

 edCHOICE

**THE PUBLIC, PARENTS,  
AND K-12 EDUCATION**

A National Polling Report  
September 2023

# KEY FINDINGS

1. About half of parents are “extremely” or “very” concerned about the use of social media by minors on their mental health. American adults, generally, are slightly more concerned. Half of parents of high schoolers say their children are on social media at least “very” often. Nearly 40 percent of all parents indicate the same for their children.
2. When it comes to policies for limiting social media use among minors, more than 70 percent of parents support laws requiring parental consent for minors to access social media. Nearly two out of three support requiring children to leave cell phones in secured locations during school hours.
3. Thirty percent of parents say their child missed more than five whole days of school last year. In a previous survey, teens were much more likely to say they missed more than 15 days of school than parents.
4. About 60 percent of parents say their child’s school provides mental health services to those who need them. Charter school and private school parents are most likely to report having these services at their child’s school.
5. Half of school parents are concerned about a violent intruder entering their child’s school. This proportion slightly increased from August.
6. Large opinion gaps about K-12 education persist between school parents and non-parents. The public’s positive views have risen sharply since July 2023 – especially when considering local school districts. Parents’ positive opinions about the direction of K-12 education have remained fairly stable since the beginning of 2023 – although, a couple small dips occurred in September.
7. More than one-fourth of parents indicate at least one child has ever switched from one school type to another. School switching is highest among private school parents and special education parents. Those who have a child who has switched schools are most likely to indicate that their child experienced bullying at their former school compared to other difficulties.
8. Overall support levels for school choice policies remain high among school parents and the general public:
  - Education savings accounts (ESAs) – 71% / 68%
  - School vouchers – 70% / 61%
  - Charter schools – 69% / 64%
  - Open enrollment – 72% / 68%

## Methodology

This poll was conducted between September 12-14, 2023 among a sample of 2,258 Adults. The interviews were conducted online and the data were weighted to approximate a target sample of Adults based on gender, educational attainment, age, race, and region. Results based on the full survey have a measure of precision of plus or minus 2.40 percentage points..

AGENDA

**WELLBEING AND HAPPINESS**

**VIEWS ON K-12 EDUCATION**

**SCHOOLING AND EXPERIENCES IN K-12 EDUCATION**

**VIEWS ON SOCIAL MEDIA**

**SCHOOL CHOICE POLICIES**

**SURVEY PROFILE AND DEMOGRAPHICS**



# Two-thirds of parents feel “hopeful” about the future. Roughly half or more express more positive sentiments on seven other wellbeing indicators.

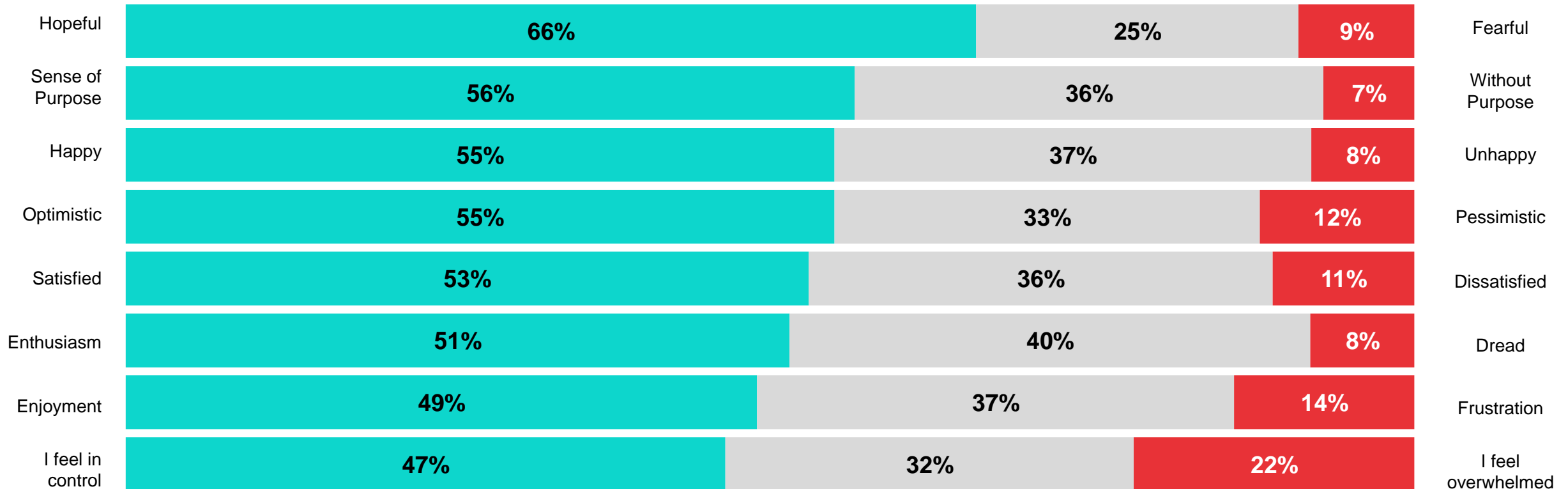
When thinking about the future, please select which of these words best describes how you feel right now?

## School Parents

Agree more with this statement ←

Neutral

→ Agree more with this statement



# More than half of non-parents feel “hopeful” about the future. They are most likely to express negativity regarding feelings of “overwhelmed,” “frustration,” and “dissatisfied.”

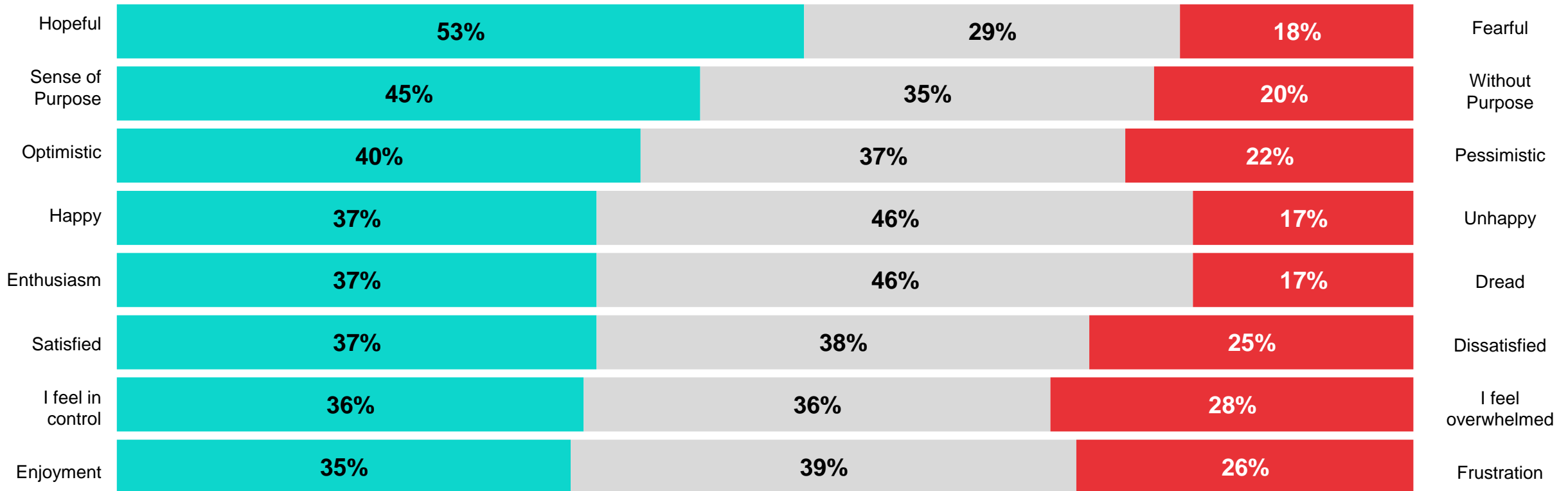
When thinking about the future, please select which of these words best describes how you feel right now?

## Non-Parents

Agree more with this statement ←

Neutral

→ Agree more with this statement



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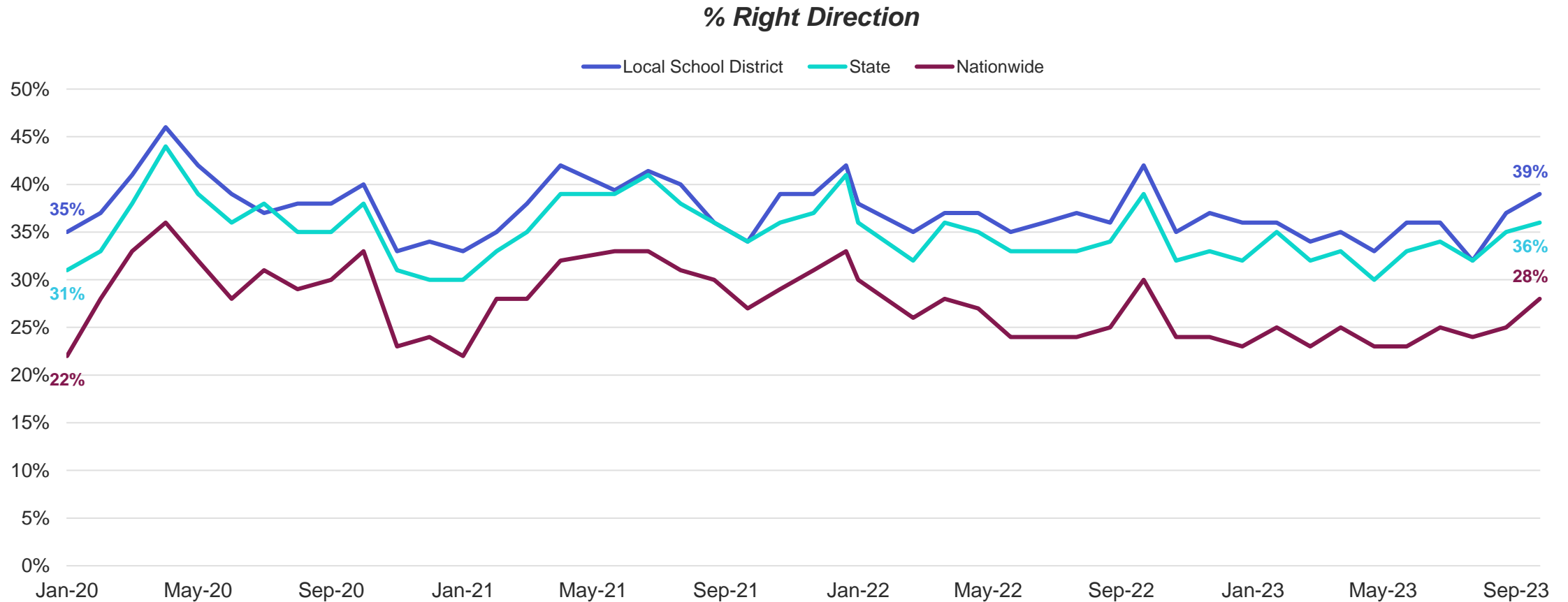
SURVEY PROFILE AND DEMOGRAPHICS



# The public's positive views about the direction of K-12 education have risen sharply since July 2023 – especially when considering local school districts.

Do you feel things in K-12 Education are generally going in the right direction, or do you feel things have generally gotten off on the wrong track?

## All Adults

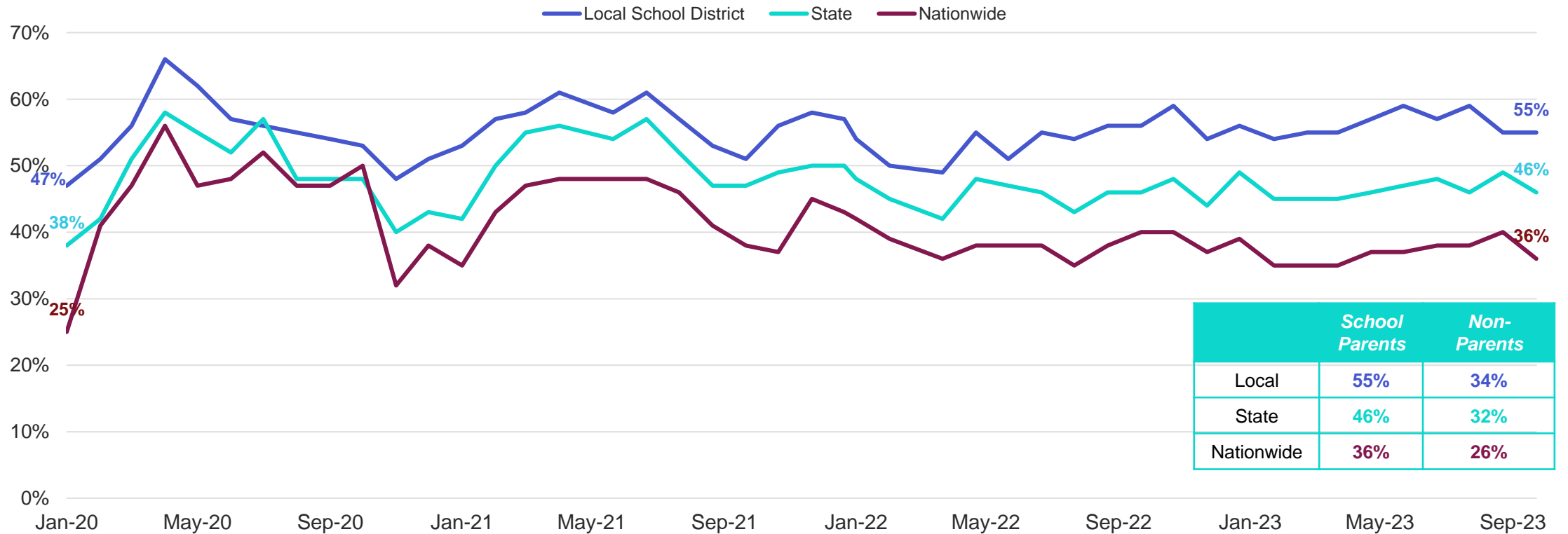


Parents' positive opinions about K-12 education have remained fairly stable since the beginning of 2023. Although, a couple small dips occurred in September. Large opinion gaps persist between school parents and non-parents.

Do you feel things in K-12 Education are generally going in the right direction, or do you feel things have generally gotten off on the wrong track?

### School Parents

#### % Right Direction





# Americans are most likely to say core academic subjects are extremely important for grades K-8. They see skills for future employment as extremely important for grades 9-12.




What do you believe should be the main purpose of education during Kindergarten through 8th grade/High School? In your opinion, how important is it for students to learn...

## All Adults

### % Extremely Important








#### Grades K-8

Average % selected Extremely Important **38%**

-  Core academic subjects (54%)
-  Socialization (42%)
-  To become independent thinkers (41%)
-  How to be good citizens (40%)
-  Skills for future employment (39%)
-  Values, moral character, religious virtues (33%)
-  To fix social problems (15%)

#### Grades 9-12

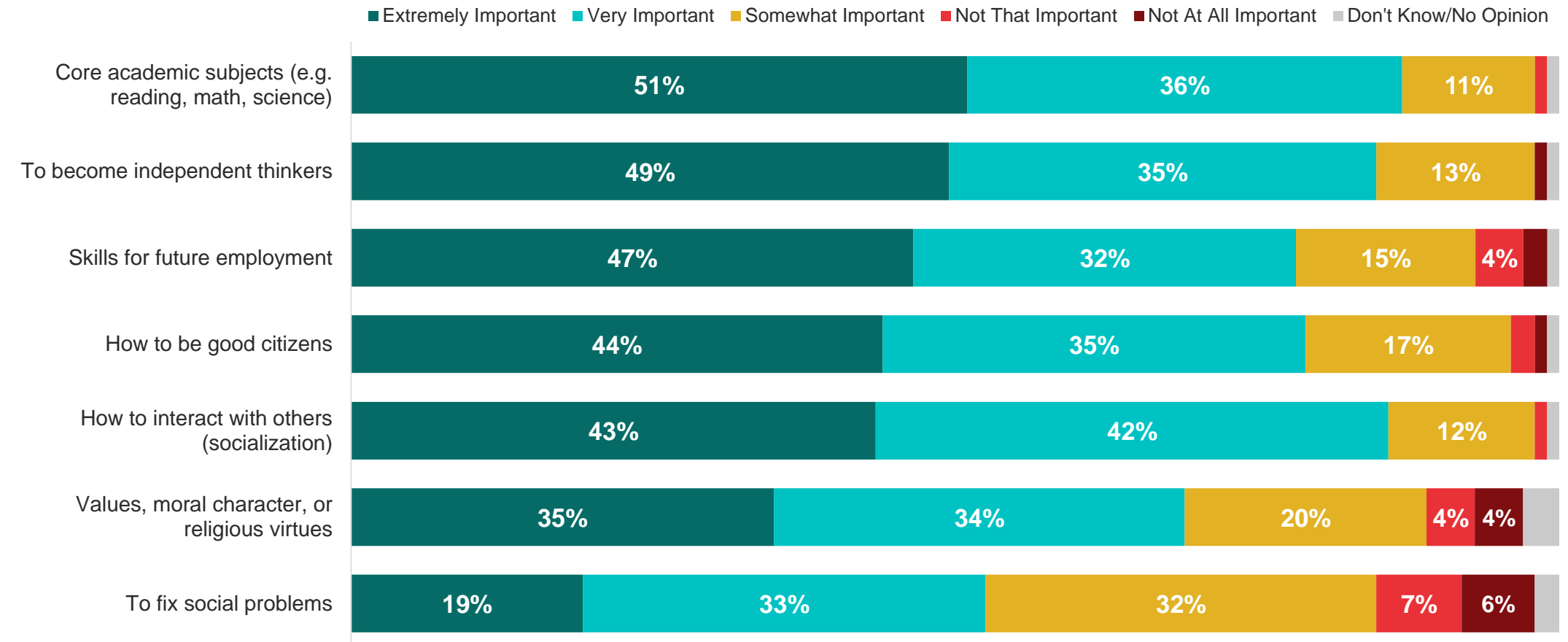
Average % selected Extremely Important **41%**

-  Skills for future employment (57%)
-  Core academic subjects (53%)
-  Become independent thinkers (47%)
-  How to be good citizens (43%)
-  Socialization (37%)
-  Values, moral character, religious virtues (34%)
-  To fix social problems (16%)

# School parents are most likely to say core academic subjects and independent thinking should be priorities for K-8 education. Fixing social problems ranks lowest.

What do you believe should be the main purpose of education during **Kindergarten through 8th grade**? In your opinion, how important is it for students to learn...

## School Parents

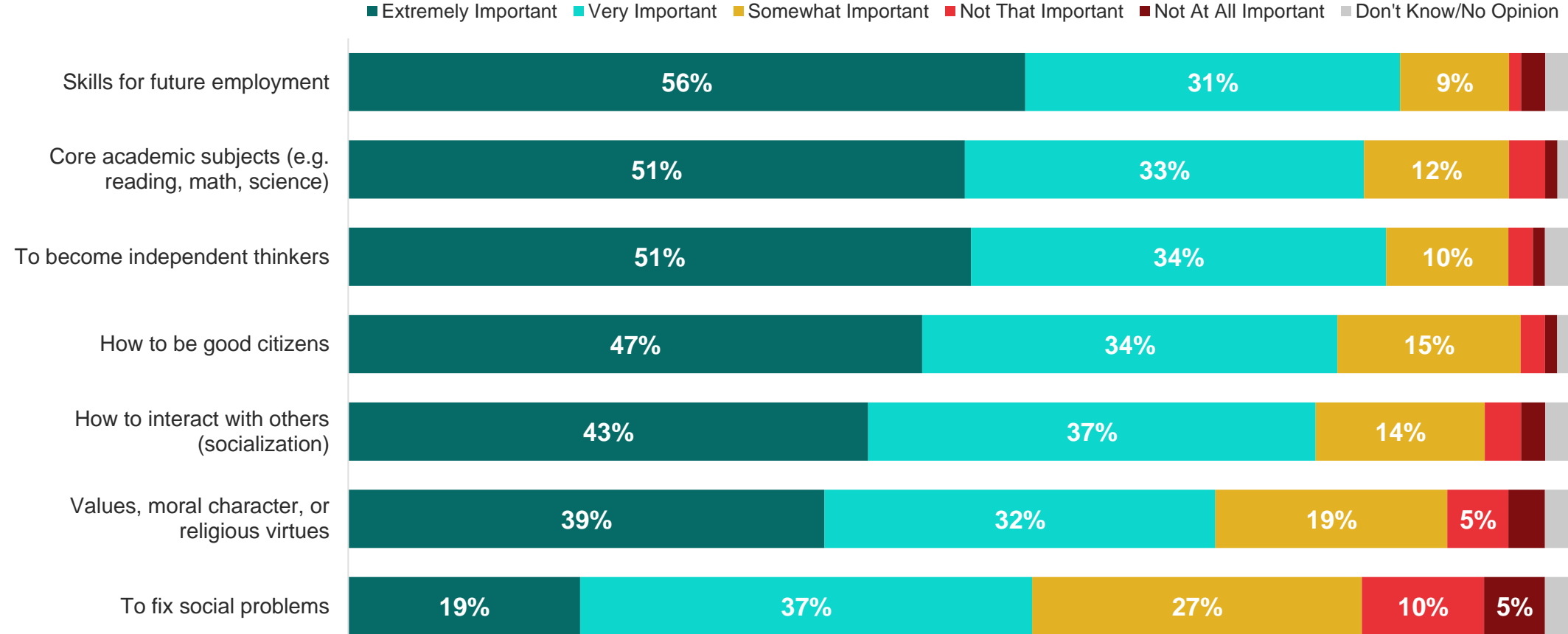


Source: Survey conducted September 12, 2023 – September 14, 2023, among U.S. adults

# School parents are most likely to indicate skills for future employment should be the most important purpose of high school. They view fixing social problems as a much lower priority.

What do you believe should be the main purpose of education during **High School (9th through 12th grade)**? In your opinion, how important is it for students to learn...

## School Parents



Source: Survey conducted September 12, 2023 – September 14, 2023, among U.S. adults

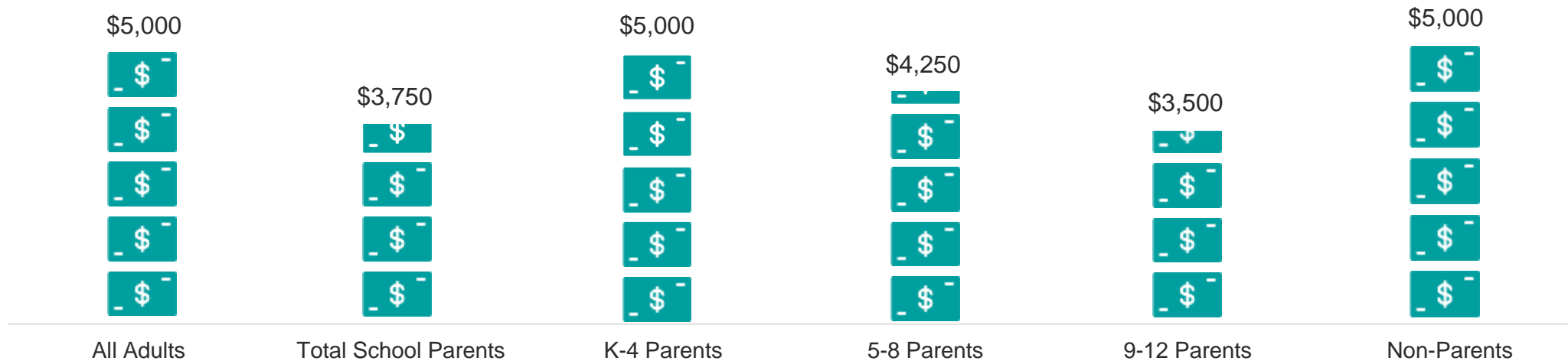
# The general public and school parents greatly underestimate per-student spending in public schools.

How much do you think is spent per year on each student in your state's public schools? Your estimate of the state average—to the nearest thousand dollars—will represent the combined expenditures of local, state, and federal governments.

 = \$1,000

## Median Estimate

FY21 State Actuals	
Maximum	\$26,097
<b>Mean</b>	<b>\$14,295</b>
Minimum	\$9,014

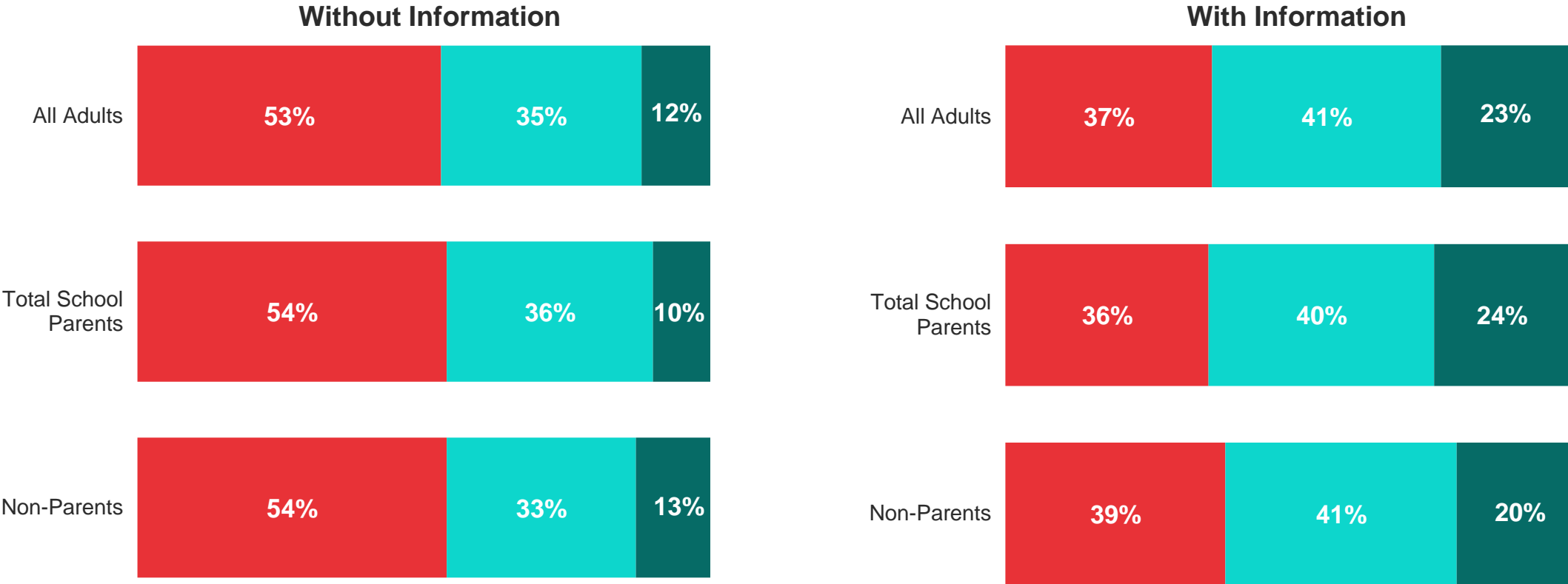


# Americans and school parents are much less likely to say their state’s per-student spending is “too low” when given a publicly reported statistic – by 16 points and 18 points, respectively.

Do you believe public school funding in [STATE] is:

On average, [STATE] spends \$\_\_\_\_\_ per student attending public school each year. Do you believe public school funding is:

■ Too Low ■ About Right ■ Too High



FY20 State Actuals Source: National Center for Education Statistics  
 Source: Survey conducted September 12, 2023 – September 14, 2023, among U.S. adults

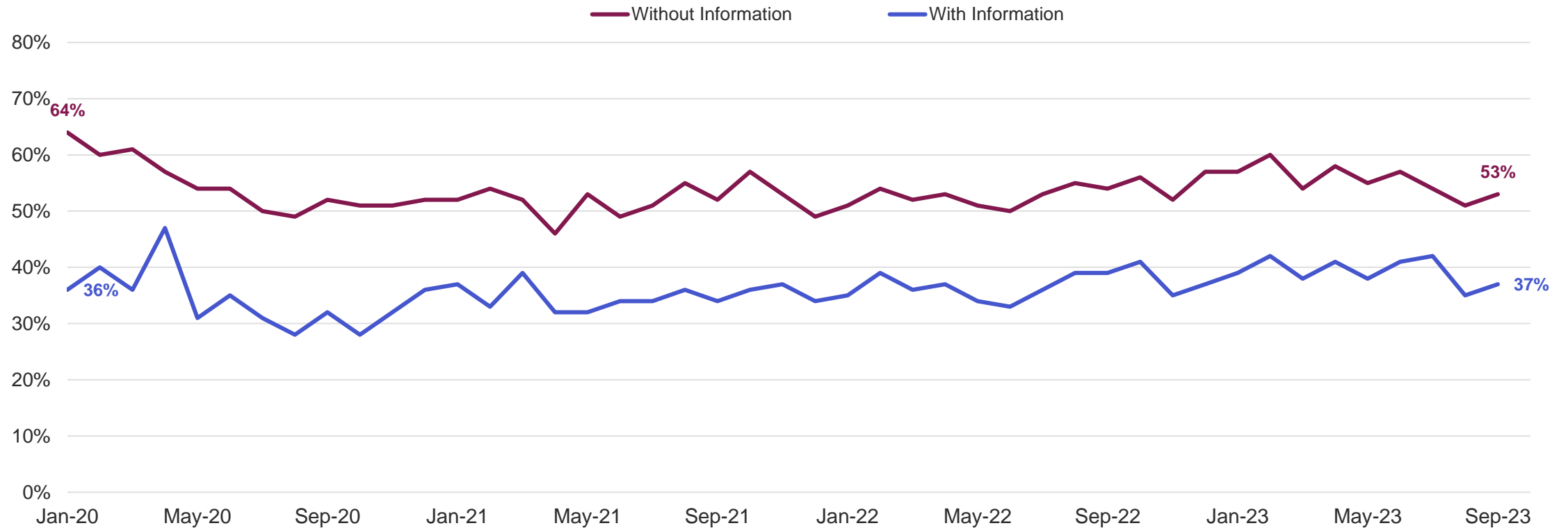
# Slightly more respondents indicated school funding is “too low” in September – regardless of whether or not they received a government statistic.

Do you believe public school funding in [STATE] is:

On average, [STATE] spends \$\_\_\_\_ per student attending public school each year. Do you believe public school funding is:

## All Adults

### % Too Low

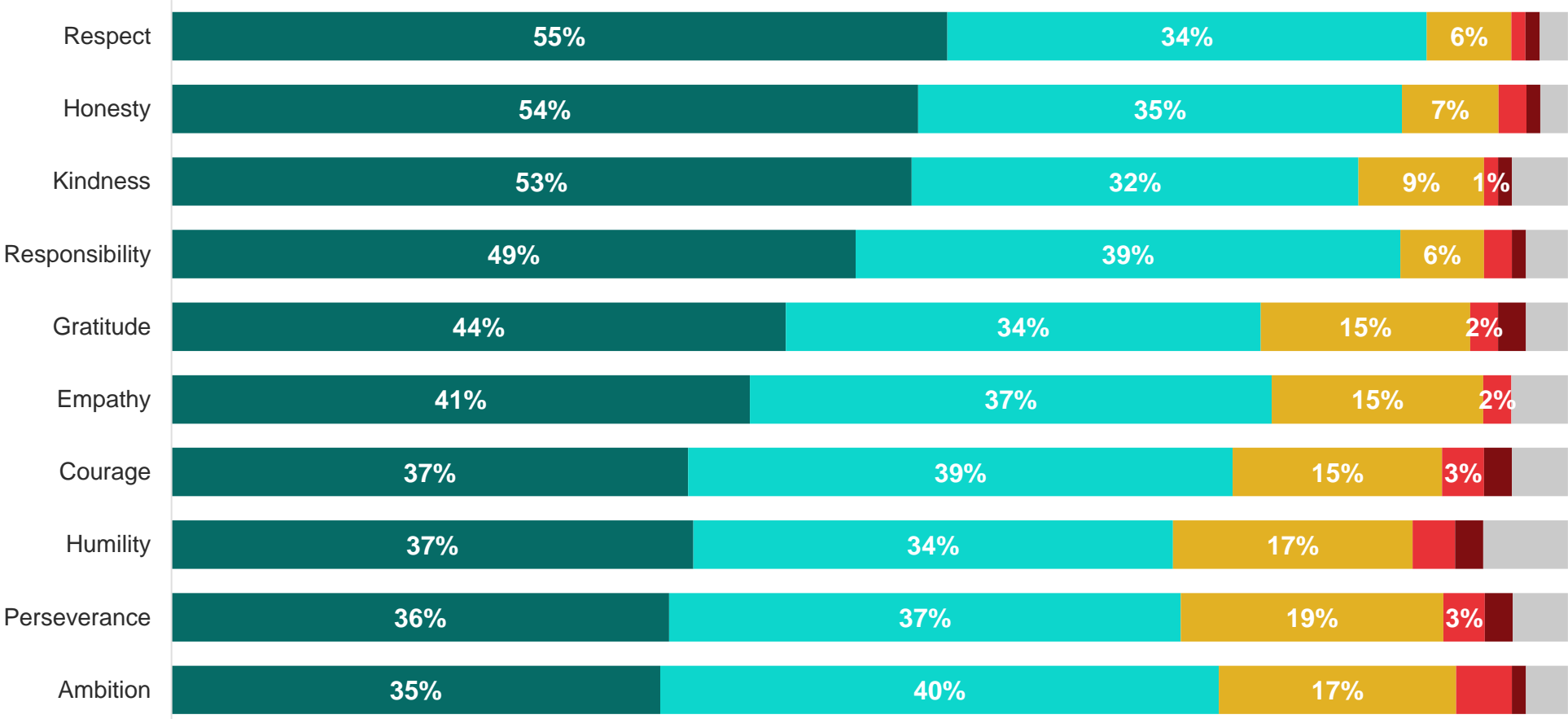


# Parents want their kids' schools to prioritize values of respect, honesty, and kindness. They are more likely to place importance on humility and prudence than non-parents.

For this current school year, to what extent is it important that your **child/children's** school emphasizes the following values for students?

## School Parents – Top 10 Values

Extremely important   Very important   Somewhat important   Not that important   Not at all important   Don't know/No opinion



### % Extremely Important

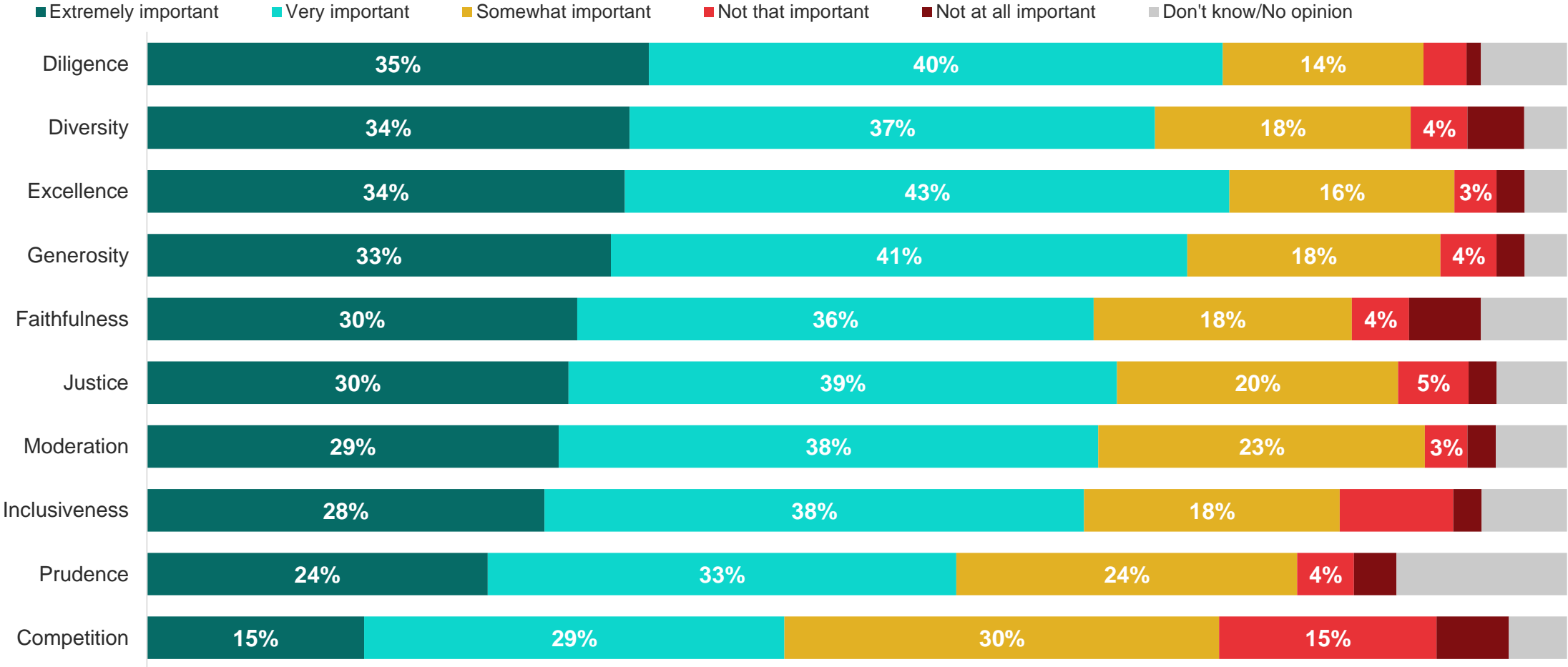
	Parents	Non-Parents	Diff.
Humility	37%	29%	+8
Prudence	24%	17%	+7
Justice	30%	37%	-7
Responsibility	49%	61%	-12

Source: Survey conducted September 12, 2023 – September 14, 2023, among U.S. adults

# Parents are least likely to want schools to emphasize competition and prudence for their children. These are also the bottom values for non-parents.

For this current school year, to what extent is it important that your **child/children's** school emphasizes the following values for students?  
 For this current school year, to what extent is it important that **schools in K-12 education** emphasize the following values for students?

## School Parents – Bottom 10 Values



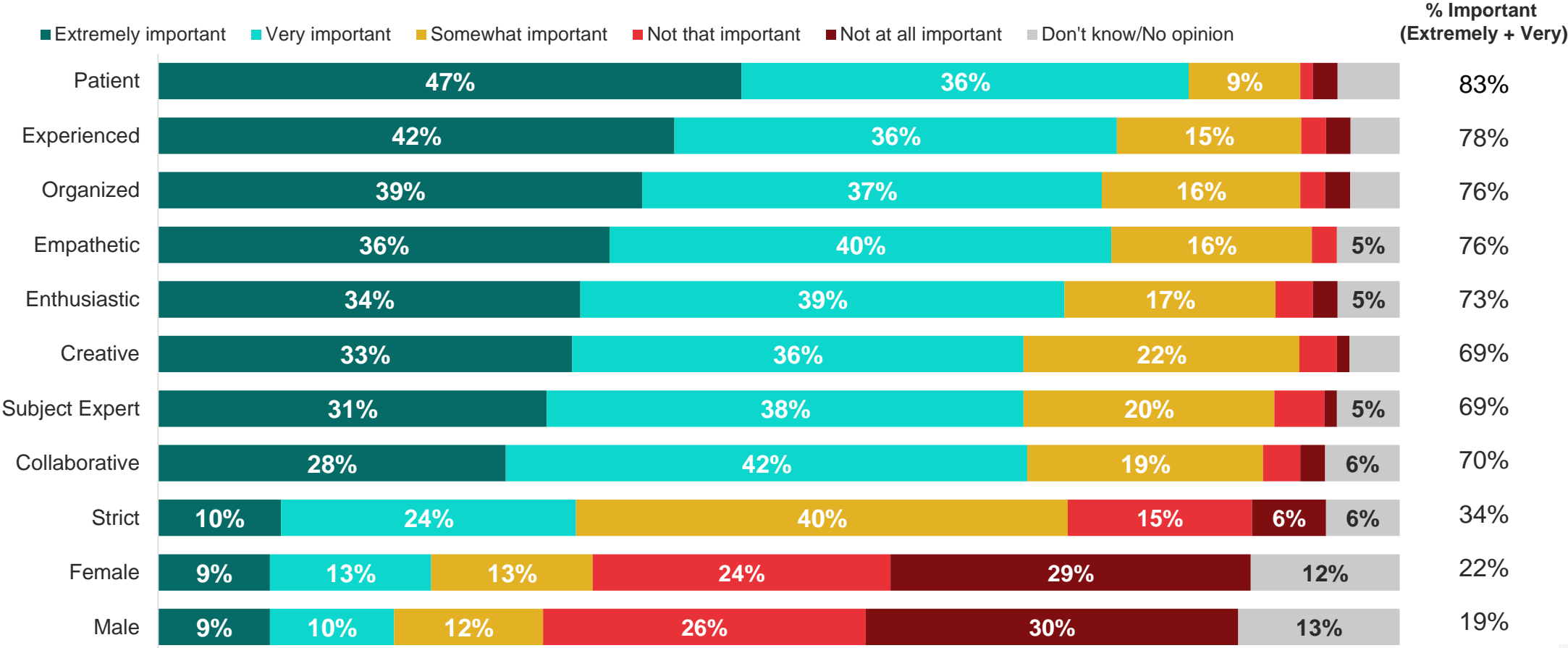
Source: Survey conducted September 12, 2023 – September 14, 2023, among U.S. adults



# Parents most want their children’s teachers to be “patient,” “experienced,” and “organized.” They care the least about the gender of the teacher or if they are “strict.”

For this current school year, to what extent is it important that your child/children's classroom teachers have the following traits?

## School Parents



Source: Survey conducted September 12, 2023 – September 14, 2023, among U.S. adults

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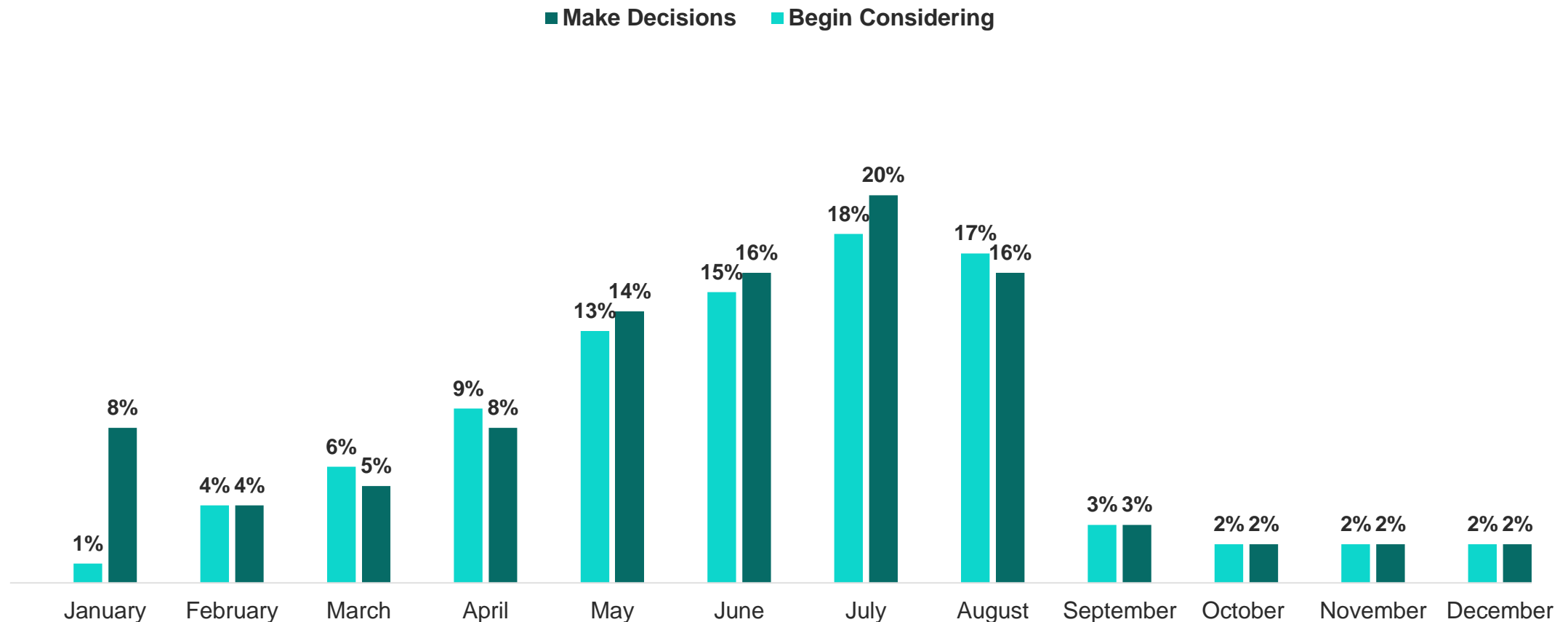
SURVEY PROFILE AND DEMOGRAPHICS



# For parents, most planning and decision-making on enrolling their children in school takes place in July and August.

Generally speaking, in what month do you or your spouse/partner **BEGIN CONSIDERING** your child's/children's school enrollment for the NEXT school year?  
Generally speaking, in what month do you or your spouse/partner **MAKE DECISIONS** on your child's/children's school enrollment for the NEXT school year?

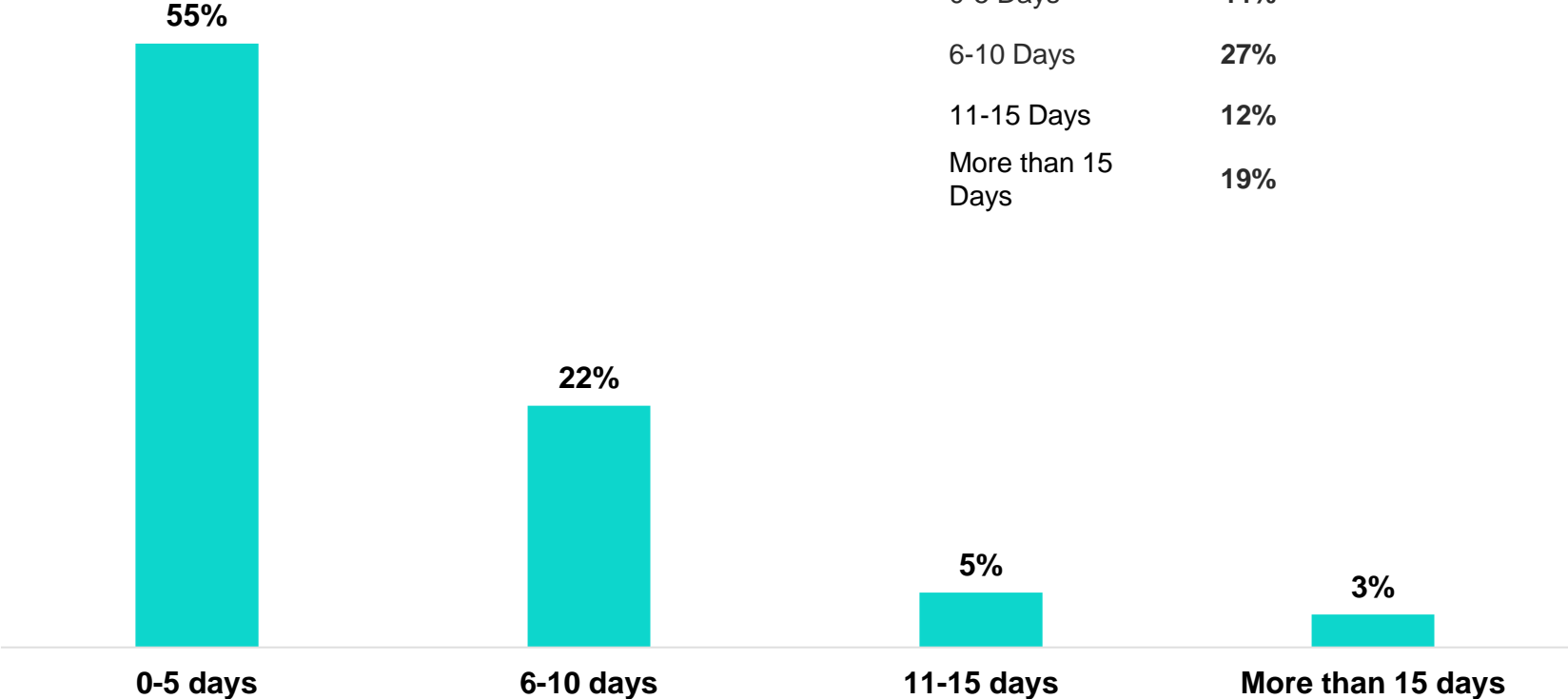
## School Parents



# Thirty percent of parents say their child missed more than five whole days of school last year. Teens are much more likely to say they missed more than 15 days of school than parents.

Thinking about last school year, how many WHOLE DAYS of school did your youngest/oldest child miss and was absent?

## School Parents



## Teens Self-Reported Absences

0-5 Days	44%
6-10 Days	27%
11-15 Days	12%
More than 15 Days	19%

## Top % Missed More than 10 days

Low Income	13%
Small town	12%
Special Needs	11%
Special Education	10%

## Bottom % Missed More than 10 days

Suburban	7%
Rural	7%
Middle Income	6%
Black	3%

*Note: Results are composite numbers between those who were asked about their youngest child and those who were asked about their oldest child.*

**Teens Data Source:** Survey conducted August 18 – August 27, 2023, among U.S. Teens (ages 13-18)

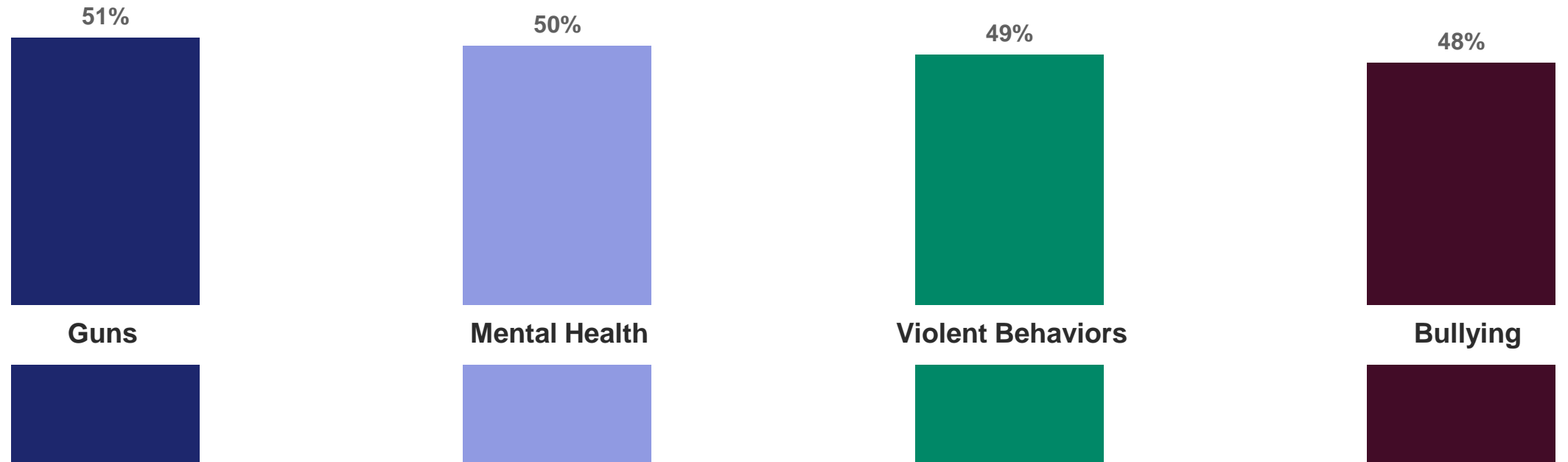
**Source:** Survey conducted September 12, 2023 – September 14, 2023, among U.S. adults

# Roughly half of school parents feel their child's school handles the following four important issues at least very well.

How well do you feel your child's school addresses the following among its students?

## School Parents

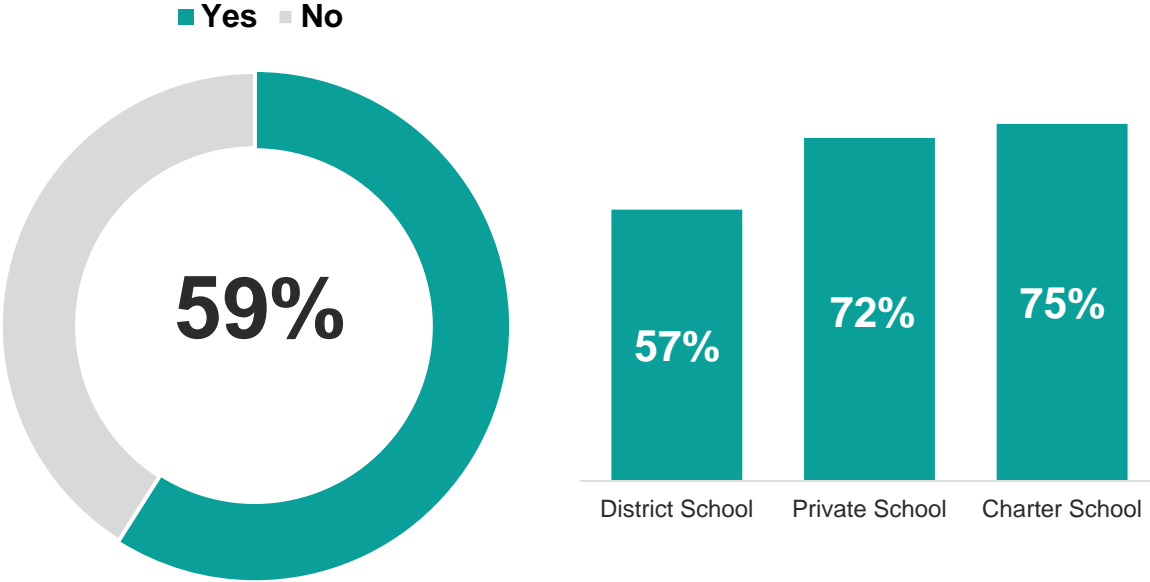
**Total Well**  
(Extremely + Very Well)



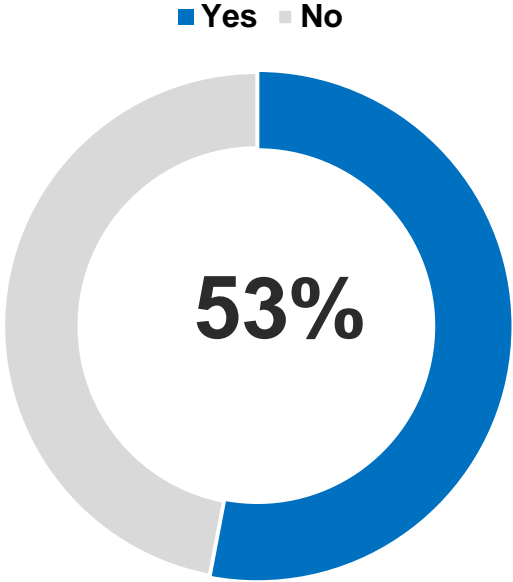
# Nearly 60 percent of parents say their child’s school provides mental health services to those who need them. Charter school and private school parents are most likely to have these services at their child’s school.

To your knowledge, does your child's school provide mental health services to students who need it?

## School Parents



Would you like for your child's school to offer mental health services to students who need it? (Among parents whose child’s school does not provide services)

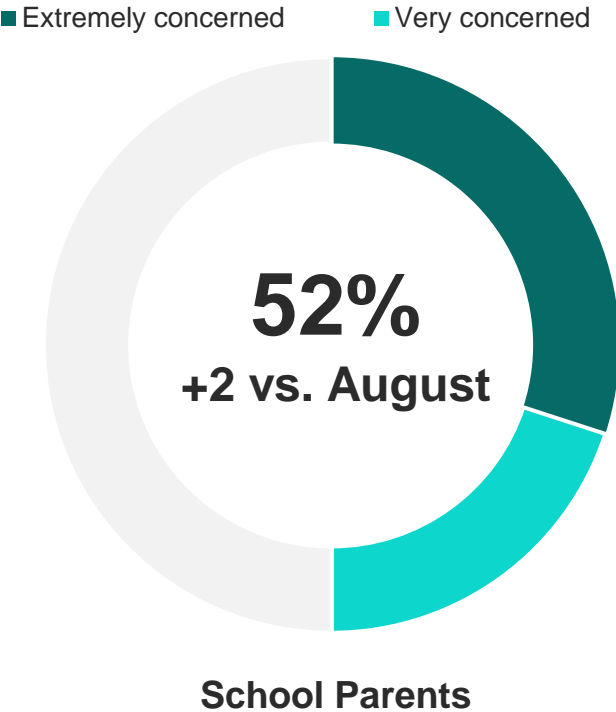


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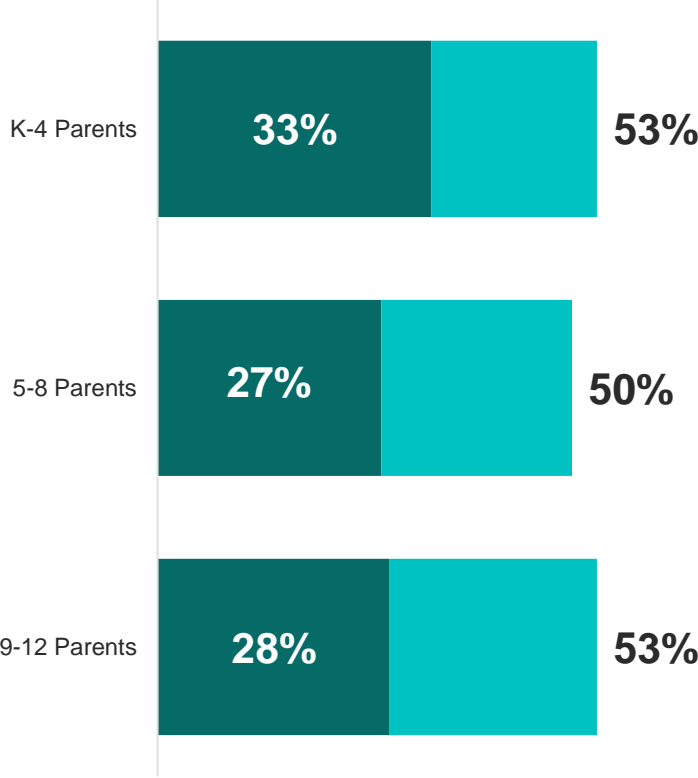
# Half of school parents are concerned about a violent intruder entering their child's school. This proportion slightly increased from August.

How concerned are you about a violent intruder, like a mass shooter, entering your child's/children's school?

## School Parents



## Total Concern (Extremely + Very Concerned)

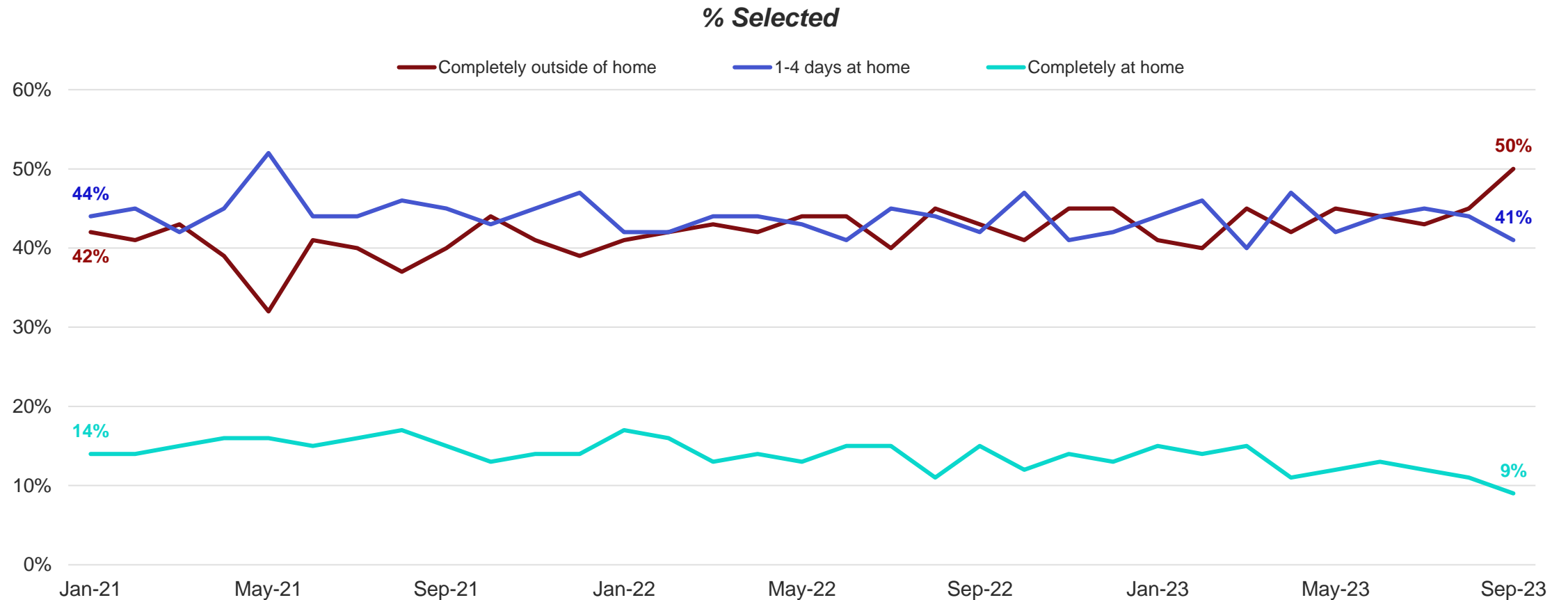


Source: Survey conducted September 12, 2023 – September 14, 2023, among U.S. adults

# Half of parents prefer having their child learn at home at least one day per week.

In order to provide the best education for your child/children, what would be your preferred weekly schedule and location between schooling at home with a parent/teacher/tutor, or outside the home?

## School Parents





# Private school parents are much more likely to say that they are ‘very satisfied’ with their child’s/children’s schooling experiences than district school parents.

To what extent are you satisfied or dissatisfied with your child's/children's experiences with the following types of schooling?

## School Parents

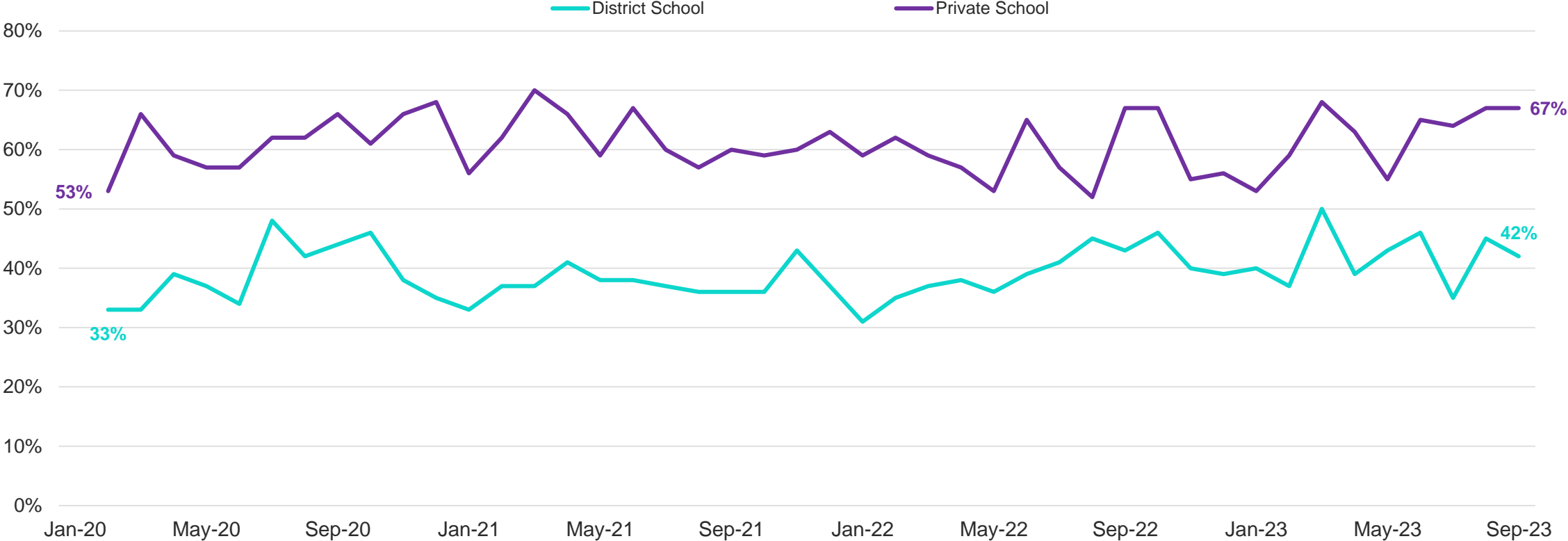


# Parents are consistently more likely to say they are ‘very satisfied’ with private schools than public district schools. Strong district school satisfaction fell from August to September.

To what extent are you satisfied or dissatisfied with your child's/children's experiences with the following types of schooling?

## School Parents

### % Very Satisfied



Note: Parent groups based on child/children school type attendance in SY23-24.

# Location is the main reason why parents enroll their children in their respective school type. Of the reasons listed, parents were least likely to select religion.

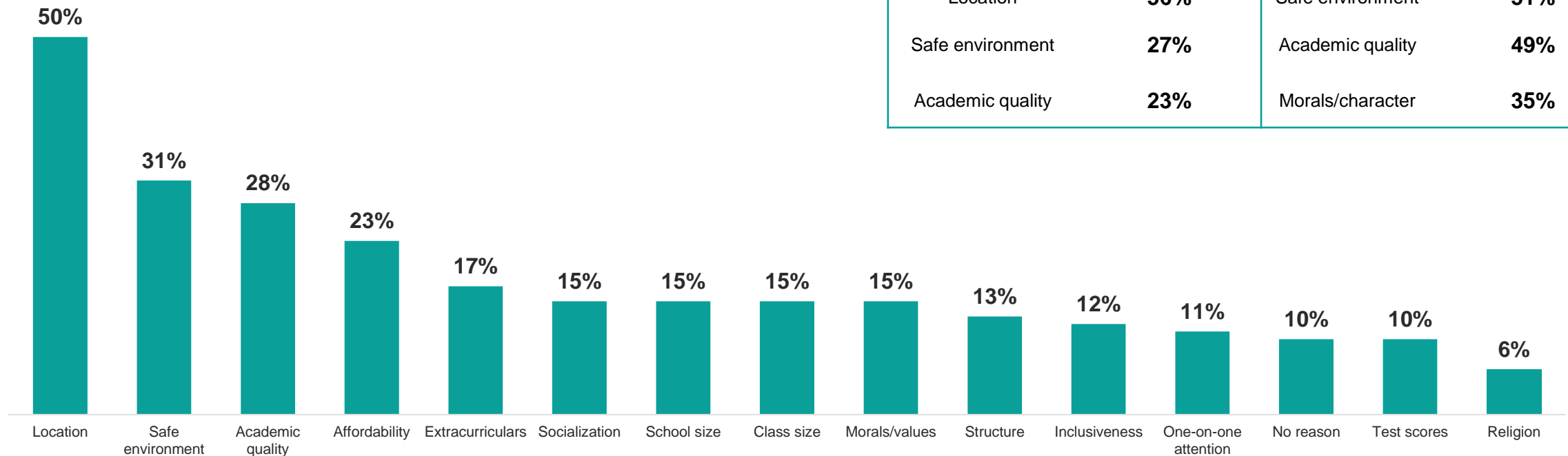
Why is your youngest/oldest child enrolled in that school type? Please select the most important reason(s).

## School Parents

**% Selected**

**Top 3 Reasons**

*% Selected*



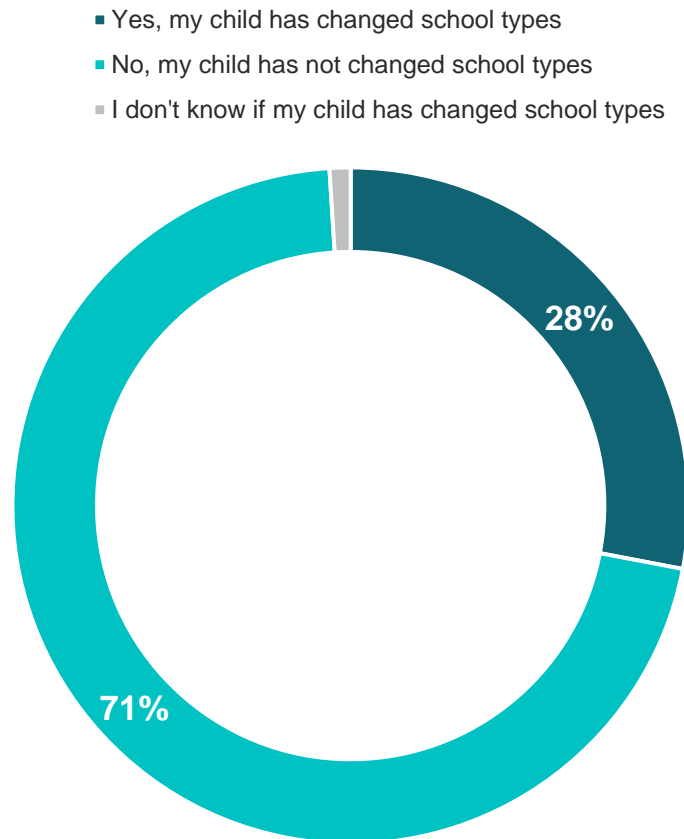
	District School Parents	Private School Parents
Location	<b>56%</b>	Safe environment <b>51%</b>
Safe environment	<b>27%</b>	Academic quality <b>49%</b>
Academic quality	<b>23%</b>	Morals/character <b>35%</b>

**Note:** Results are composite numbers between those who were asked about their youngest child and those who were asked about their oldest child.  
**Source:** Survey conducted September 12, 2023 – September 14, 2023, among U.S. adults

# More than one-fourth of parents indicate at least one child has ever switched from one school type to another. School switching is highest among private school parents and special education parents.

Besides moving from grade school to middle school or middle school to high school, has your oldest child ever switched from one type of school (or school sector) to another? The various types/sectors include public district schools, public charter schools, private schools, full-time virtual schools, and home schooling.

## School Parents



### Top % Yes

Private School	52%
Special Education	45%
Special Needs	43%

### Bottom % Yes

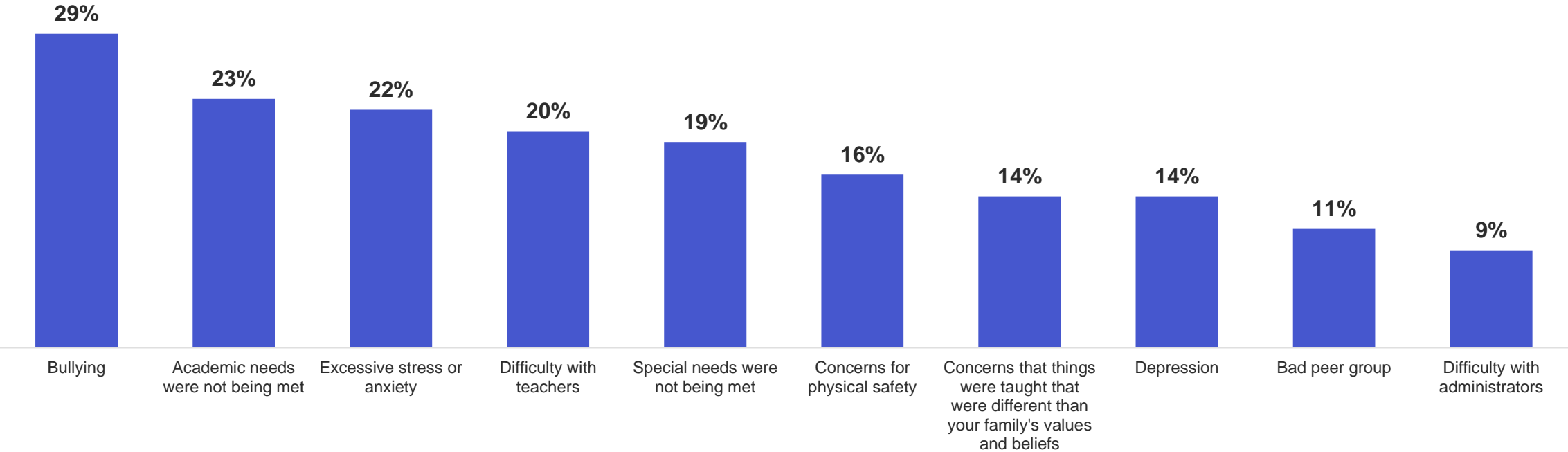
Low Income	21%
District School	21%
Small Town	21%

# Those who have a child who has switched schools are most likely to indicate that their child experienced bullying at their former school compared to other difficulties.

Children may encounter different circumstances both inside and outside of school that make it hard for them to achieve academic and personal success. Has your youngest/oldest child experienced any of these difficulties at her/his **former school**? Please select all that apply.

## School Parents

Most Frequently Cited Difficulties (%)



**Note:** Results are composite numbers between those who were asked about their youngest child and those who were asked about their oldest child.  
**\* Only respondents who indicated that their children have switched schools were asked about their child's former school.**

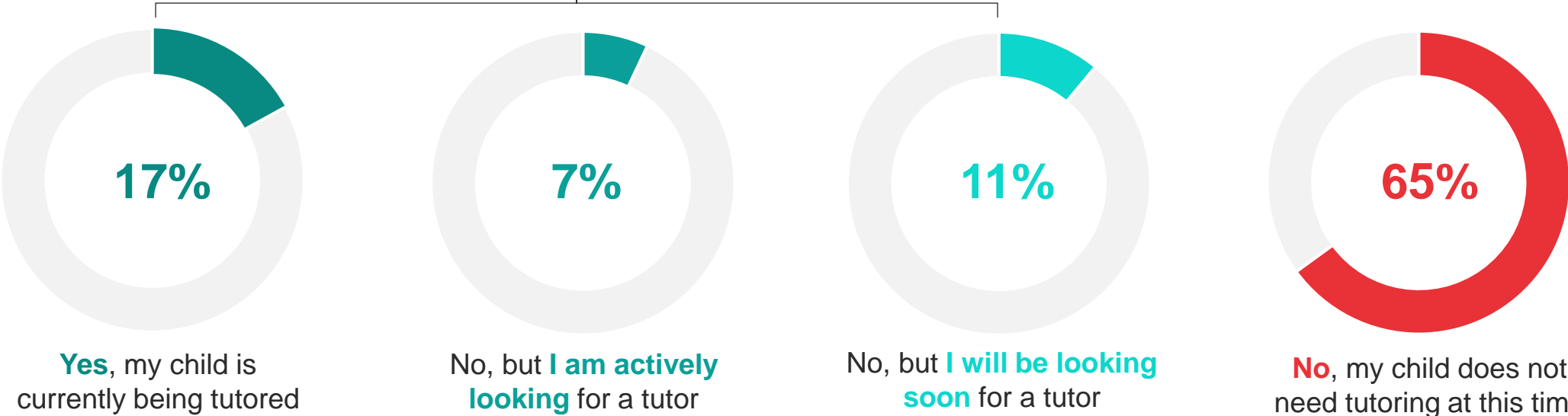
**Source:** Survey conducted September 12, 2023 – September 14, 2023, among U.S. adults

In September, just over one-third of parents indicated they are currently using a tutor or are interested in tutoring for their children – a slight decrease from August.

Is your child getting tutoring outside of regular school hours this school year?

**School Parents**

**35%** (-3 vs. August)  
currently have a tutor or looking for a tutor



Source: Survey conducted September 12, 2023 – September 14, 2023, among U.S. adults

In September, interest in tutoring was highest among private school parents, special education parents, and urban parents. It was lowest among rural and small town parents.

Is your child getting tutoring outside of regular school hours this school year?

**School Parents**

Groups **most** likely to be looking for / already having tutoring

Private School	66%
Special Education	56%
Urban	55%
Gen Z	50%
Special Needs	50%
Male	49%
Northeast	49%

Groups **least** likely to be looking for / already having tutoring

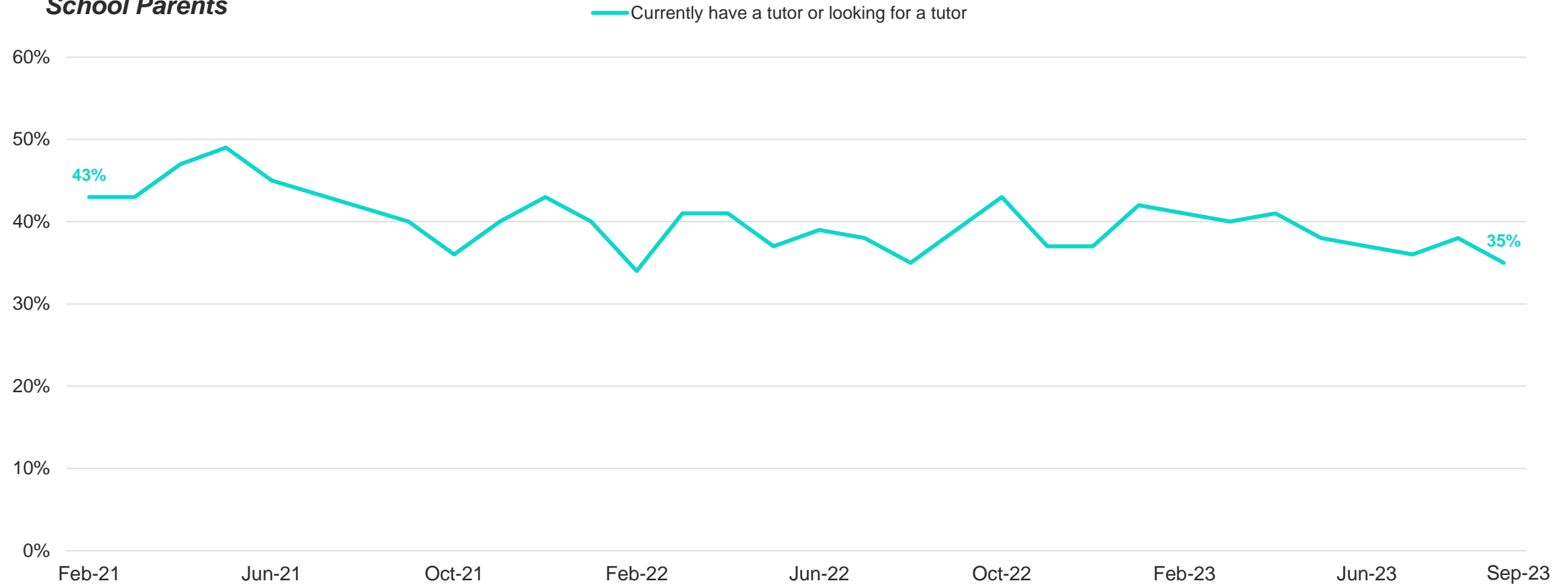
Midwest	28%
Suburban	28%
Education: <College	27%
Low Income <\$35k	26%
Female	24%
Small Town	23%
Rural	22%

Source: Survey conducted September 12, 2023 – September 14, 2023, among U.S. adults

# School parents' interest in tutoring fell slightly in September after a small increase last month

Is your child getting tutoring outside of regular school hours this school year?

## School Parents



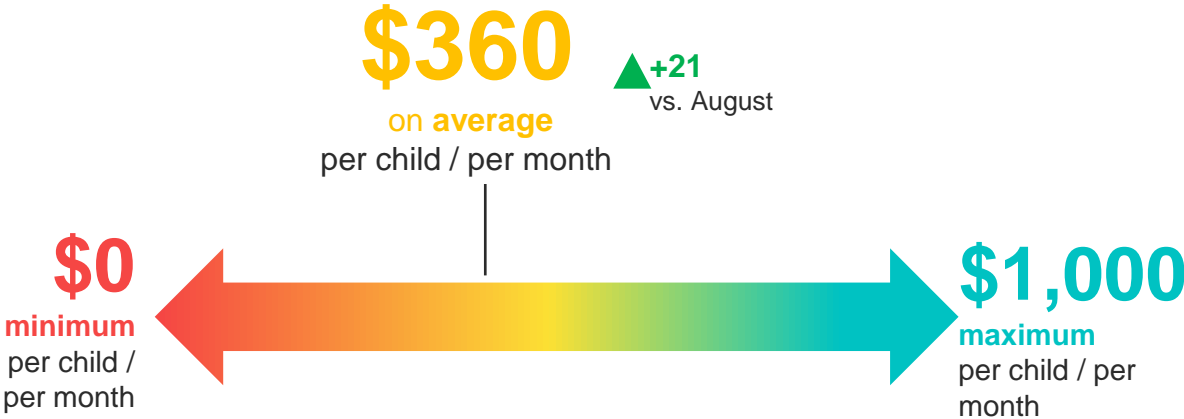
Note: Question was not asked in July 2021 and August 2021.



# In September, the amount parents were willing to spend on tutoring increased to \$360 per child/month.

What would you be able and willing to spend, on a monthly basis, per child for tutoring outside of school hours?

**School Parents**  
among those interested in or participating in a tutoring



Average willing to spend per child/per month by demographic		
Income	*Low Income < \$35K	\$217
	Middle Income \$35K to < \$75K	\$274
	High Income \$75K+	\$461
Political Affiliation	Democrat	\$451
	*Independent	\$269
	Republican	\$291
Region	*West	\$372
	*Midwest	\$268
	South	\$311
	*Northeast	\$491

\*indicates base size n= <100

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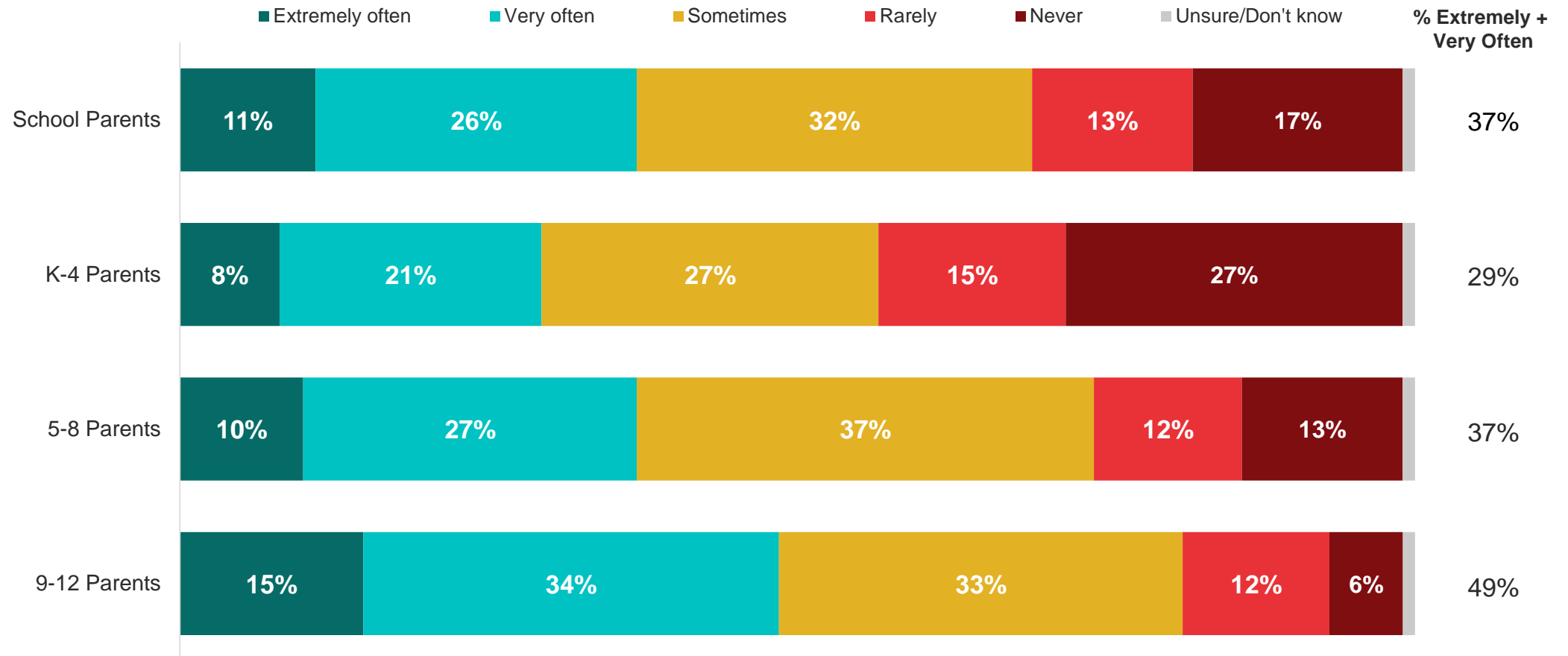
SURVEY PROFILE AND DEMOGRAPHICS



# Half of high school parents say their children are on social media at least “very” often. Nearly 40 percent of all parents indicate the same for their children.

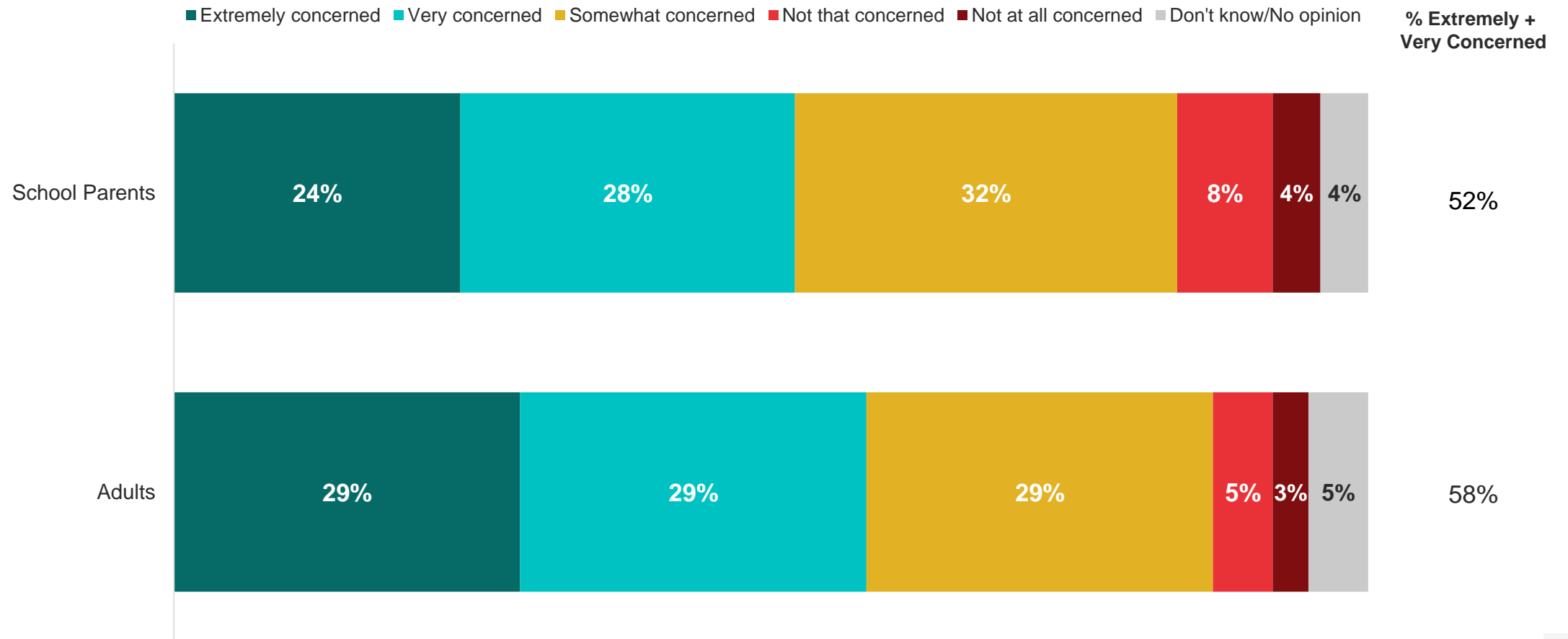
Overall, how often would you say your child/children spends time on social media?

## School Parents



# About half of parents are “extremely” or “very” concerned about the use of social media by minors on their mental health. Americans, generally, are slightly more concerned.

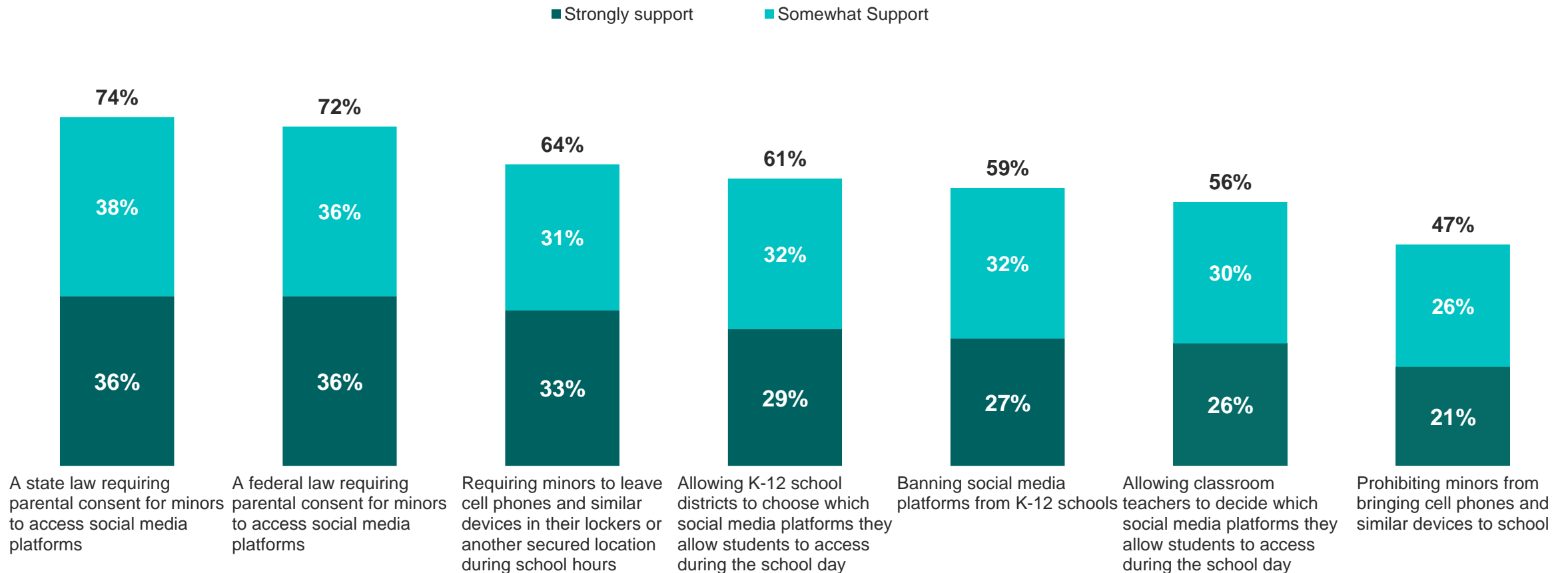
How concerned are you about social media use by minors having a negative effect on their mental health?



When it comes to policies for limiting social media use among minors, more than 70 percent of parents support laws requiring parental consent for minors to access social media. Nearly two out of three support requiring children to leave cell phones in secured locations during school hours.

How much do you support or oppose the following when it comes to social media use among minors?

### School Parents



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# Policy Descriptions Used

## Education Savings Accounts

An "education savings account" in K–12 education – often called an ESA – establishes for parents a government-authorized savings account with restricted, but multiple uses for educational purposes. Parents can then use these funds to pay for: school tuition; tutoring; online education programs; therapies for students with special needs; textbooks or other instructional materials; or save for future college expenses.

## School Vouchers

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 the child's school.

## Charter Schools

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.

## Open Enrollment

An "open enrollment" policy in K-12 education allows a student enrolled in public school to select and transfer to a public school of their choice, rather than attending a school based on where they live. A student can be allowed to transfer to a public school in another district (called "INTER-district"). The policy is based on a first come, first served process until districts are no longer able to accommodate new students.

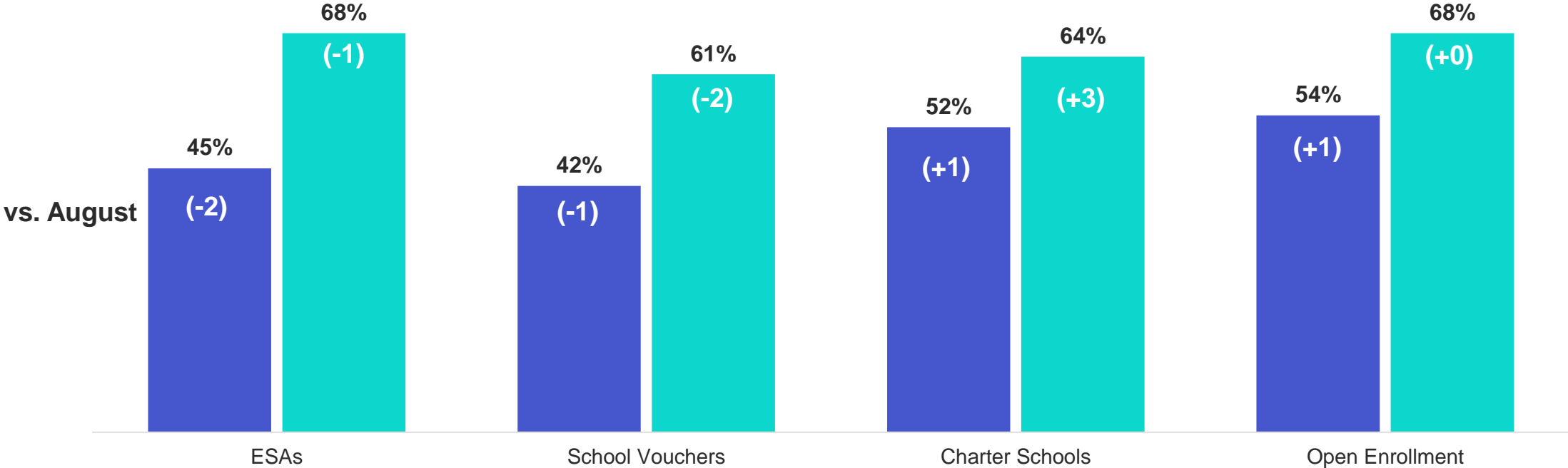
Support for ESAs, school vouchers, charter schools, and open enrollment is much greater when given a brief description.

**All Adults**

**Total Support**

(Strongly Support + Somewhat Support)

■ No Description      ■ With Description



Source: Survey conducted September 12, 2023 – September 14, 2023, among U.S. adults



# In September, support for ESAs was highest among high income, bachelor's-educated and Republican adults. Support was lowest among rural adults, Independents, and low-income adults.

An "education savings account" in K–12 education – often called an ESA – establishes for parents a government-authorized savings account with restricted, but multiple uses for educational purposes. Parents can then use these funds to pay for: school tuition; tutoring; online education programs; therapies for students with special needs; textbooks or other instructional materials; or save for future college expenses. In general, what is your opinion of an ESA system?

## ESA Support, Among All Adults

Public Support	68%
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### Groups most supportive

High Income >\$75k	75%
Education: Bachelor's +	74%
Republican	73%
West	73%
Hispanic	72%
Democrat	72%
Gen X	71%
School Parents	71%

### Groups least supportive

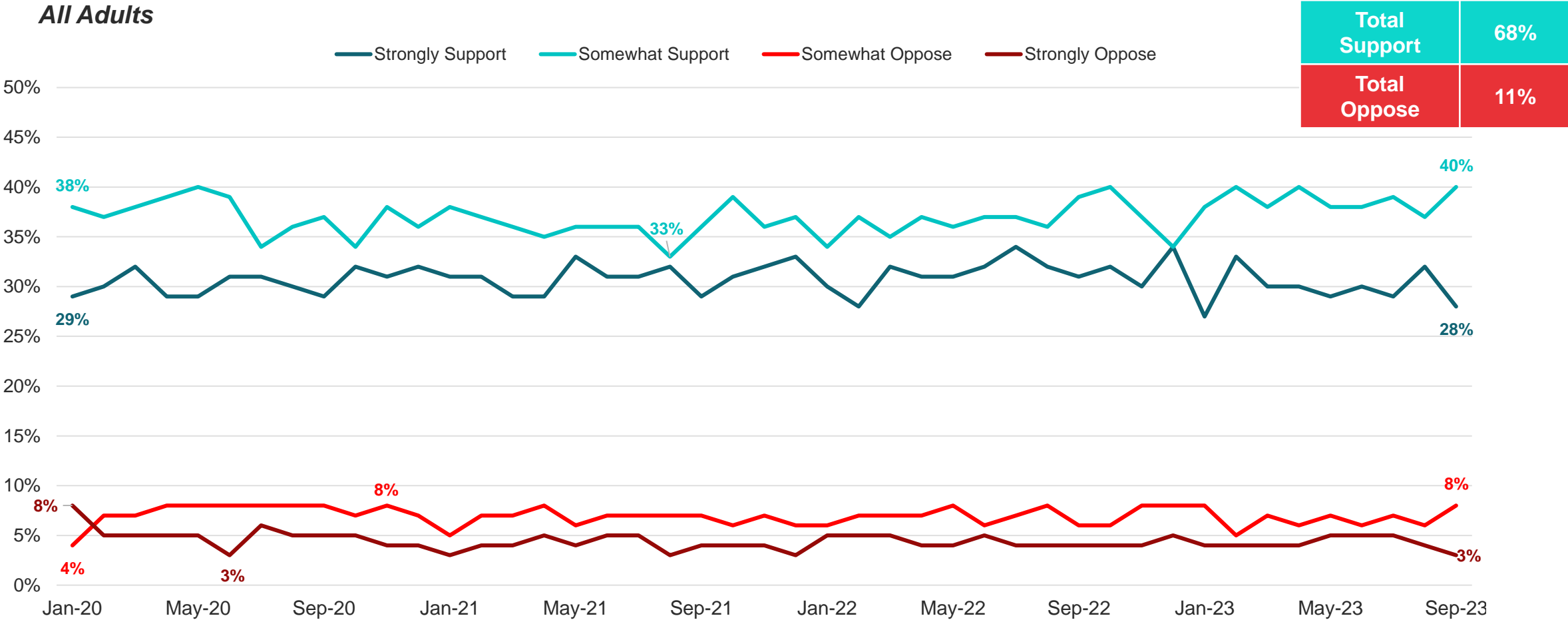
Non-Parents	66%
South	66%
Midwest	66%
Baby Boomers	65%
Education: <College	65%
Rural	65%
Independent	63%
Low Income <\$35k	61%

# Americans' overall support of ESAs has been fairly stable since March. The public is six times as likely to support ESAs than oppose them.

An "education savings account" in K–12 education – often called an ESA – establishes for parents a government-authorized savings account with restricted, but multiple uses for educational purposes. Parents can then use these funds to pay for: school tuition; tutoring; online education programs; therapies for students with special needs; textbooks or other instructional materials; or save for future college expenses. In general, what is your opinion of an ESA system?

**September 2023**

## All Adults



Note: Don't know/no opinion responses are not shown.

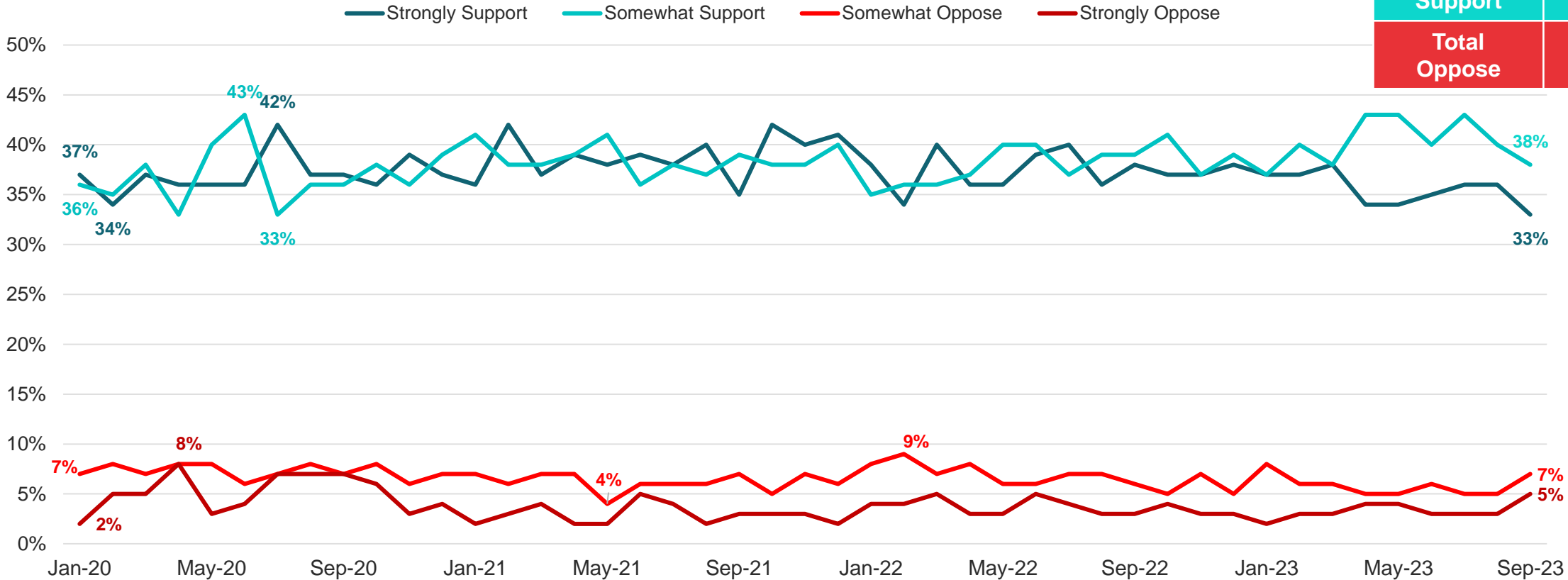
# In September, school parents were almost seven times as likely to be strongly supportive of ESAs than strongly opposed. Total support decreased this month.

An "education savings account" in K–12 education – often called an ESA – establishes for parents a government-authorized savings account with restricted, but multiple uses for educational purposes. Parents can then use these funds to pay for: school tuition; tutoring; online education programs; therapies for students with special needs; textbooks or other instructional materials; or save for future college expenses. In general, what is your opinion of an ESA system?

## School Parents

**September 2023**

Total Support	71%
Total Oppose	12%



Note: Don't know/no opinion responses are not shown.

# Support for school vouchers was highest among Conservative adults, school parents, and Black adults. It was lowest among liberals and Baby Boomers.

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 the child's school. In general, what is your opinion of school voucher systems?

## School Voucher Support, Among All Adults

Public Support 61%

Groups most supportive		Groups least supportive	
Conservative	71%	Male	60%
School Parents	70%	Independent	59%
Black	69%	Democrat	59%
Gen X	68%	West	59%
Age 35-54	66%	Small Town	57%
Hispanic	65%	Non-Parents	56%
Urban	64%	Baby Boomer	55%
High Income >\$75k	63%	Liberal	54%

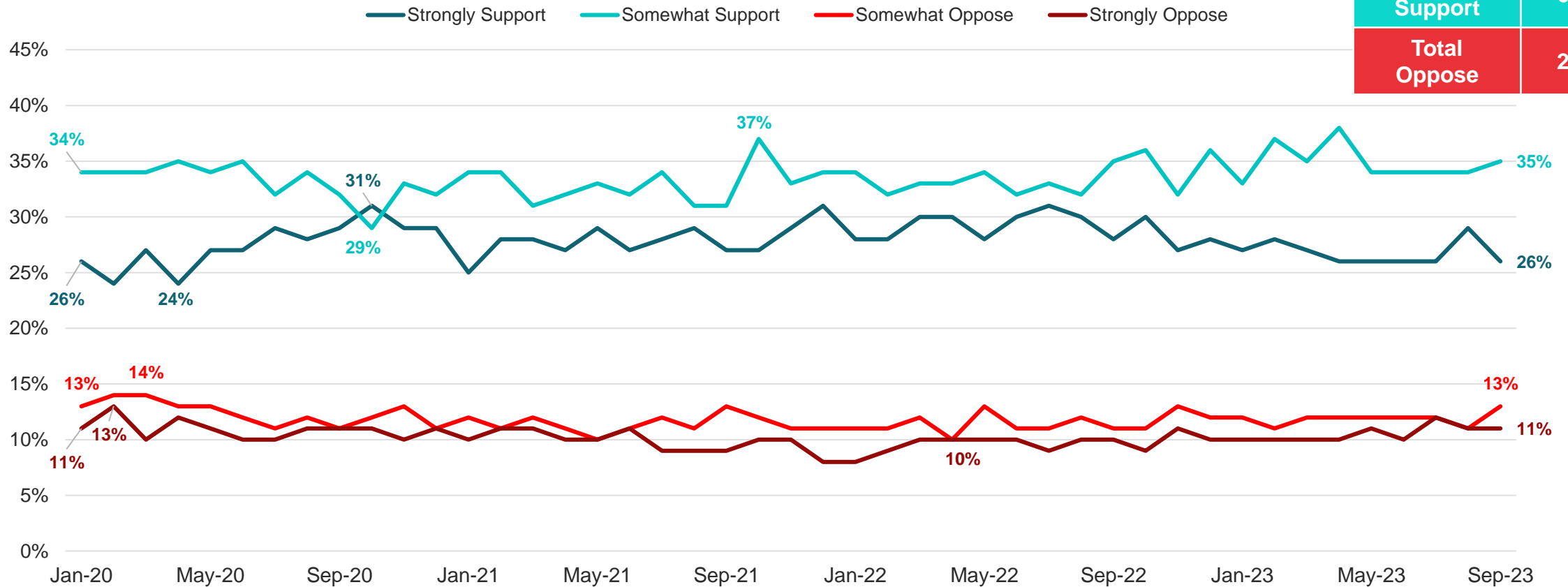
Source: Survey conducted September 12, 2023 – September 14, 2023, among U.S. adults

# The public's overall support for school vouchers decreased slightly in September. Americans are still more than twice as likely to support school vouchers than oppose.

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 the child's school. In general, what is your opinion of school voucher systems?

**September 2023**

## All Adults



<b>Total Support</b>	<b>61%</b>
<b>Total Oppose</b>	<b>24%</b>

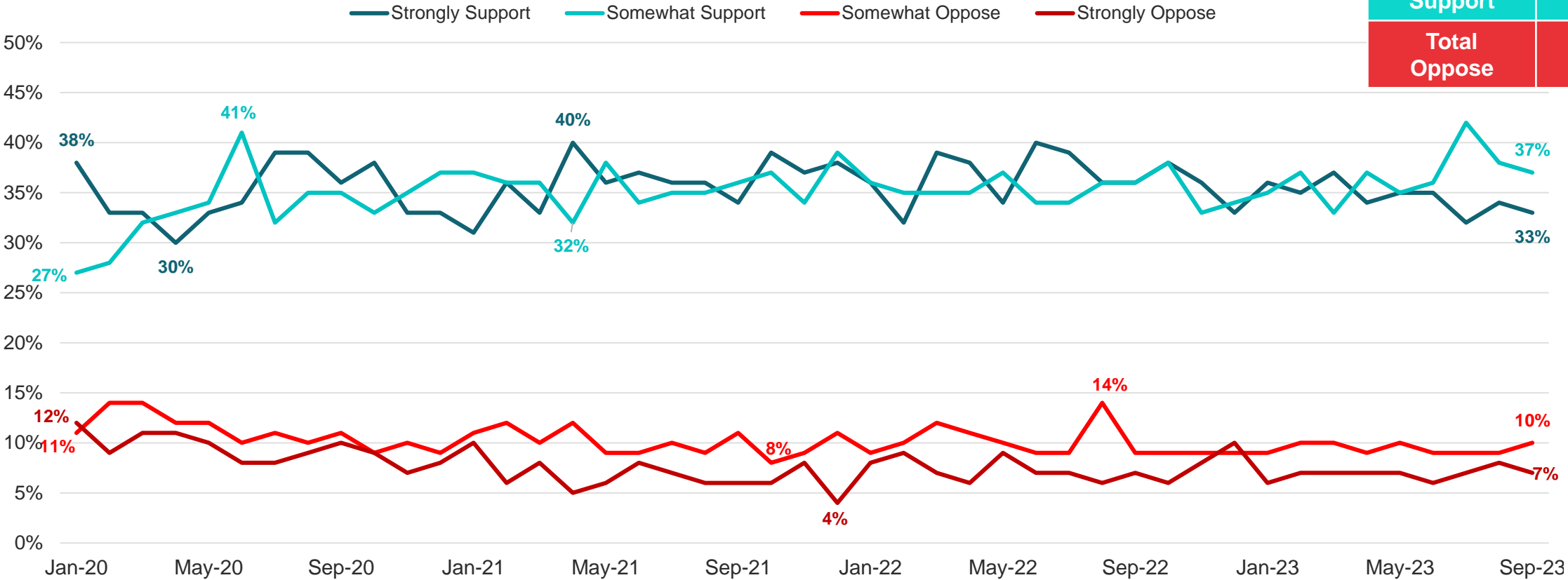
Note: Don't know/no opinion responses are not shown.

# In September, support for school vouchers decreased slightly among school parents. Parents remain over four times as likely to support school vouchers than oppose them.

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 the child's school. In general, what is your opinion of school voucher systems?

**September 2023**

## School Parents



Note: Don't know/no opinion responses are not shown.

# Support for charter schools is greatest among conservatives, high income adults, and school parents. Rural, small town, and Midwest adults support charter schools the least.

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. In general, what is your opinion of public charter schools?

## Charter School Support, Among All Adults

Public Support 64%

Groups most supportive		Groups least supportive	
Conservative	74%	Education: <College	63%
High Income >\$75k	69%	Female	63%
School Parents	69%	South	62%
Northeast	69%	Non-Parents	61%
West	68%	Low Income <\$35k	59%
Suburban	67%	Rural	59%
Education: Bachelors +	66%	Small Town	59%
Middle Income \$35k to \$75k	66%	Midwest	57%

Source: Survey conducted September 12, 2023 – September 14, 2023, among U.S. adults

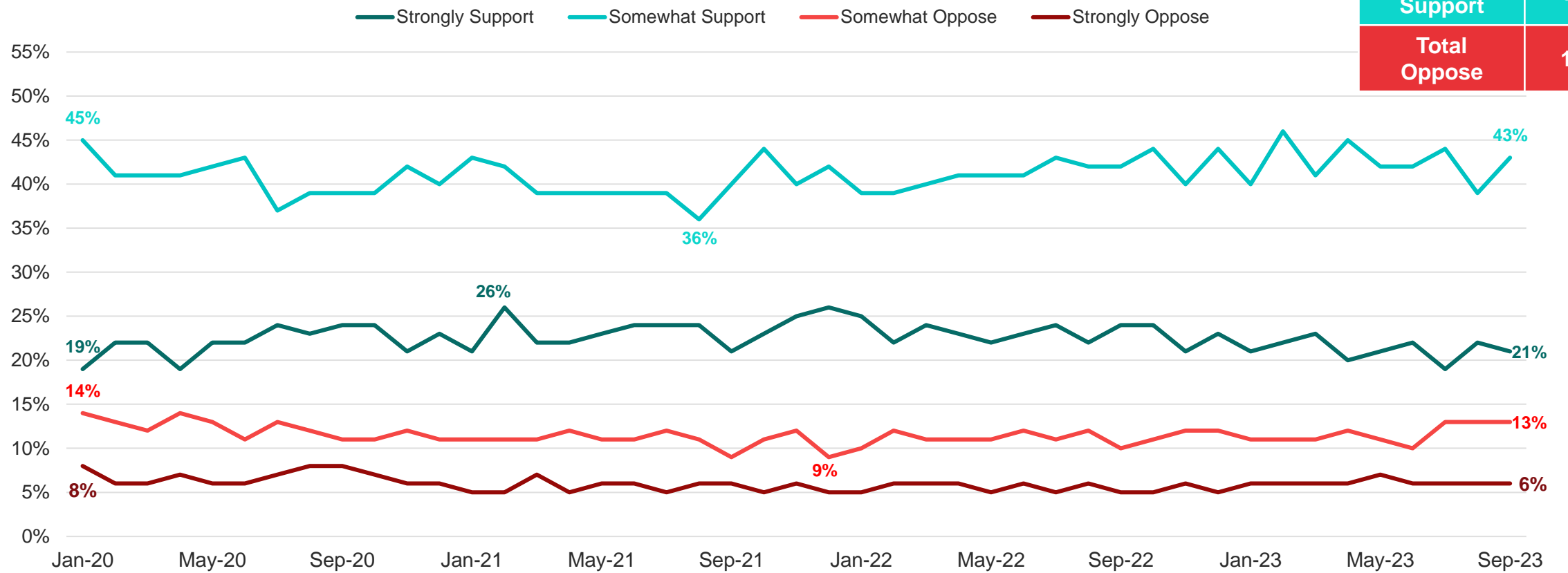
# Americans' overall support for charter schools increased in September. Soft support rose by four points.

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. In general, what is your opinion of public charter schools?

**September 2023**

**All Adults**

Total Support	64%
Total Oppose	19%



Note: Don't know/no opinion responses are not shown.



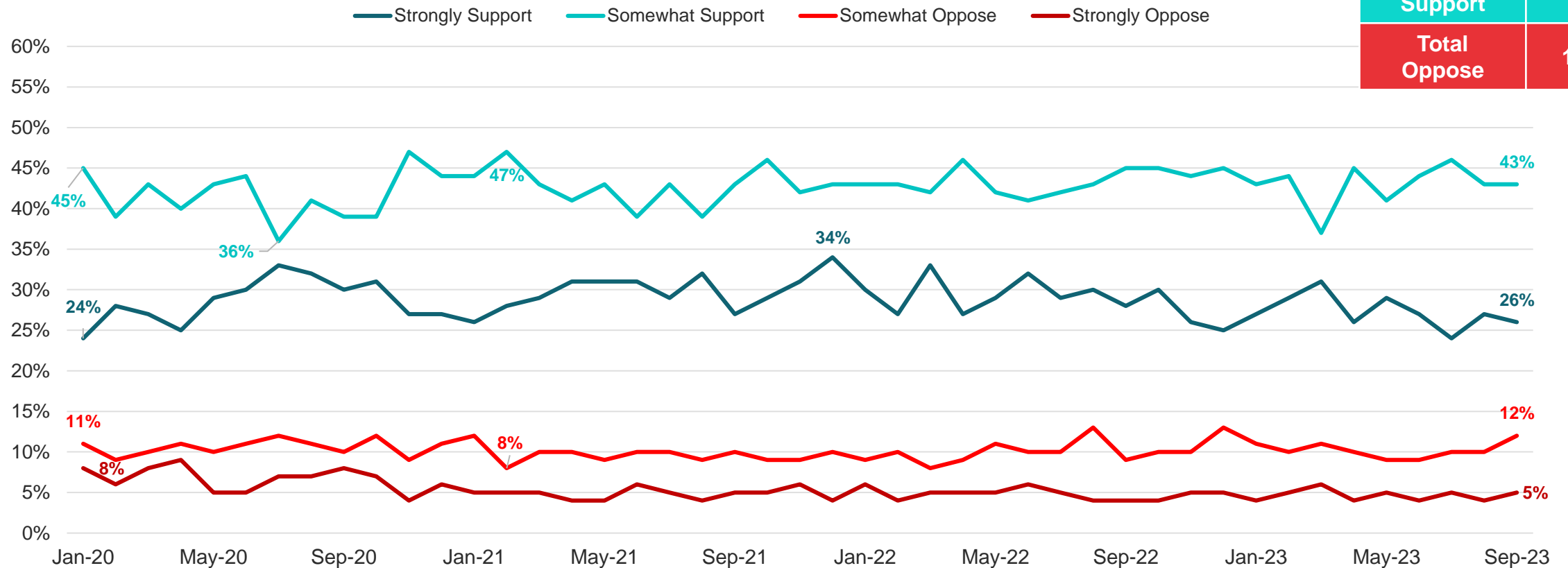
# Parents' overall support for charter schools fell slightly in September. They are four times as likely to support charter schools rather than oppose them.

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. In general, what is your opinion of public charter schools?

## School Parents

**September 2023**

Total Support	69%
Total Oppose	17%



Note: Don't know/no opinion responses are not shown.

# Hispanic and Western adults are mostly likely to support open enrollment. Low income and rural adults show relatively lowest support.

An “open enrollment” policy in K-12 education allows a student enrolled in public school to select and transfer to a public school of their choice, rather than attending a school based on where they live. A student can be allowed to transfer to a public school in another district (called “INTER-district”). The policy is based on a first come, first served process until districts are no longer able to accommodate new students

## Open Enrollment Support, Among All Adults

Public Support 68%

Groups most supportive		Groups least supportive	
Hispanic	76%	Education: <College	67%
West	75%	Non-Hispanic White	66%
High Income >\$75k	73%	Midwest	66%
Republican	72%	Northeast	65%
School Parents	72%	Independent	64%
Liberal	72%	Non-Parents	64%
Urban	71%	Low Income <\$35k	63%
Middle Income \$35k to \$75k	71%	Rural	63%

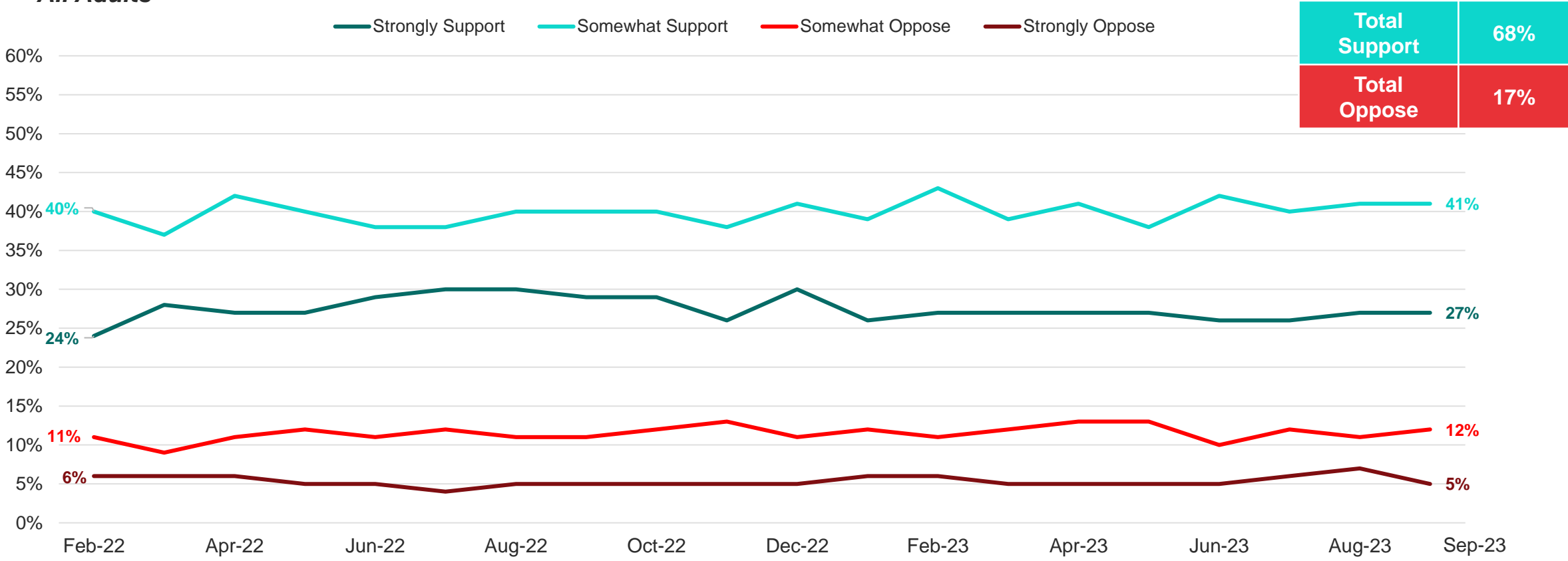
Source: Survey conducted September 12, 2023 – September 14, 2023, among U.S. adults

# The public’s overall support for inter-district open enrollment remained the same in September. Overall support is four times as large as opposition.

An “open enrollment” policy in K-12 education allows a student enrolled in public school to select and transfer to a public school of their choice, rather than attending a school based on where they live. A student can be allowed to transfer to a public school in another district (called “INTER-district”). The policy is based on a first come, first served process until districts are no longer able to accommodate new students.

**September 2023**

## All Adults

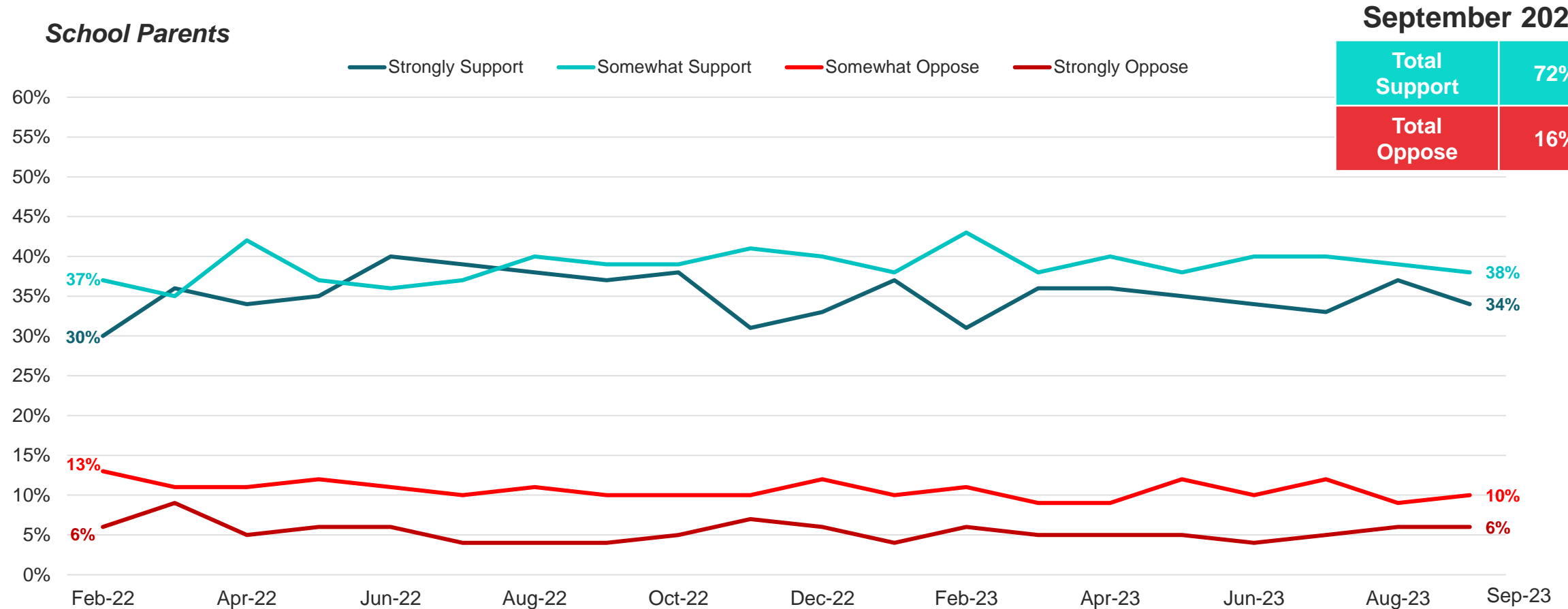


Note: Don't know/no opinion responses are not shown.

# Among school parents, overall support of open enrollment fell in September. Strong support decreased after rising last month.

An “open enrollment” policy in K-12 education allows a student enrolled in public school to select and transfer to a public school of their choice, rather than attending a school based on where they live. A student can be allowed to transfer to a public school in another district (called “INTER-district”). The policy is based on a first come, first served process until districts are no longer able to accommodate new students.

## School Parents



Note: Don't know/no opinion responses are not shown.

AGENDA

WELLBEING AND HAPPINESS

VIEWS ON K-12 EDUCATION

SCHOOLING AND EXPERIENCES IN K-12 EDUCATION

VIEWS ON SOCIAL MEDIA

SCHOOL CHOICE POLICIES

**SURVEY PROFILE AND DEMOGRAPHICS**



# Survey Profile, 1

<b>Dates</b>	September 12-14, 2023
<b>Survey Data Collection &amp; Quality Control</b>	Morning Consult
<b>Survey Sponsor</b>	EdChoice
<b>Population</b>	General Population (Adults, Age 18+)
<b>Sampling Frame</b>	National sample of adults (age 18+) living in the United States, including the District of Columbia, with an oversample of school parents
<b>Sampling Method</b>	Non-Probability, Stratified (based on Age, Gender)
<b>Mode</b>	Online Survey
<b>Language</b>	English

## Survey Profile, 2

<b>Survey Time</b>	Gen Pop Median = 10.33 minutes Oversample Median = 14.52 minutes
<b>Sample Size</b>	N = 2,258 General Population N= 1,315 Total School Parents
<b>Oversampling</b>	N = 850 School Parents
<b>Quotas</b>	Age, Gender
<b>Weighting</b>	Age, Race, Ethnicity, Gender, Education, Census Region
<b>Measure of Precision (adjusted for weighting)</b>	± 2.40 percentage points (Gen Pop), ± 3.47 percentage points (Oversample)
<b>Participation Rate</b>	40.75% (Gen Pop), 35.59% (Oversample)
<b>Methods Page</b>	<a href="https://edchoice.morningconsultintelligence.com/methodology">https://edchoice.morningconsultintelligence.com/methodology</a>
<b>Project Contact</b>	Paul DiPerna, paul@edchoice.org

# Total Sample Demographics

Demographics	Unweighted (N = )
Hispanic	244
Non-Hispanic White	1,505
Black	390
Other	103
Generation Z	308
Millennial	610
Generation X	590
Boomers	688
Male	1,062
Female	1,196
< College	1,474
College +	784
Northeast	436
Midwest	428
South	985
West	409

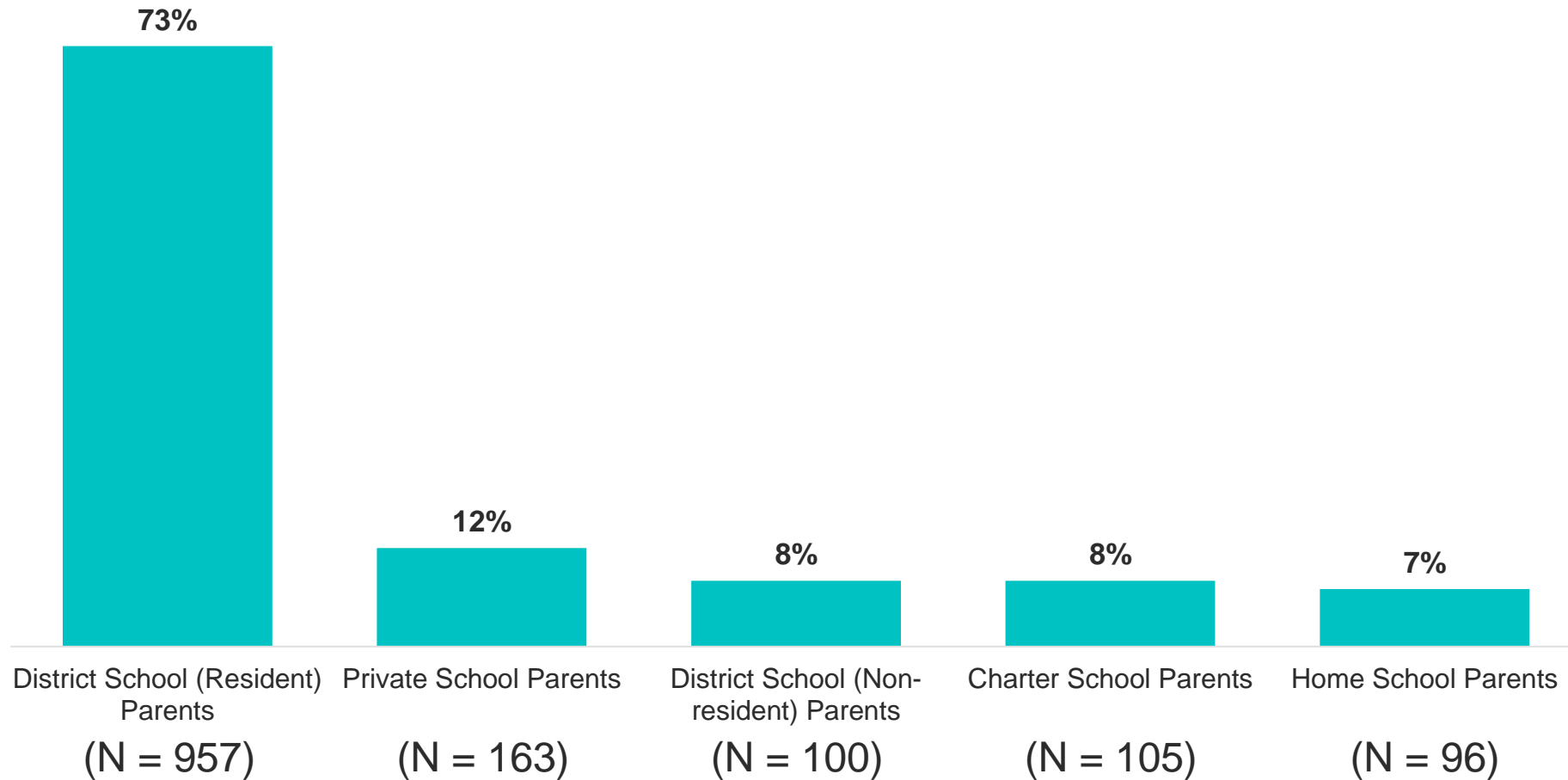
Demographics	Unweighted (N = )
Total School Parents*	1,315
K-4 Parents*	646
5-8 Parents*	527
9-12 Parents*	563
Non-Parents	942
Liberal	561
Moderate	779
Conservative	726
Democrat	788
Independent	662
Republican	669
Urban	632
Suburban	1,021
Small Town	189
Rural	416
Low Income <\$35K	891
Middle Income \$35K to <\$75K	740
High Income \$75K+	627

\* Denotes the sample came from school parents



Demographics	Unweighted	Weighted	Target (%)
Hispanic	11%	17%	16%
White	67%	62%	78%
Non-Hispanic White	67%	n/a	n/a
Black	17%	13%	12%
Other	5%	7%	9%
Age: 18-34	28%	29%	30%
Age: 35-54	32%	33%	31%
Age: 55+	40%	38%	40%
Age: 65+	23%	22%	20%
Male	47%	49%	48%
Female	53%	51%	52%
< College	65%	65%	69%
College +	35%	35%	31%
Northeast	19%	18%	18%
Midwest	19%	21%	21%
South	44%	38%	37%
West	18%	24%	24%

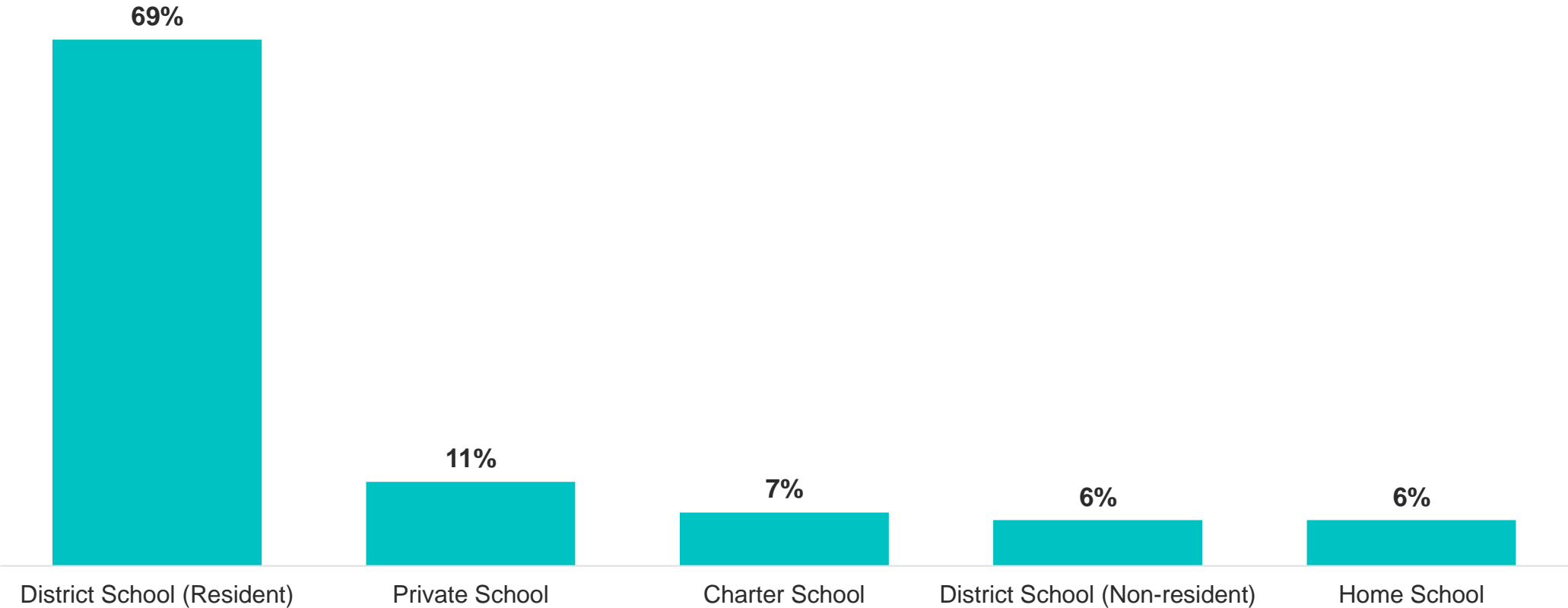
# Parent groups based on estimated school type attendance for the 2023-2024 school year



*Note: Parent groups are not necessarily exclusive, there are cases where a parent could have children enrolled in different school types.*

# Estimated school type attendance for the 2023-2024 school year

*% of Students, Reported by Parents*



## Methodology Update

In addition to the monthly general population polling, Morning Consult oversamples K-12 school parents, among a national sample of parents living in the United States (including the District of Columbia). The sample is collected via stratified sampling based on race and ethnicity quota targets derived from the U.S. Census Bureau's 2021 American Community Survey. Approximately 800 additional K-12 school parents are interviewed in English each month comprising the oversample. The completed K-12 school parent interviews are weighted to population totals obtained from the 2021 American Community Survey on the following demographic variables: age, gender, region, race/ethnicity, and educational attainment.

Total School Parents	Have at least one child enrolled in grades K-12 for the 2023-2024 school year
Charter School Parents	Have at least one child enrolled in a charter school for the 2023-2024 school year
District/Public School Parents	Have at least one child enrolled in a district/public school for the 2023-2024 school year
Private School Parents	Have at least one child enrolled in a private school for the 2023-2024 school year
Home School Parents	Have at least one child enrolled in home school for the 2023-2024 school year

WHO WE ARE

 **MORNING CONSULT**<sup>®</sup>

Morning Consult is a global data intelligence company delivering insights on what people think in real time.

By surveying tens of thousands across the globe every day, Morning Consult is unmatched in scale and speed: It determines the true measure of what people think and how their decisions impact business, politics and the economy.

Industry leaders rely on Morning Consult's proprietary technology and analysis for real-time intelligence to transform information into a competitive advantage.



 **CHOICE**

EdChoice is a 501(c)(3) nonprofit, nonpartisan organization. Our mission is to advance educational freedom and choice for all as a pathway to successful lives and a stronger society. We are committed to understanding and pursuing a K–12 education ecosystem that empowers every family to choose the learning environment that fits their children's needs best.

Learn more at: [EDCHOICE.ORG](https://edchoice.org)



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