32%	2%	8%	8%

Now I would like to read you a comment that has been said about Nevada’s new Education Savings Accounts. Please listen and tell me, after hearing this statement, if it would make you more likely or less likely to SUPPORT the new Education Savings Account program.

**IF CHOICE MADE, ASK:** And do you feel strongly about that?

	<b>MORE LIKELY</b>		<b>NO</b>		<b>LESS LIKELY</b>	
	<b><u>Strng</u></b>	<b><u>Smwht</u></b>	<b><u>UNSURE</u></b>	<b><u>DIFF</u></b>	<b><u>Smwht</u></b>	<b><u>Strng</u></b>
			<b>(DNR)</b>	<b>(DNR)</b>		
22. Given the current overcrowding in Nevada’s public schools, school choice programs will help relieve the strain and provide more classroom space for all students.	41%	25%	5%	1%	10%	18%

Now, just a few final questions for statistical purposes only --

D2. What is the highest level of education you have completed?

**(DO NOT READ, JUST RECORD)**

Some grade school (1-8) .....	*
Some high school (9-11) .....	3%
Graduated high school (12).....	17%
Technical/vocational (12).....	3%
Some college (13-15) .....	26%
Graduated college (16) .....	29%
Graduate/professional school (16 or more) .....	21%
UNSURE/REFUSED (DNR) .....	*

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D3. In which political party do state records show that you are registered to vote

-- (ROTATE) --

- the Republican,
- the Democrat -- OR

are you registered as an Independent?

Republican .....	34%
Democrat .....	39%
Independent .....	22%
OTHER (DNR) .....	2%
UNSURE/REFUSED (DNR) .....	3%

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D4. When thinking about politics and government, do you consider yourself to be...

**(READ LIST, ROTATE TOP TO BOTTOM, BOTTOM TO TOP)**

Very conservative .....	15%
Somewhat conservative.....	26%
Moderate .....	28%
Somewhat liberal .....	19%
Very liberal .....	8%
UNSURE/REFUSED (DNR) .....	4%

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D5. Are you or is any member of your household a member of a labor union?

**IF YES, THEN ASK:** *Is it a teachers' union, a trade union, or a service union?*

Teachers union.....	4%
Trade union.....	6%
Service union .....	6%
Non-union household .....	79%
COMBINATION (DNR) .....	*
UNION/NO SPECIFICATION (DNR).....	3%
UNSURE/REFUSED (DNR) .....	1%

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D6. Do you have children under the age of 18 living at home?

Yes ..... 32%  
No..... 68%  
UNSURE/REFUSED (DNR) ..... \*

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**IF “YES” IN QUESTION D6:**

D7-1. Thinking for a moment about where your children attend school – Do they attend ...

- Public,
- Private
- Parochial school
- Charter, *OR*
- Home schooled?

Public ..... 62%  
Private ..... 11%  
Parochial ..... 2%  
BOTH / COMBINATION (DNR) ..... 12%  
CHARTER ..... 7%  
CATHOLIC (DNR) ..... \*  
HOME SCHOOLED ..... 3%  
NONE (DNR) ..... 3%  
UNSURE/REFUSED (DNR) ..... 1%

(SCHOOL)

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**\*\* ASK OF EVERYONE \*\***

D8. What do you consider to be your race? Are you white, African-American, Hispanic, Asian, Native American or some other race?

White ..... 76%  
Black/African-American ..... 7%  
Hispanic/Latino (TO D10) ..... 10%  
Asian/Pacific American ..... 2%  
Native American ..... 1%  
Other (SPECIFY) ..... 2%  
UNSURE/REFUSED (DNR) ..... 3%

(RACE)

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**FOR ALL RESPONSES EXCEPT “HISPANIC/LATINO,” ASK:**

D9-1. And, do you consider yourself a Hispanic, Latino, or Spanish-speaking American?

Yes ..... 6%  
No..... 93%  
UNSURE/REFUSED (DNR) ..... 1%

(HISP)

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**\*\* ASK OF EVERYONE \*\***

D10. What is your current marital status -- are you -- • single and never married, • married, • separated, • divorced, or •widowed?

Single ..... 24%  
Married ..... 56%  
Separated ..... 2%  
Divorced ..... 11%  
Widowed..... 7%  
UNSURE/REFUSED (DNR) ..... 1%

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D11. How many years have you lived here in Nevada?  
**(DO NOT READ, JUST RECORD)**

Less than a year ..... 1%  
One to two years..... 5%  
Three to five years ..... 6%  
Six to ten years ..... 7%  
More than 10 years ..... 77%  
UNSURE/REFUSED (DNR) ..... \*  
NATIVE (DNR)..... 4%

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D12. Do you own or rent your place of residence?

Own..... 74%  
Rent..... 24%  
UNSURE/REFUSED (DNR) ..... 2%

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D14. Sex/Emp (**BY OBSERVATION**)

**ASK OF EVERYONE:** Are you employed outside the house, are you a homemaker, or are you retired?

Male/employed .....	34%
Male/homemaker.....	*
Male/retired .....	11%
Male/not in labor force .....	1%
Female/employed .....	25%
Female/homemaker .....	8%
Female/retired.....	17%
Female/not in labor force .....	3%
MALE/REFUSED ( <b>DNR</b> ) .....	*
FEMALE/REFUSED ( <b>DNR</b> ) .....	1%

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- D20. REGION (2)
  - D21. CONGRESSIONAL DISTRICT (2)
  - D22. STATE SENATE DISTRICT (2)
  - D23. STATE ASSEMBLY DISTRICT (3)
  - D24. COUNTY (3)
  - D25. ZIP CODE (5)
  - D26. CITY NAME (50)
  - D27. PARTY CODE (50)
  - D28. MARITAL STATUS (50)
  - D29. HOUSEHOLD COUNT (2)
  - D30. CELL CODE (1)
  - D31. YOUTH CODE (1)
  - D32-39. VOTE HISTORY CODE
    - 2008 PRIMARY (1)
    - 2010 PRIMARY (1)
    - 2012 PRIMARY (1)
    - 2014 PRIMARY (1)
    - 2008 GENERAL (1)
    - 2010 GENERAL (1)
    - 2012 GENERAL (1)
    - 2014 GENERAL (1)
  - D40. VOTER ID (40)