

 edCHOICE

# THE PUBLIC, PARENTS, AND K-12 EDUCATION

A National Polling Report  
January 2024

# KEY FINDINGS

1. Parents are most likely to prioritize communication with their child and their child's teachers to measure the success of their school year. Standardized test scores are the least important metric.
2. In January, 1 in 4 parents indicated they were participating in or seeking learning pods, a slight decrease from June of last year. 'Learning pods' were described as small groups of children, organized by parents, gathering to learn together; parents either hire a private teacher to facilitate or take turns supervising.
3. The public's optimism towards the direction of K-12 education increased in January across all levels.
4. In January, 1 in 3 parents indicated they are currently using a tutor or are interested in tutoring for their children – a slight decrease from December.
5. Those who have a child who has switched schools are most likely to indicate that their child experienced bullying, excessive stress or anxiety at their former school compared to other difficulties.
6. Roughly half of school parents feel their child's school handles guns, bullying, violent behaviors, and mental health at least very well.
7. In January, almost half of parents were concerned about a violent intruder entering their child's school. This proportion increased slightly from the previous month.
8. Overall support levels for choice-based policies remain high among school parents and the general public:
  - Education savings accounts (ESAs) – 74% / 67%
  - School vouchers – 68% / 60%
  - Charter schools – 68% / 63%
  - Open enrollment – 74% / 67%

## Methodology

This poll was conducted between January 5-8, 2024 among a sample of 2,251 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 2.45 percentage points..

AGENDA

**VIEWS ON K-12 EDUCATION**

**SCHOOLING AND EXPERIENCES**

**K-12 CHOICE POLICIES**

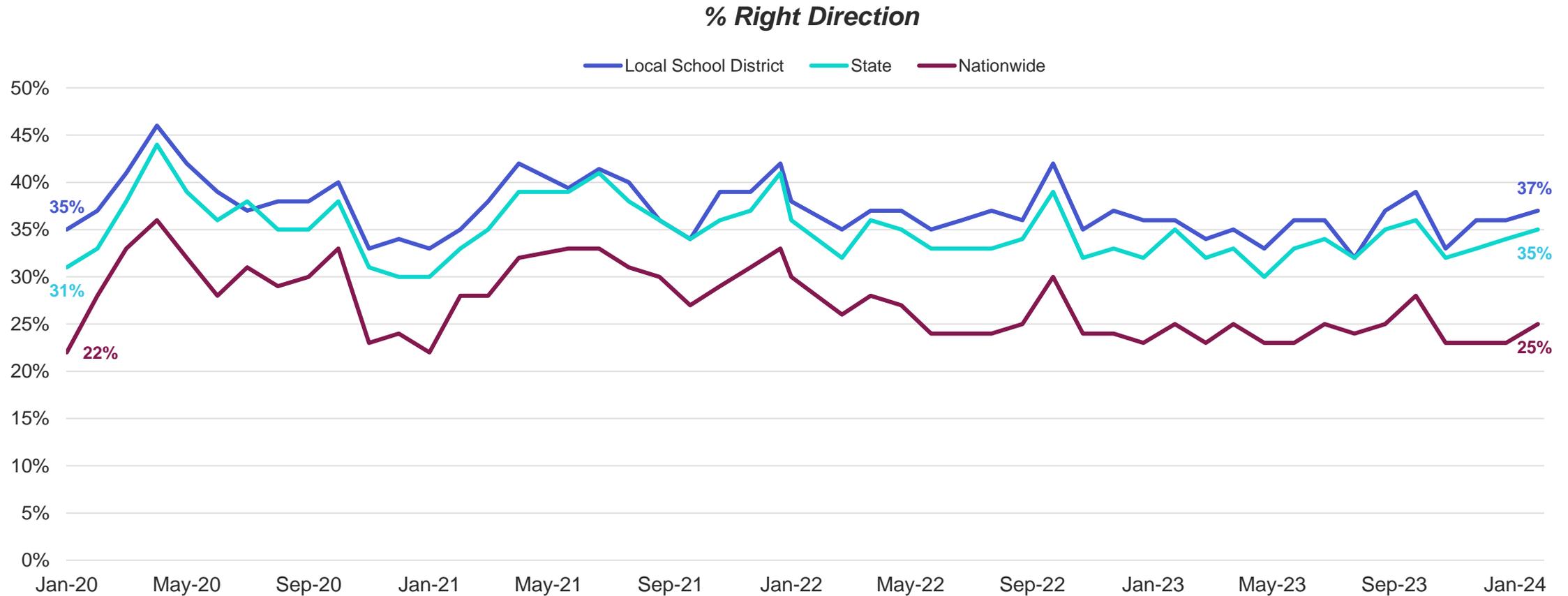
**SURVEY PROFILE AND DEMOGRAPHICS**



# The public's optimism towards the direction of K-12 education increased in January across all levels.

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

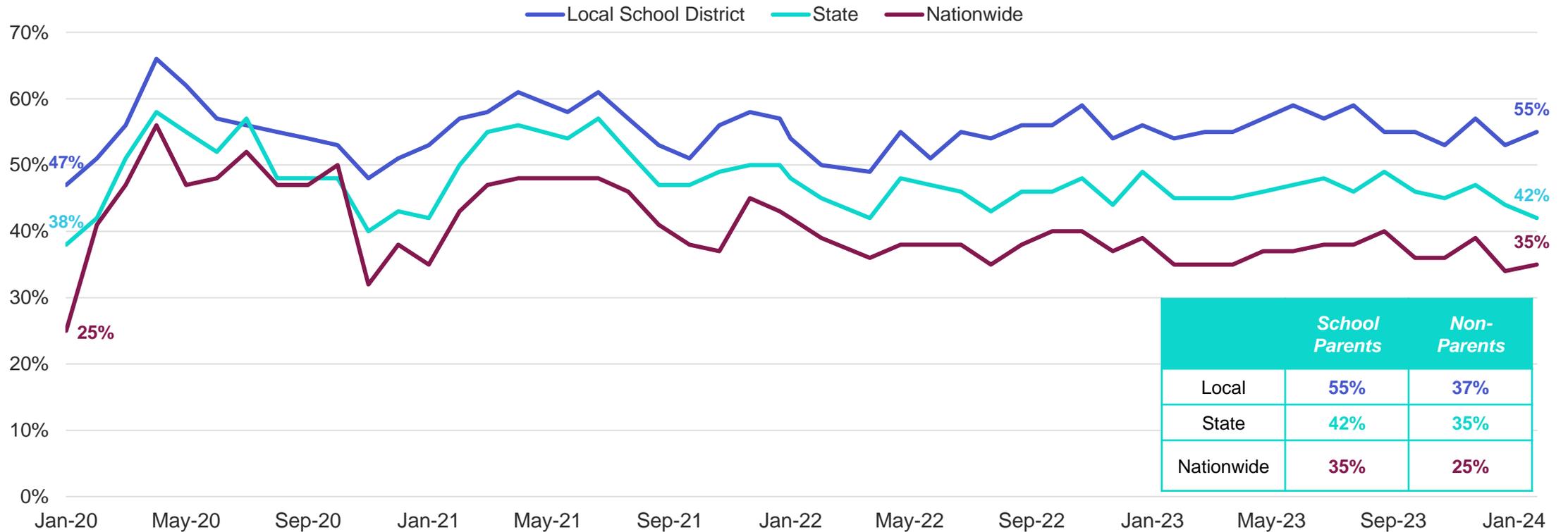


# Parents' positivity about K-12 education increased slightly across local and nationwide levels in January. Large opinion gaps persist between school parents and non-parents.

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 and academics 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 **40%**

-  Core academic subjects (55%)
-  To become independent thinkers (46%)
-  Socialization (44%)
-  How to be good citizens (41%)
-  Skills for future employment (40%)
-  Values, moral character, religious virtues (36%)
-  To fix social problems (16%)

#### Grades 9-12

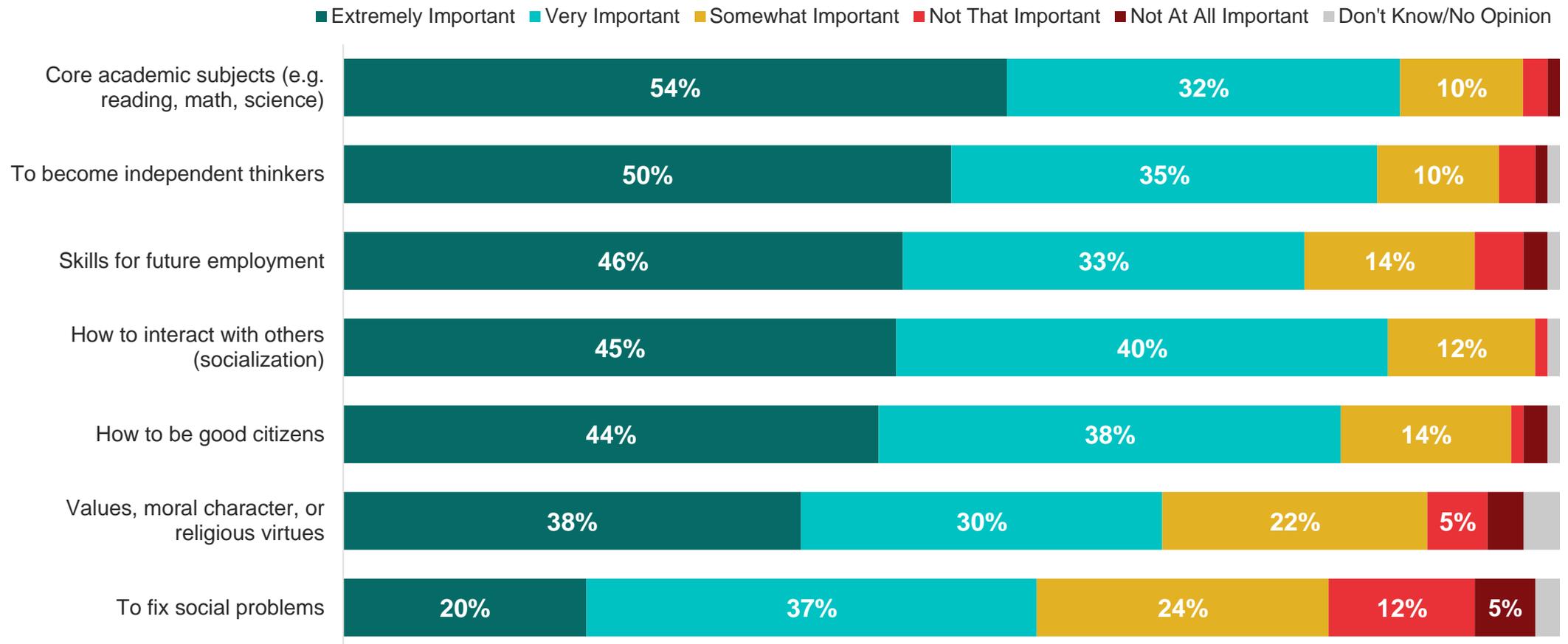
Average % selected Extremely Important **41%**

-  Skills for future employment (56%)
-  Core academic subjects (52%)
-  Become independent thinkers (48%)
-  How to be good citizens (43%)
-  Socialization (41%)
-  Values, moral character, religious virtues (32%)
-  To fix social problems (17%)

# School parents are most likely to say core academic subjects and independent thinking are extremely important 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...

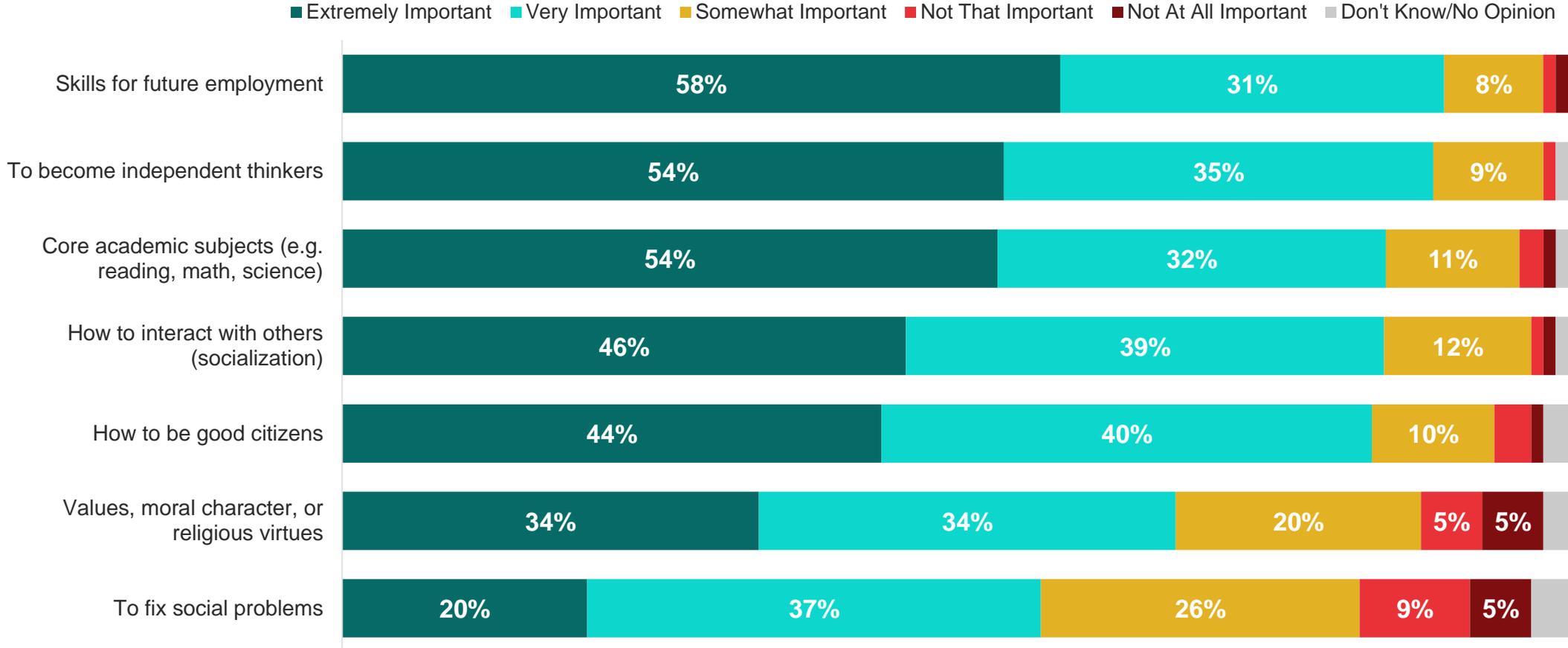
## School Parents



# School parents are most likely to indicate that 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 January 5, 2024 – January 8, 2024, among U.S. adults

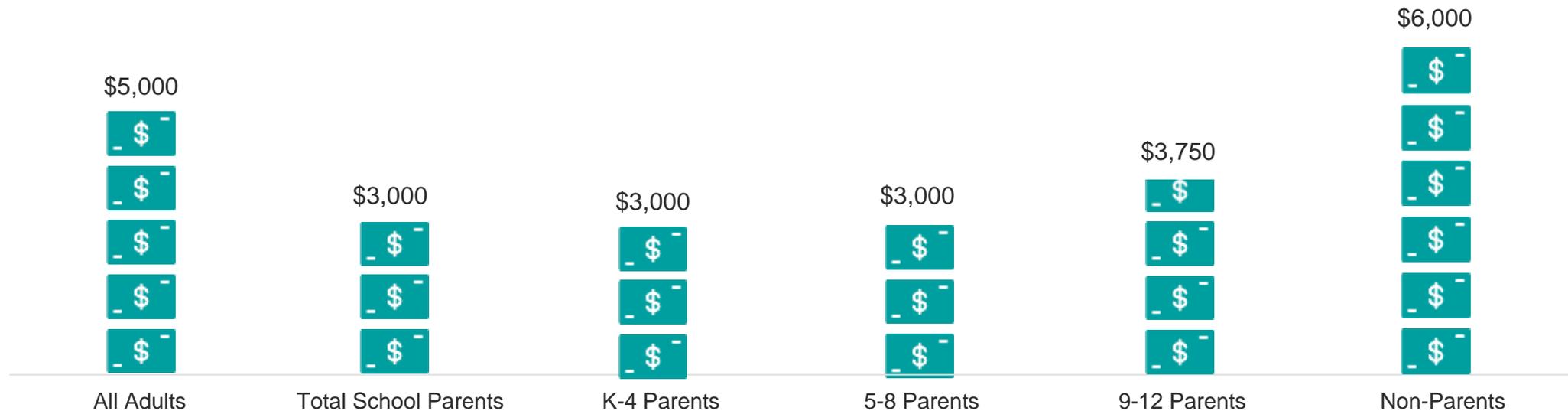
# The general public and school parents greatly underestimate per-student spending in public schools.

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

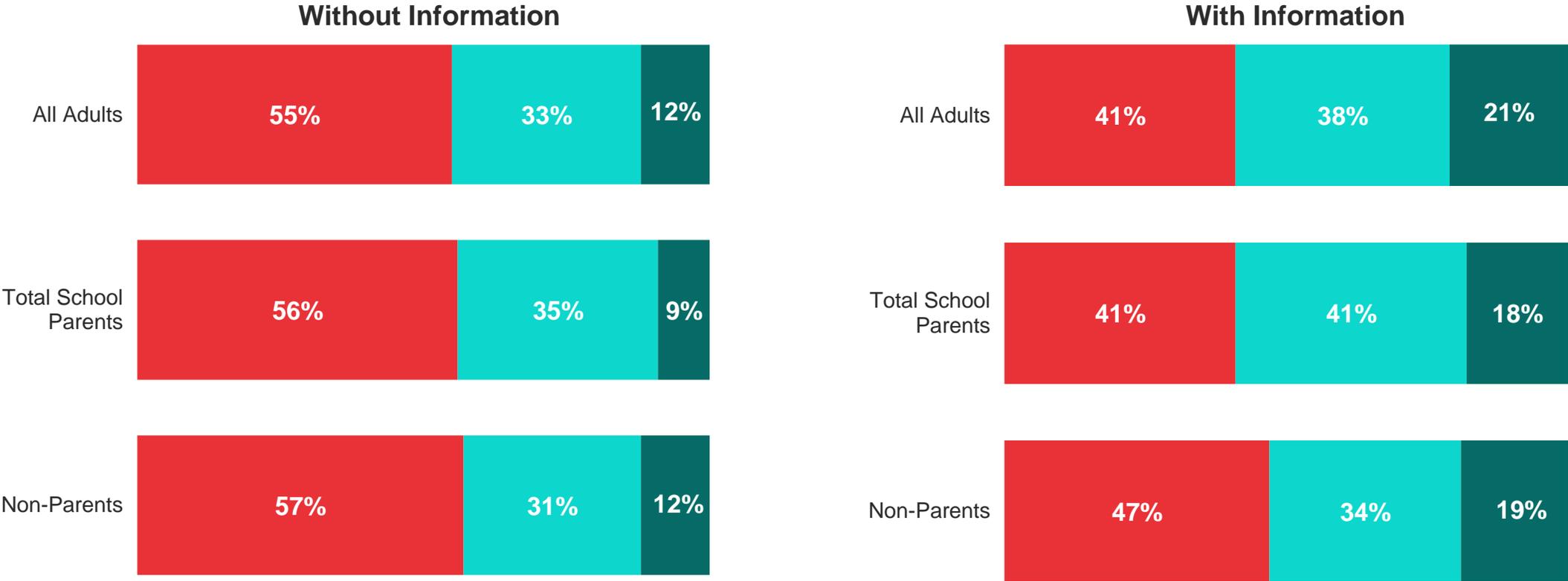


The public and school parents are much less likely to say their state’s per-student spending is “too low” when given a publicly reported statistic – by 14 points and 15 points, respectively.

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



FY21 State Actuals Source: National Center for Education Statistics  
 Source: Survey conducted January 5, 2024 – January 8, 2024, among U.S. adults

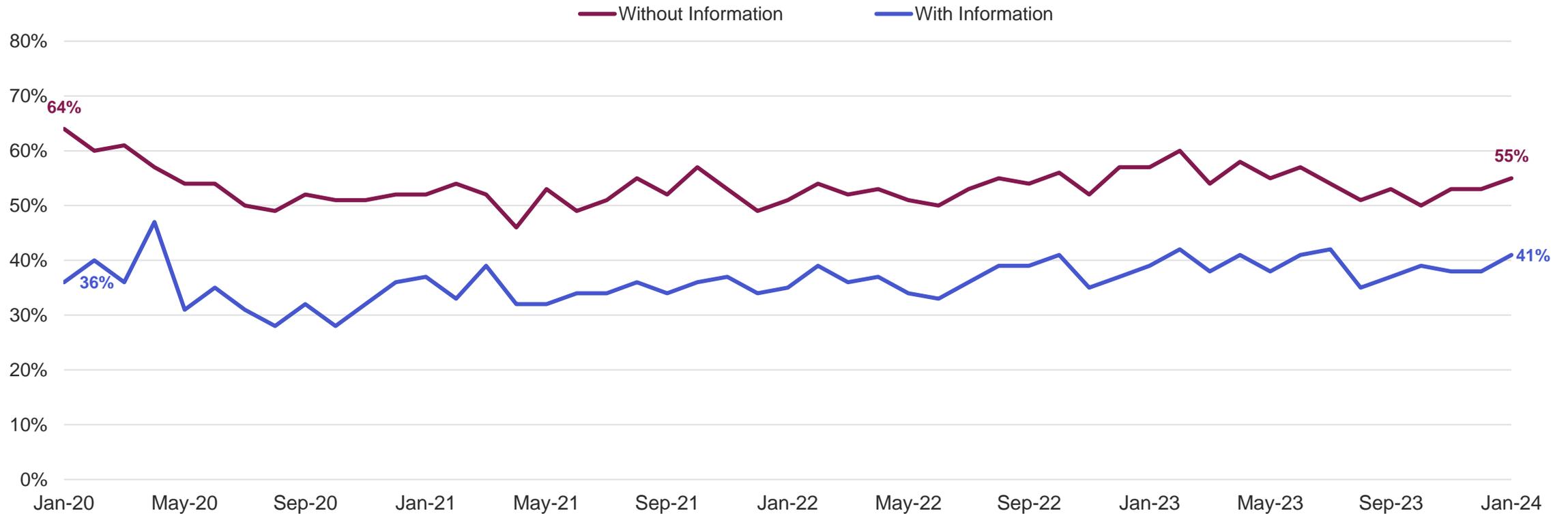
# Slightly more respondents indicated school funding was “too low” in January when they were not given a government-reported statistic.

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



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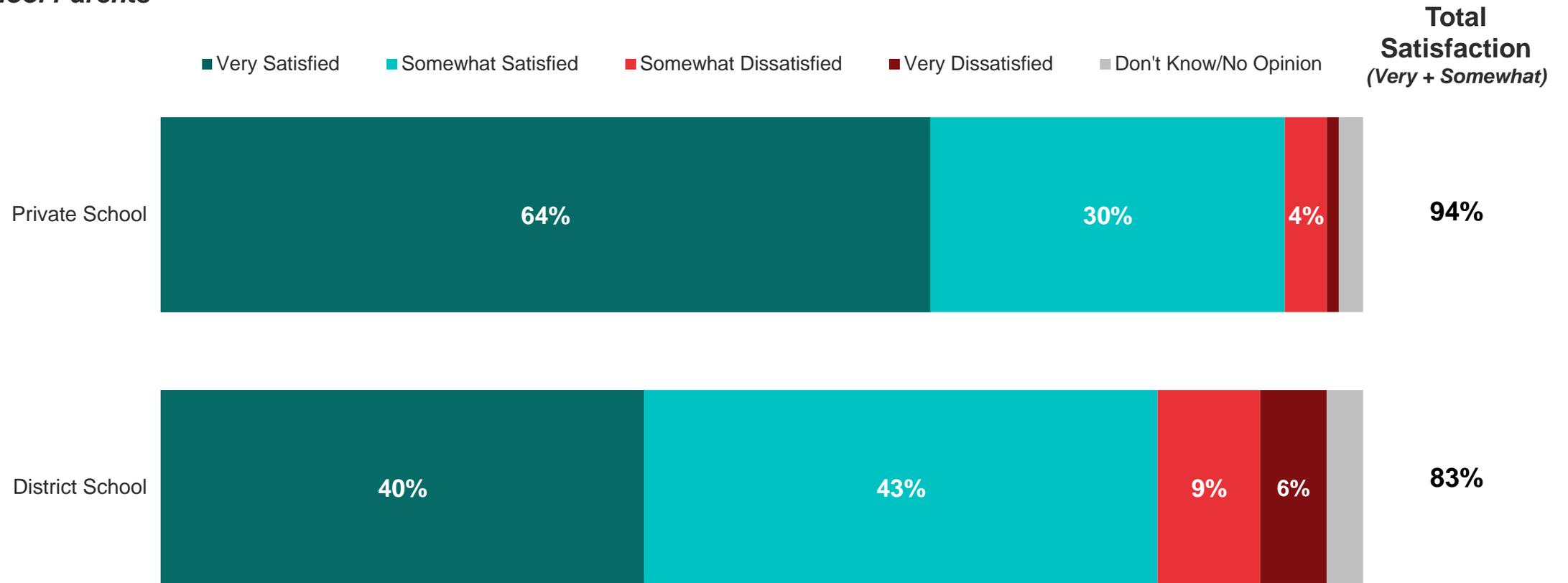
SURVEY PROFILE AND DEMOGRAPHICS



# 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

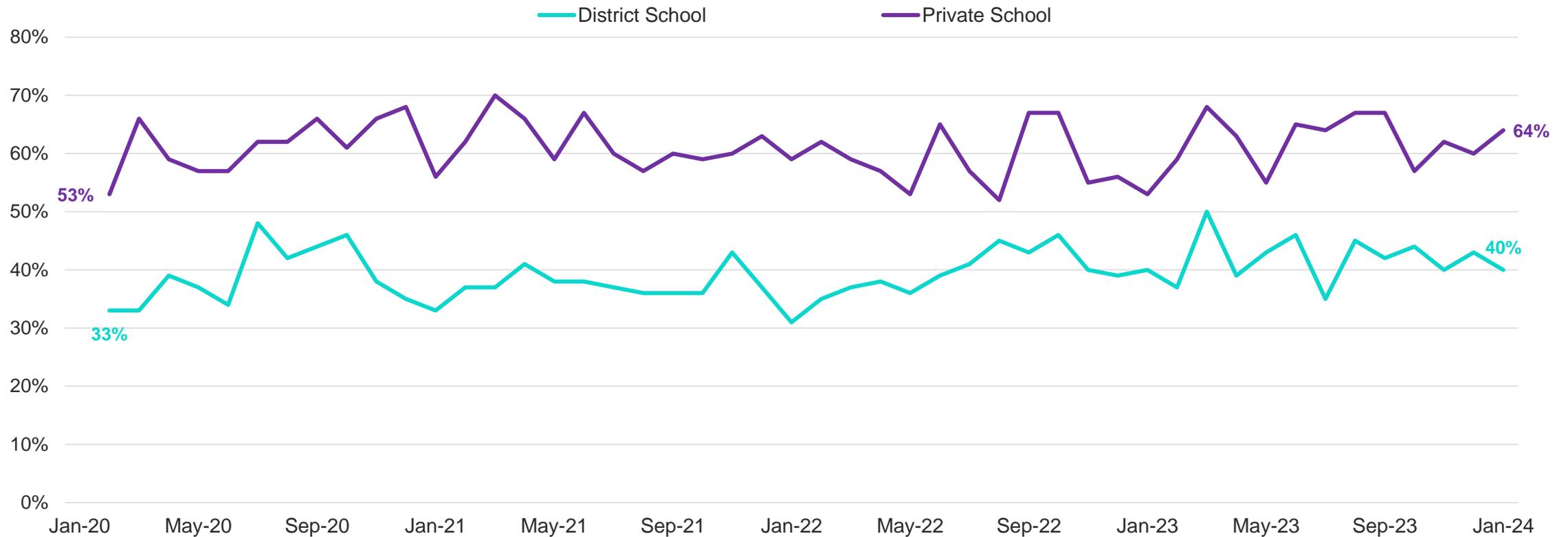


# Parents are consistently more likely to say they are “very satisfied” with private schools than public district schools. Strong district school satisfaction decreased from December to January.

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.

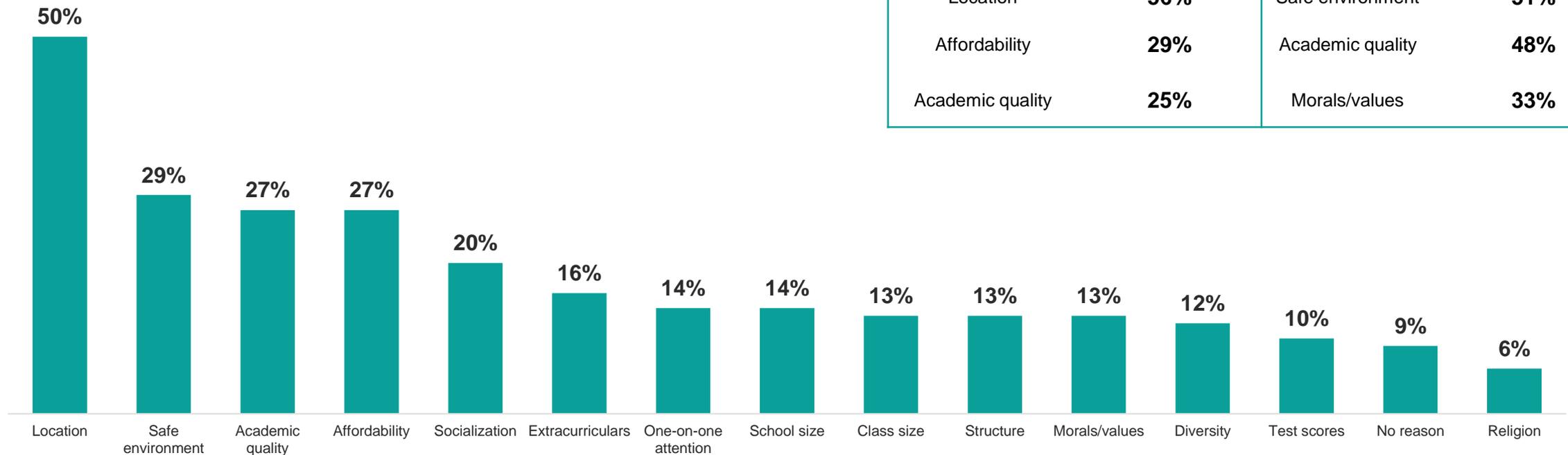
Why is your youngest/oldest child enrolled in that school type? Please select the most important reason(s).

## School Parents

**% Selected**

## Top 3 Reasons

*% Selected*



	District School Parents	Private School Parents
Location	<b>56%</b>	Safe environment <b>51%</b>
Affordability	<b>29%</b>	Academic quality <b>48%</b>
Academic quality	<b>25%</b>	Morals/values <b>33%</b>

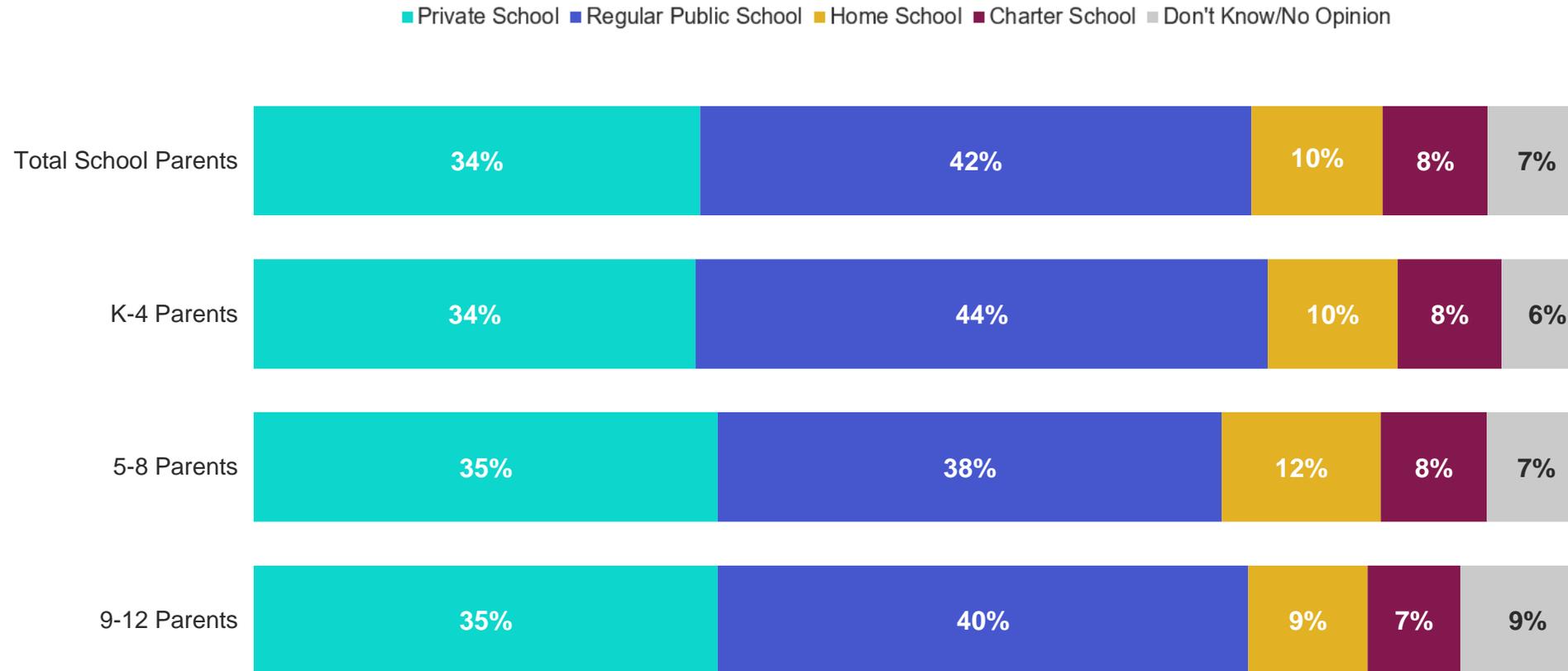
*Note: Results are composite numbers between those who were asked about their youngest child and those who were asked about their oldest child.*

*Source: Survey conducted January 5, 2024 – January 8, 2024, among U.S. adults*

# Parents have a diverse range of schooling preferences. They are more likely to prefer regular public schools over private schools.

If given the option, what type of school would you select in order to obtain the best education for your child?

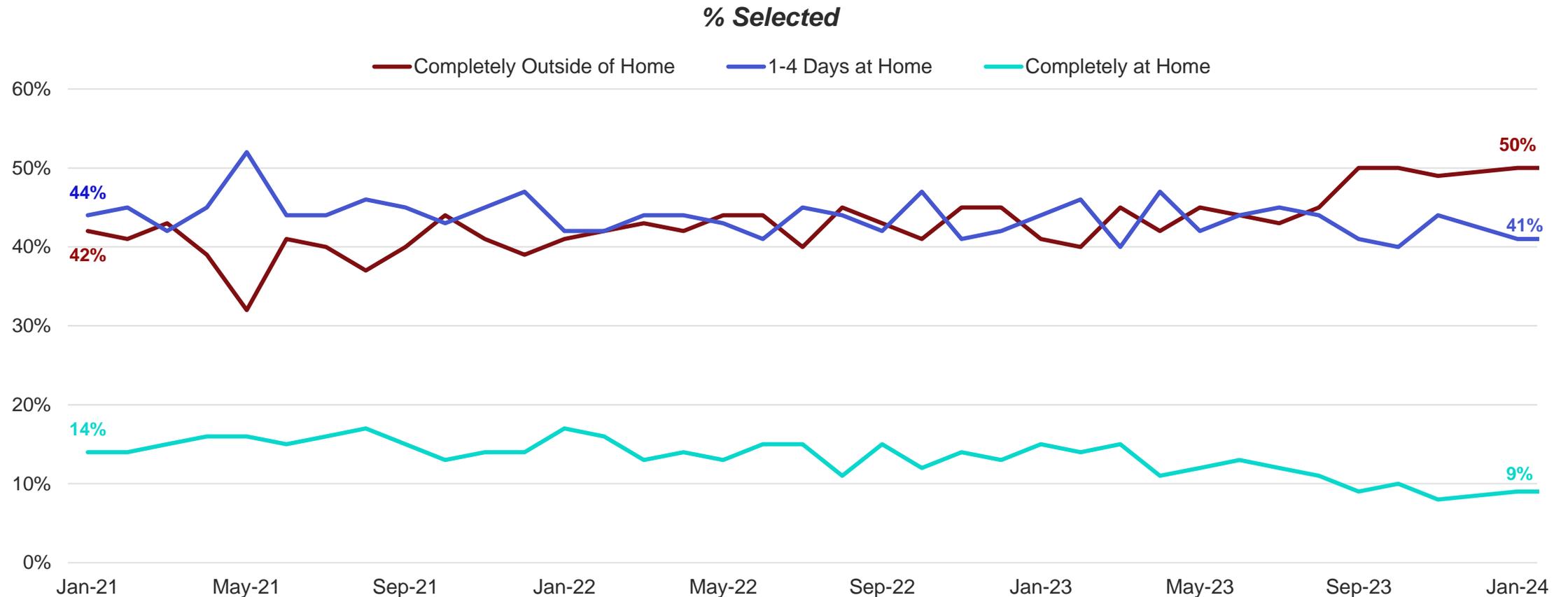
## School Parents



# 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?

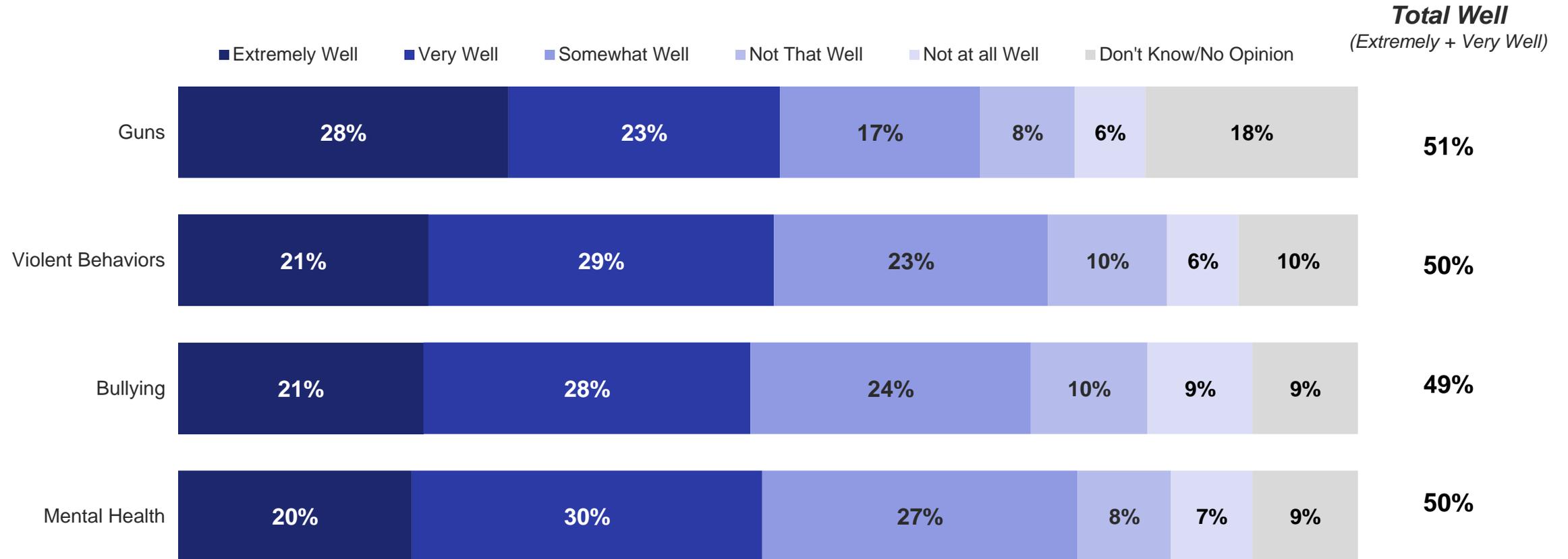
## School Parents



# 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?

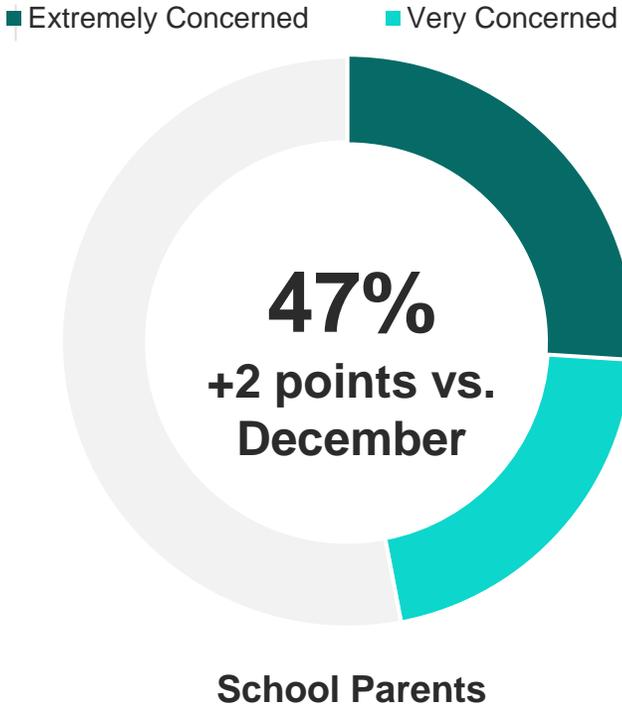
## School Parents



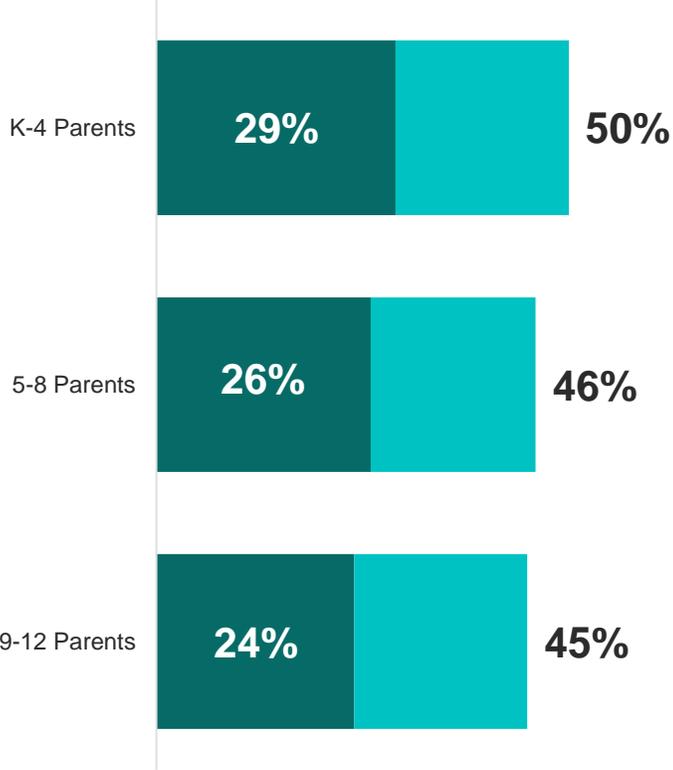
In January, almost half of parents were concerned about a violent intruder entering their child's school. This proportion increased slightly from the previous month.

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)



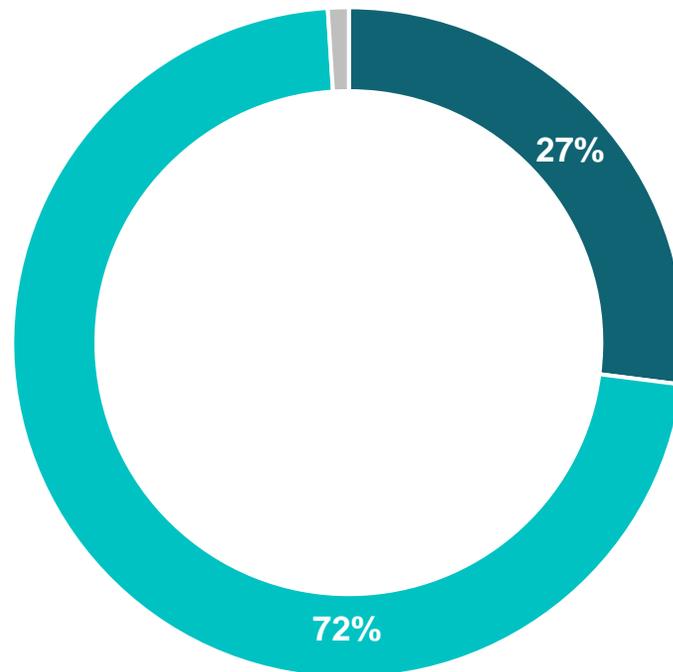
Source: Survey conducted January 5, 2024 – January 8, 2024, among U.S. adults

# Just over one in four parents indicate that their child has switched from one school type to another. School switching is highest among private school 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

- Yes, my child has changed school types
- No, my child has not changed school types
- I don't know if my child has changed school types



### Top % Yes

Private School	45%
Special Education	37%
Special Needs	36%

### Bottom % Yes

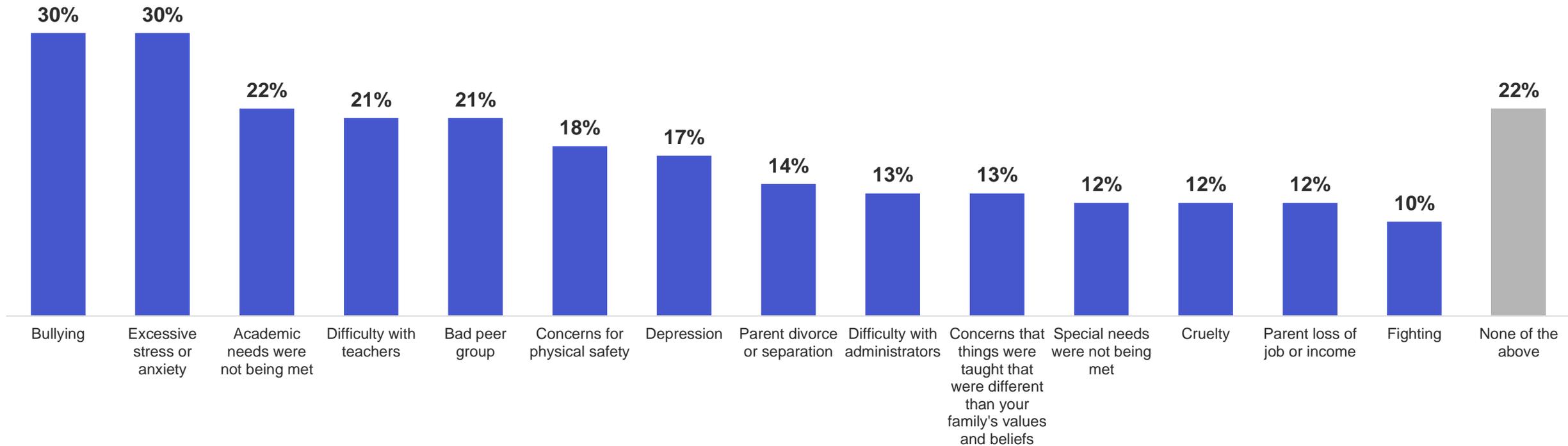
District School	23%
K-4 Parents	23%
Small town	19%

Those who have a child who has switched schools are most likely to indicate that their child experienced bullying, excessive stress or anxiety 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**

**% Selected**



**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 January 5, 2024 – January 8, 2024, among U.S. adults

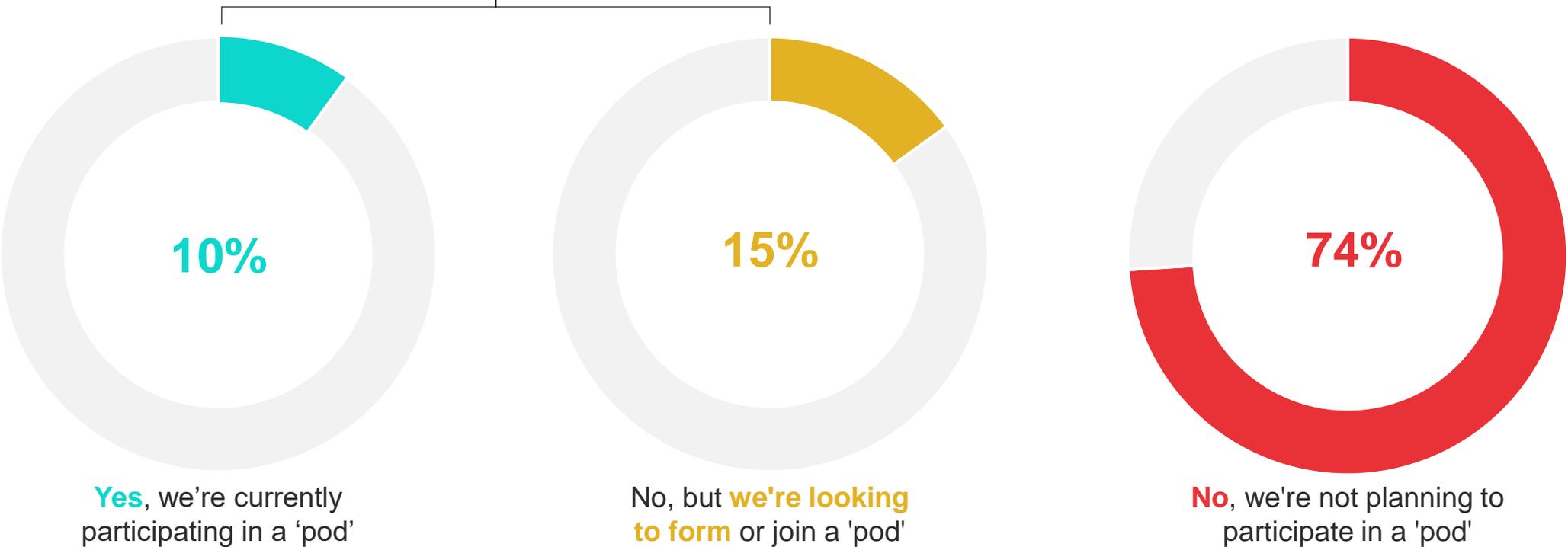
# In January, 1 in 4 parents indicated they were participating in or seeking learning pods, a slight decrease from June of last year.

'Learning pods' are small groups of children, organized by parents, gathering to learn together. Parents either hire a private teacher to facilitate or take turns supervising. Are you currently participating in a 'pod' with other families?

## School Parents

**25%** (-4 vs. June)

currently participating in a 'pod' or looking to join/form a 'pod'



Yes, we're currently participating in a 'pod'

No, but we're looking to form or join a 'pod'

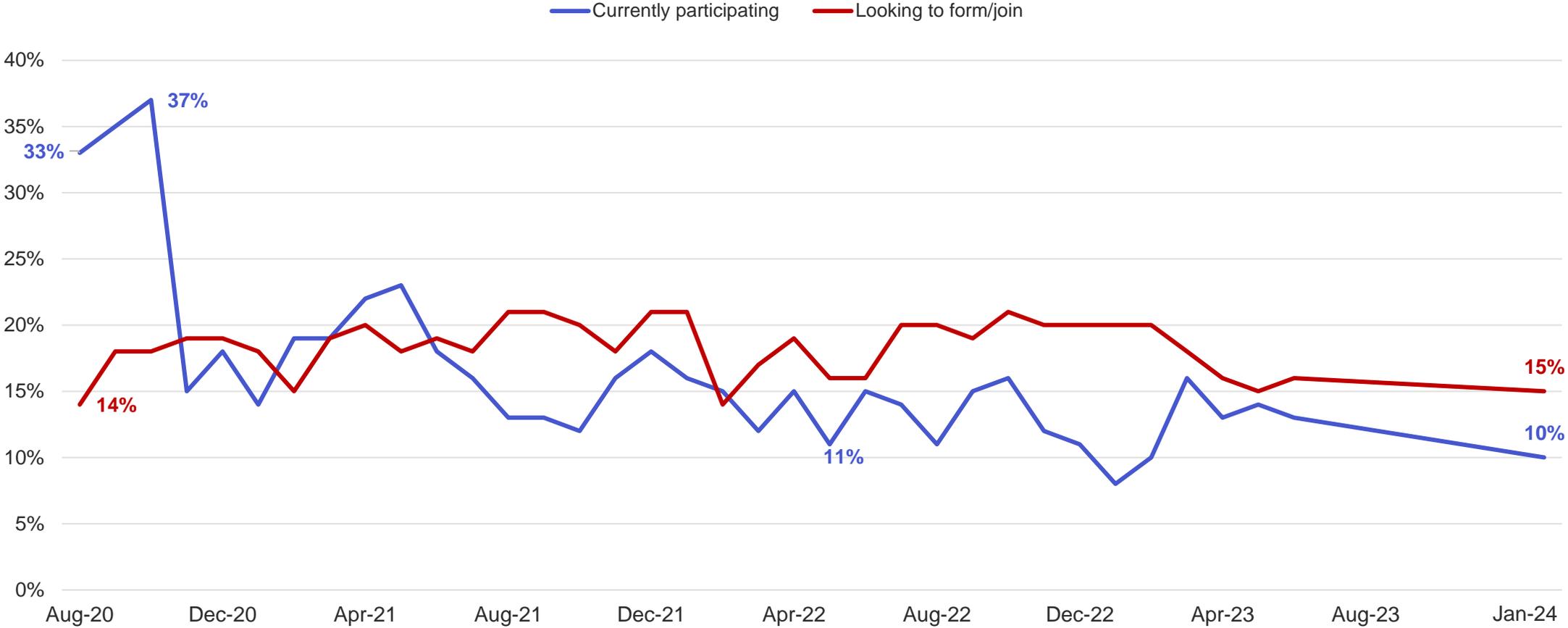
No, we're not planning to participate in a 'pod'

Source: Survey conducted January 5, 2024 – January 8, 2024, among U.S. adults

# A higher percentage of parents are looking to form or join a learning pod than those who are currently participating in one.

'Learning pods' are small groups of children, organized by parents, gathering to learn together. Parents either hire a private teacher to facilitate or take turns supervising. Are you currently participating in a 'pod' with other families?

## School Parents

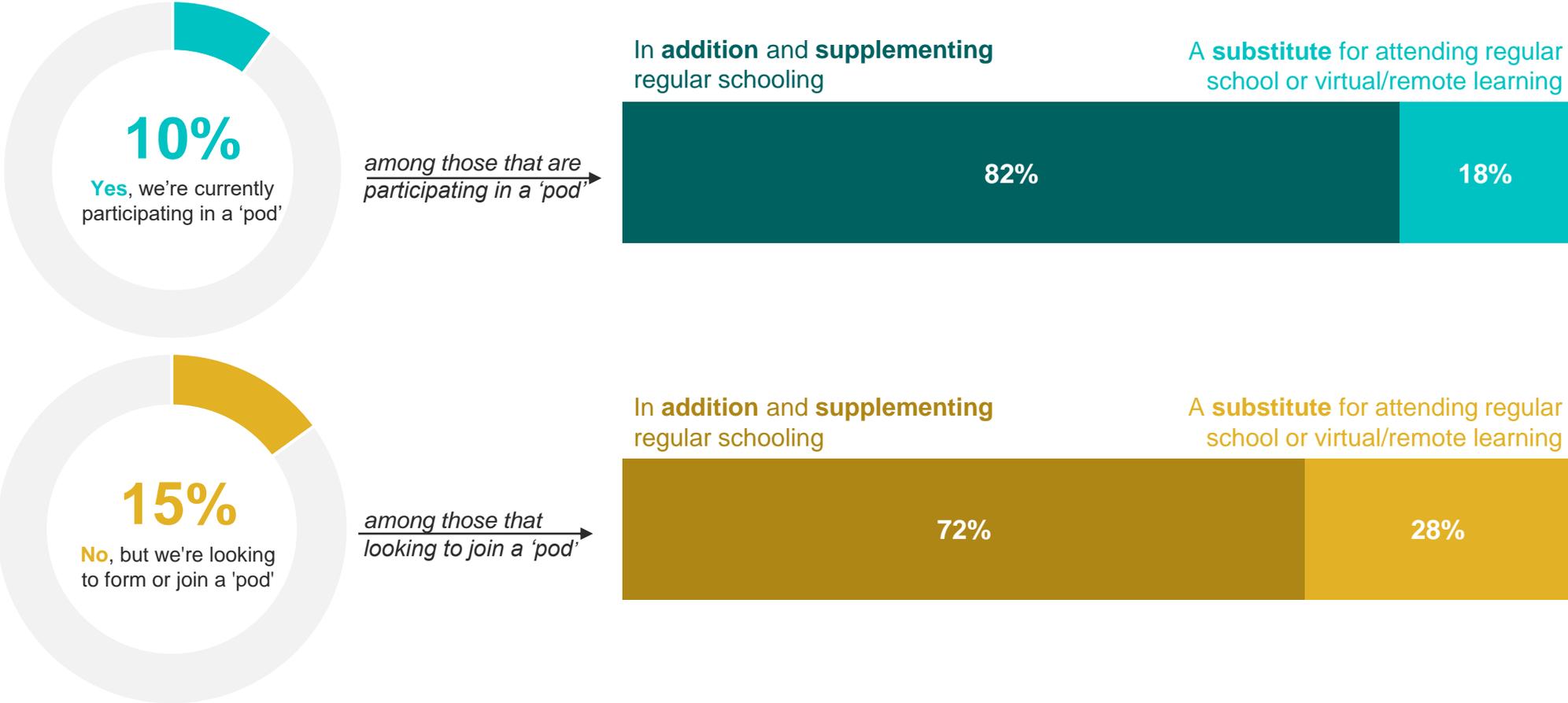


Note: Question last asked in June 2023. Question text changed from "As a result of the coronavirus pandemic, are you currently participating in a 'pod' with other families?" in June 2022

# 'Pods' continue to be primarily used in addition to regular schooling and are less likely to be a substitute for regular school.

You said you're currently participating in a 'pod', is that...? You said you're looking to form a 'pod', would that be...?

## School Parents



Source: Survey conducted January 5, 2024 – January 8, 2024, among U.S. adults

In January, school parents were willing to pay roughly \$410/month for a child to participate in a learning pod – roughly the same level as last June.

What would you be able and willing to spend, on a monthly basis, to participate in a single learning pod per child?

**School Parents**  
among those interested in or participating in a 'pod'



Average willing to spend per child/per month by demographic		
Income	*Low Income < \$50K	\$293
	Middle Income \$50K to < \$100K	\$389
	*High Income \$100K+	\$543
Political Affiliation	Democrat	\$467
	*Independent	\$305
	Republican	\$391
Region	*West	\$477
	*Midwest	\$314
	South	\$337
	*Northeast	\$515

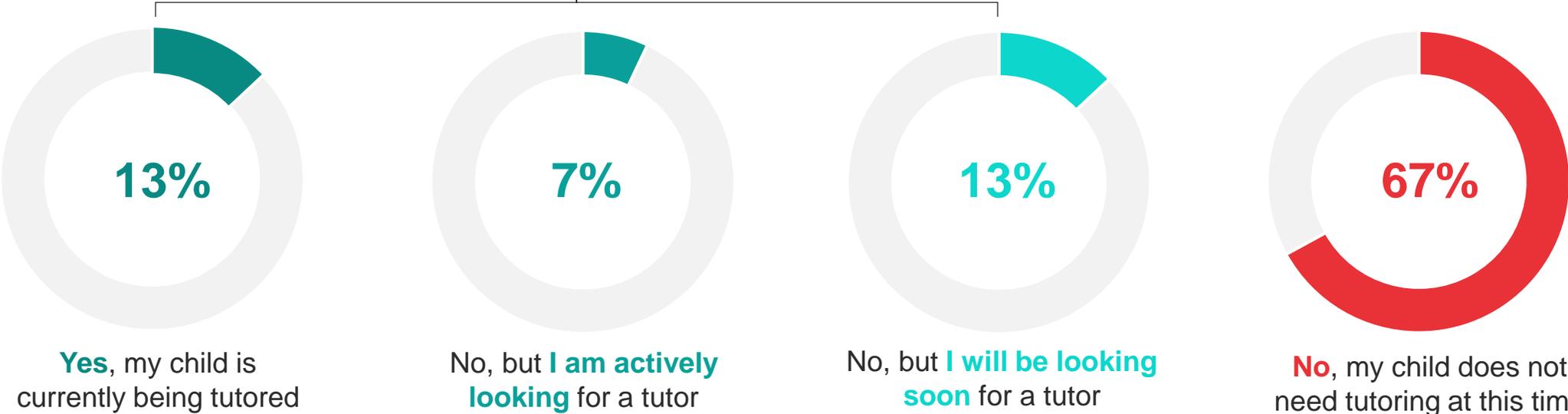
\*indicates base size n = <100

In January, 1 in 3 parents indicated they are currently using a tutor or are interested in tutoring for their children – a slight decrease from December.

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

**School Parents**

**33%** (-2 points vs. December)  
currently have a tutor or looking for a tutor



Source: Survey conducted January 5, 2024 – January 8, 2024, among U.S. adults

In January, interest in tutoring was highest among private school parents and special education 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

School Parents 33%

Private School	54%
Special Education	53%
Urban	48%
Special Needs	47%
Age: 18-34	44%
Liberal	44%
High Income: \$100k+	43%

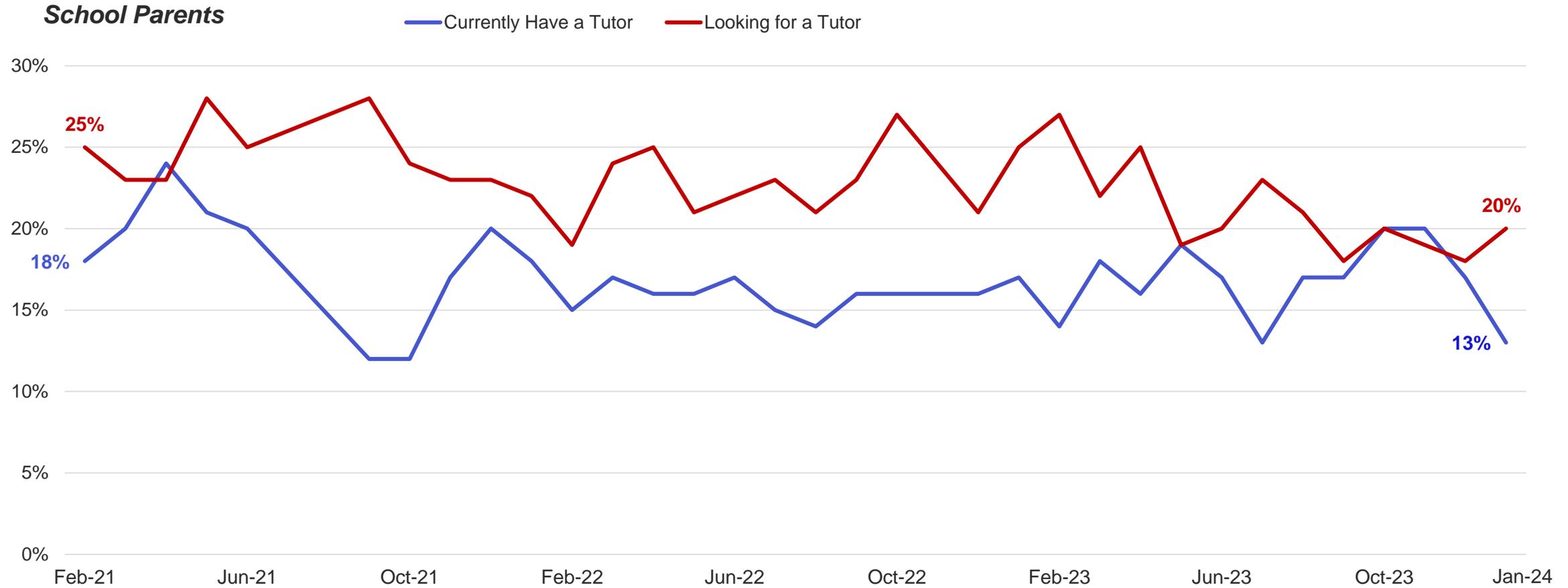
Groups **least** likely to be looking for / already having tutoring

Suburban	30%
Non-Special Needs	28%
Low Income: Less than \$50k	28%
Female	26%
Midwest	23%
Rural	21%
Small Town	20%

Source: Survey conducted January 5, 2024 – January 8, 2024, among U.S. adults

# The percentage of school parents looking for a tutor for their child has risen while the proportion of those who have a tutor has fallen in January.

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

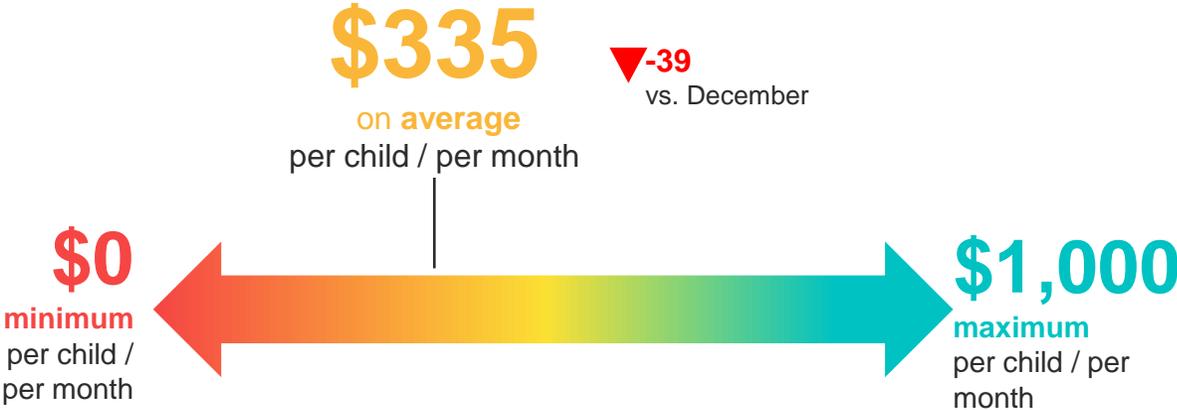


Note: Question was not asked in July 2021 and August 2021.

In January, the amount parents were willing to spend on tutoring fell to about \$330 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 < \$50K	\$226
	Middle Income \$50K to <\$100K	\$325
	High Income \$100K+	\$464
Political Affiliation	Democrat	\$395
	*Independent	\$267
	Republican	\$307
Region	*West	\$359
	*Midwest	\$268
	South	\$297
	*Northeast	\$422

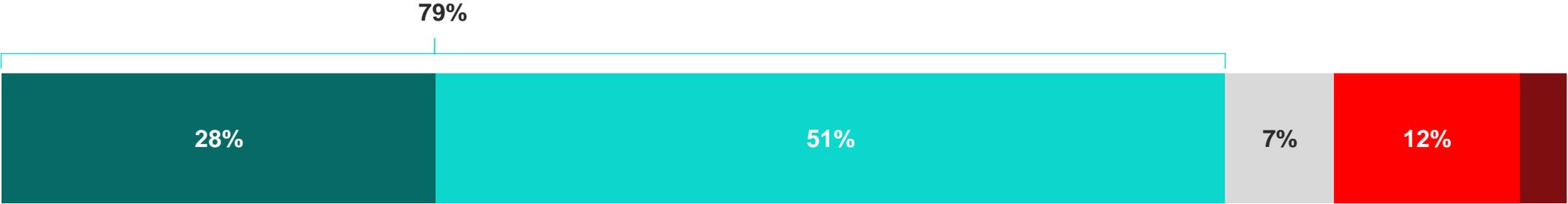
\*indicates base size n= <100

Just under 80 percent of parents believe computers and laptops are positive learning tools for their children. About half feel at least somewhat positively about the impact of cell phones on their children’s social-emotional development.

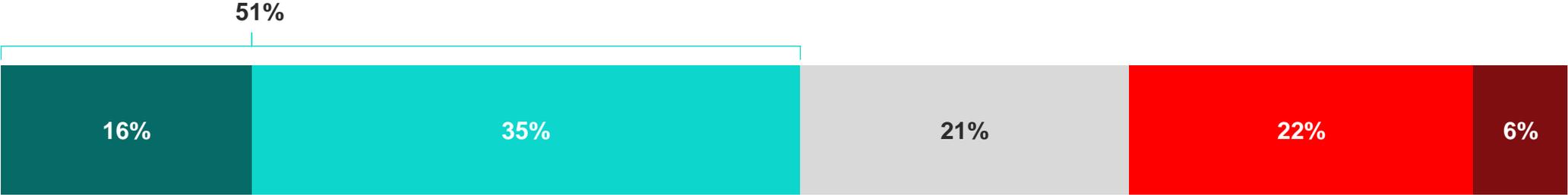
**School Parents**

■ Very Positive   ■ Somewhat Positive   ■ Don't Know / No Opinion   ■ Somewhat Negative   ■ Very Negative

*How would you describe the impact of your youngest/oldest child's **computer/laptop use on their learning experience?***



*How would you describe the impact of your youngest/oldest child's **cell phone use on their social-emotional development?***



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

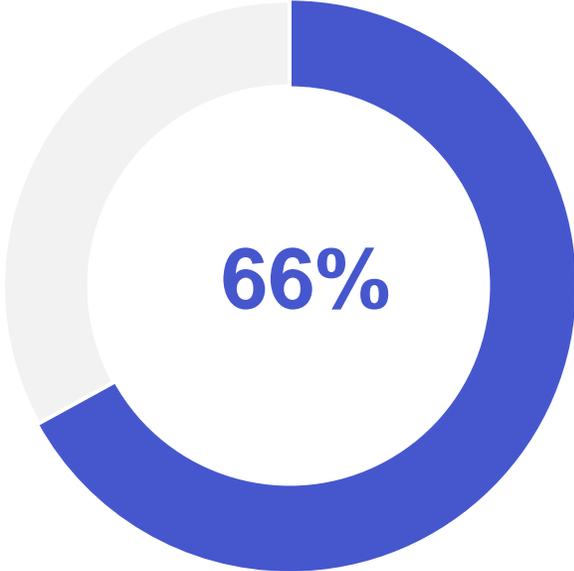
*Source: Survey conducted January 5, 2024 – January 8, 2024, among U.S. adults*

# Slightly more than one-third of parents feel that students should be allowed to have cell phones in the classroom.

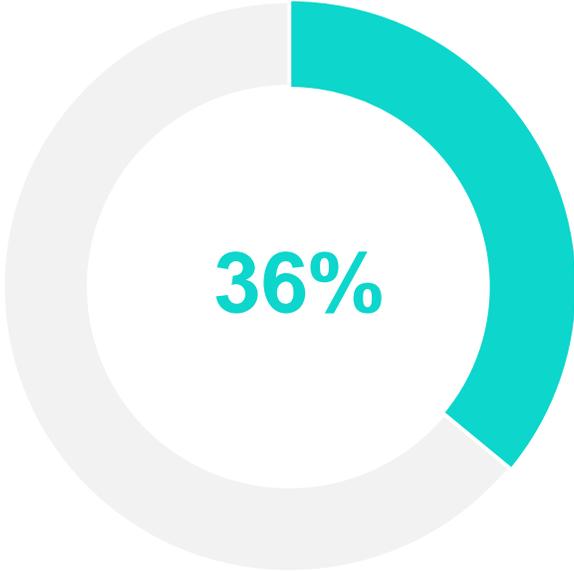
When it comes to cell phones, does you feel students should be allowed to have...

## School Parents

### Total % "Yes"



Cell phones in school



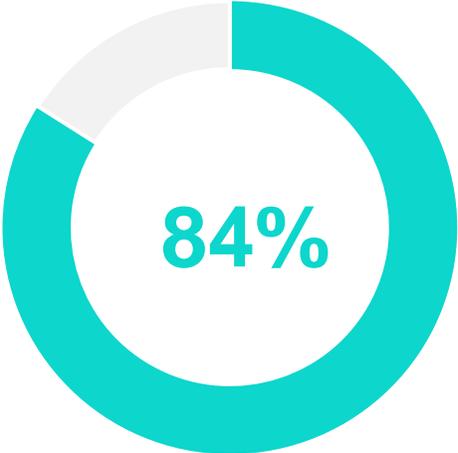
Cell phones in the classroom

# More than one-third of school parents say they have heard “a lot” about artificial intelligence (AI). Over 80 percent indicate at least “some” awareness.

To what extent, if at all, have you ever heard of artificial intelligence, also called AI?

## School Parents

All Adults 82%



**% Heard a lot/Some About Artificial Intelligence**



To what extent, if at all, have you ever heard of Artificial Intelligence, also called AI?

A lot	36%
Some	48%
Not much	11%
Not at all	2%

### Top % Have heard A lot/Some

Private School	94%
Male	91%
High Income	90%
Urban	89%

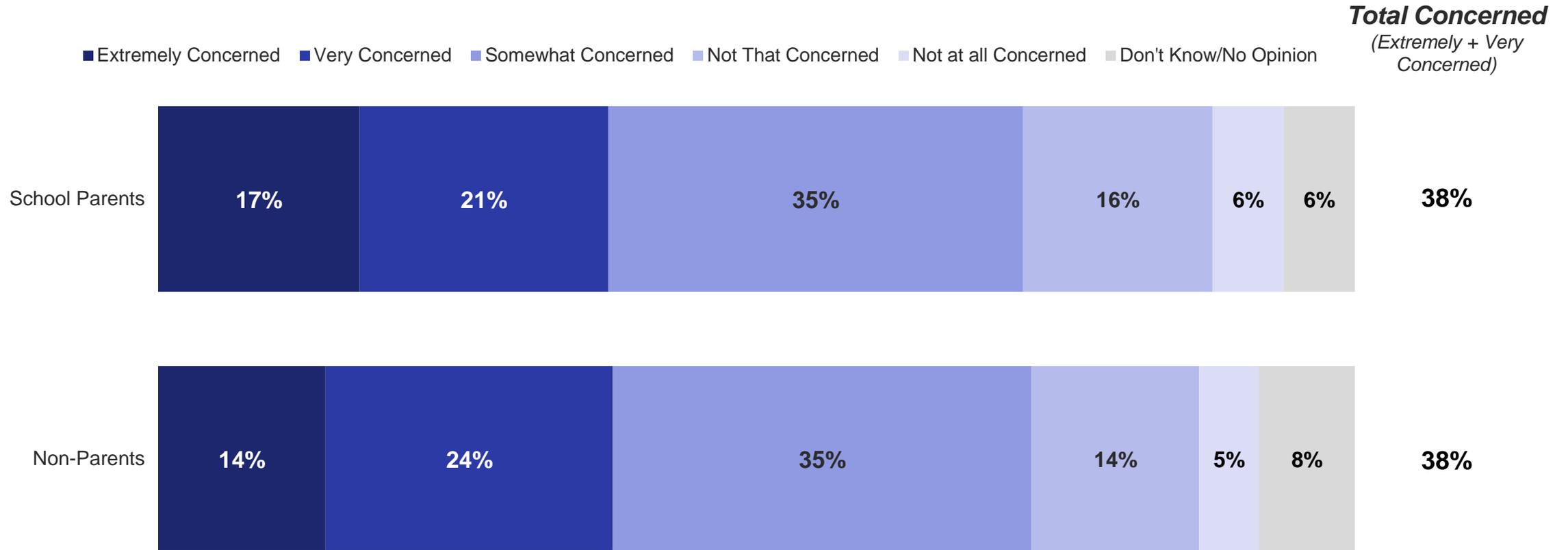
### Bottom % Have heard A lot/Some

Education: <College	79%
Female	79%
Low Income	79%
Small town	76%

Source: Survey conducted January 5, 2024 – January 8, 2024, among U.S. adults

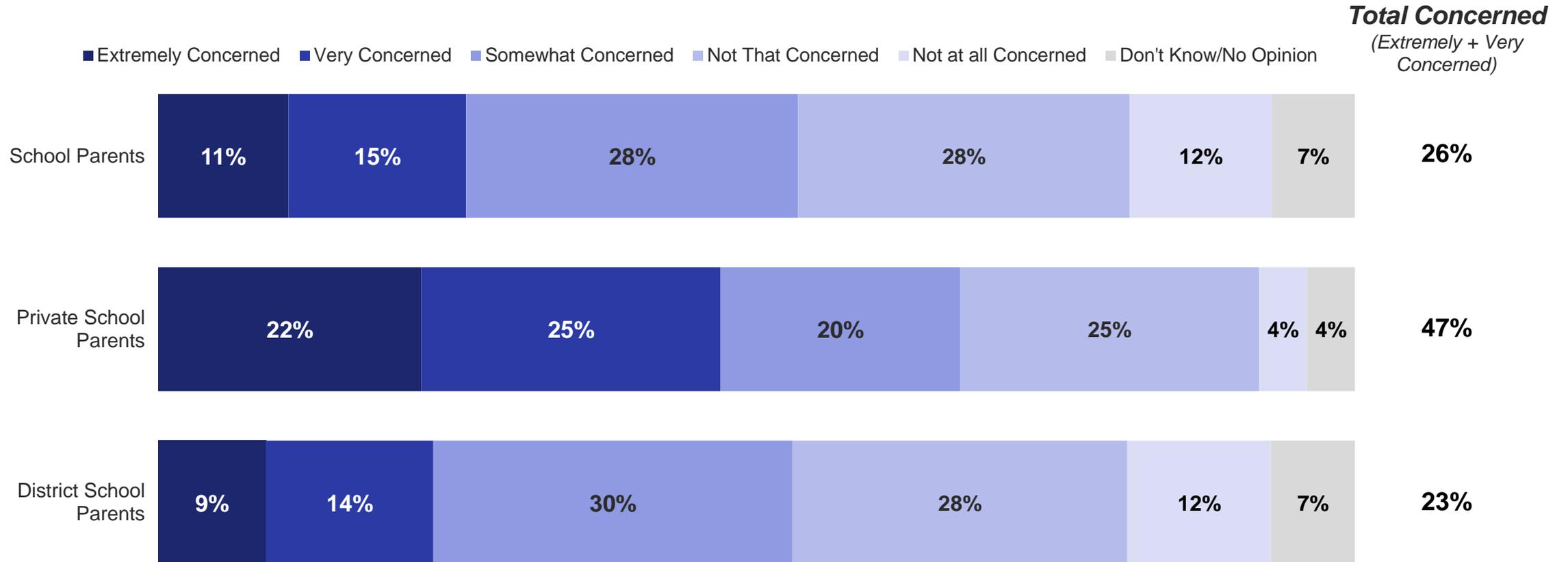
# Nearly 40 percent of Americans are concerned about the effects of artificial intelligence (AI) on society.

How concerned are you about the effects of artificial intelligence, or AI, on society in the future?



# Private school parents are much more concerned than district school parents about the effects of artificial intelligence (AI) on their child's learning this school year.

How concerned are you about the effects of artificial intelligence, or AI, on your youngest/oldest child's learning this school year?

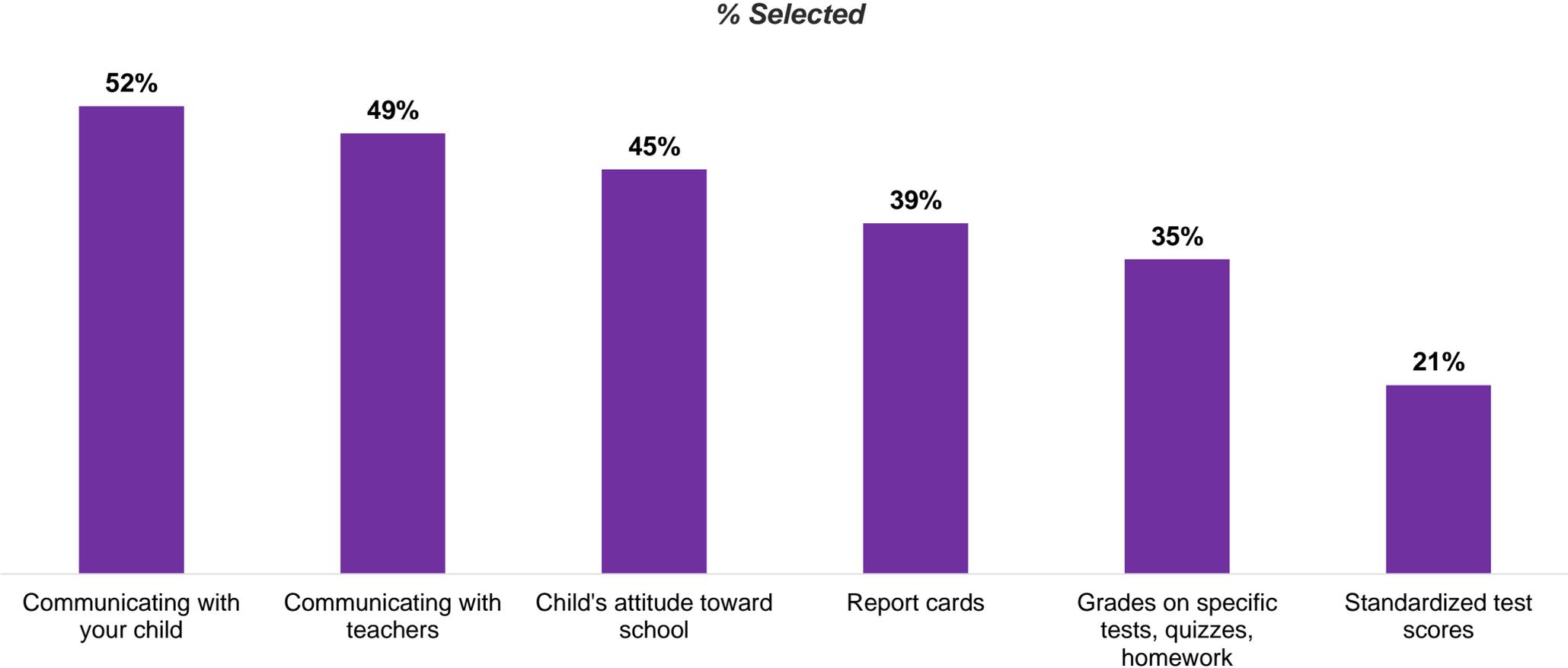


*Note: Results are composite numbers between those who were asked about their youngest child and those who were asked about their oldest child.*

*Source: Survey conducted January 5, 2024 – January 8, 2024, among U.S. adults*

Parents are most likely to prioritize communication with their child and their child’s teachers to measure the success of their school year. Standardized test scores are the least important metric.

Which of the following are the most important to know if your youngest/oldest child’s school year is a successful one?



*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 January 5, 2024 – January 8, 2024, among U.S. adults

AGENDA

VIEWS ON K-12 EDUCATION

SCHOOLING AND EXPERIENCES

**K-12 CHOICE POLICIES**

SURVEY PROFILE AND DEMOGRAPHICS



# 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.

## 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.

## School Vouchers

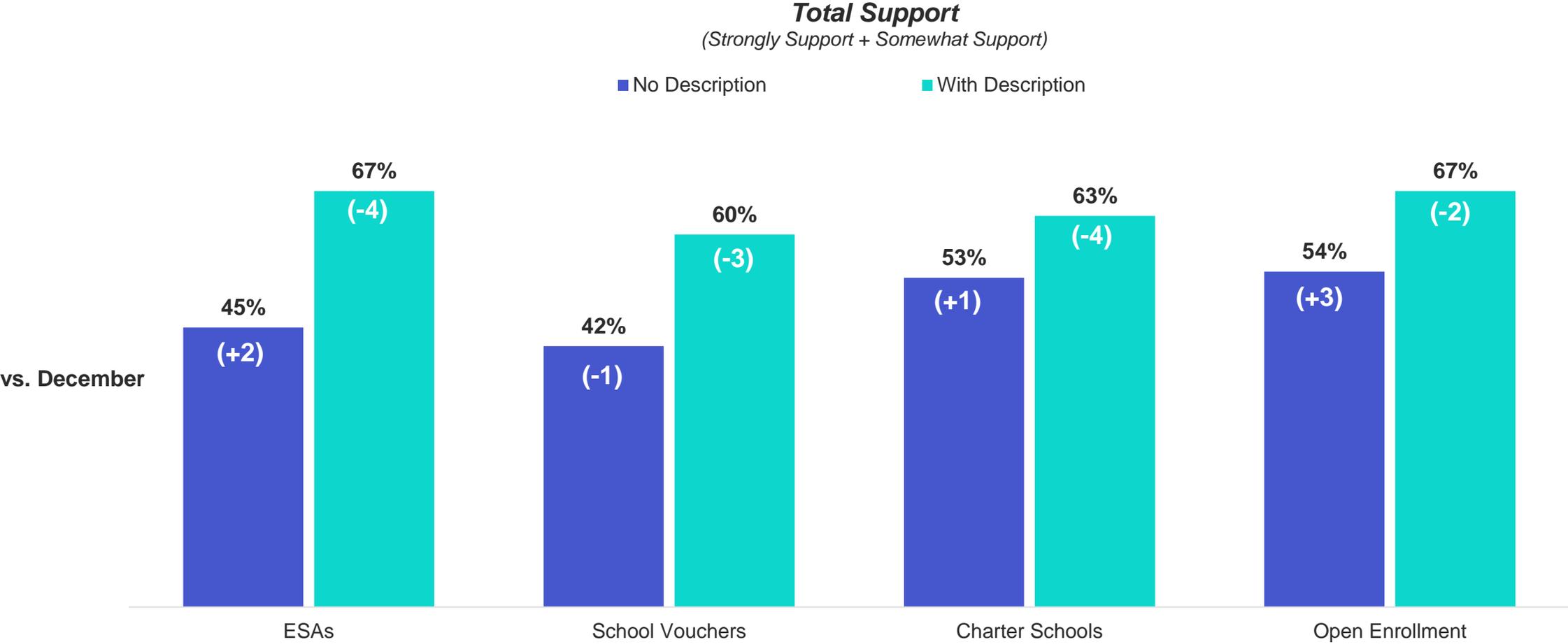
A school voucher system allows parents the option of sending their child to the school of their choice, whether that school is public or private, including both religious and non-religious schools. If this policy were adopted, tax dollars currently allocated to a school district would be allocated to parents in the form of a 'school voucher' to pay partial or full tuition for the child's school.

## 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**



Source: Survey conducted January 5, 2024 – January 8, 2024, among U.S. adults

# In January, support for ESAs was highest among high-income and college-educated adults and school parents. Support was lowest among Northeast adults and those living in rural areas.

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 67%

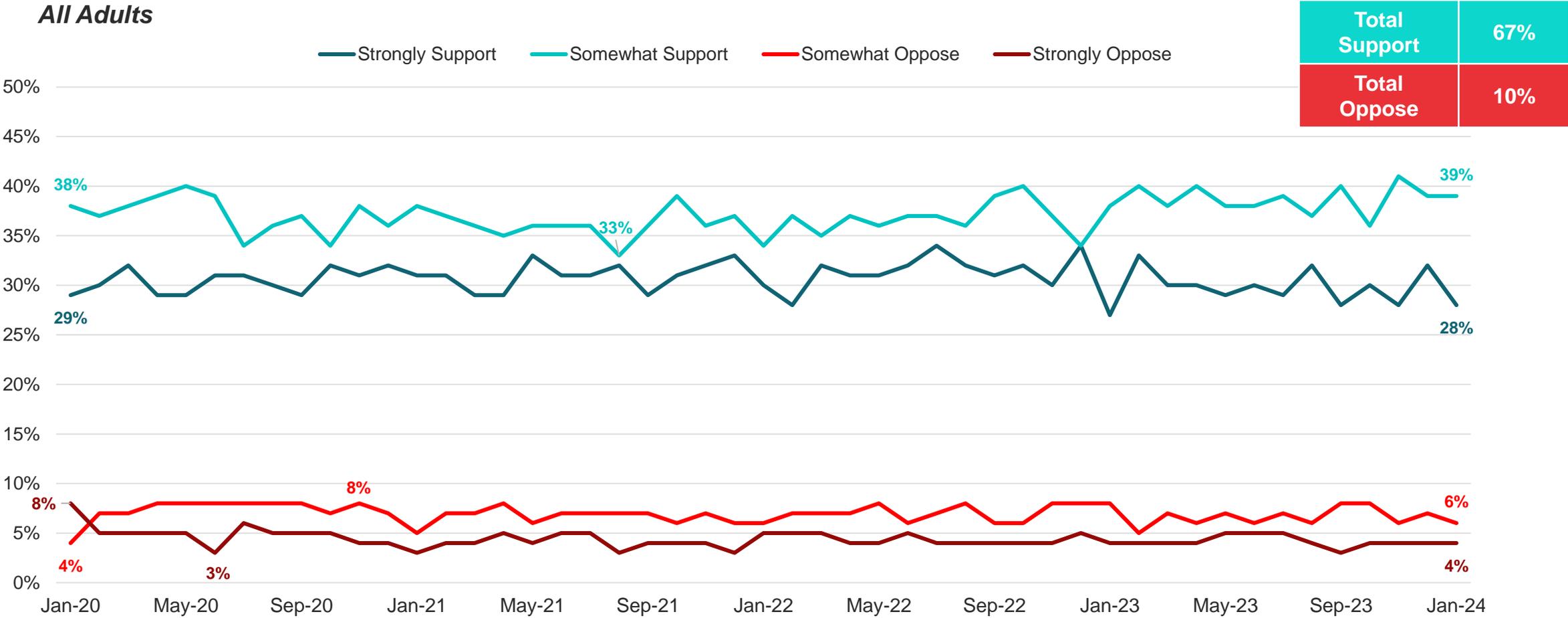
Groups most supportive		Groups least supportive	
Education: Bachelors+	75%	Independent	67%
School Parents	74%	Urban	66%
High Income: \$100k+	73%	Black	65%
Suburban	71%	Small town	65%
Middle Income: \$50k to \$100k	71%	Low Income: Less than \$50k	64%
Millennials	71%	Education: Less than College	63%
Liberal	70%	Northeast	62%
Conservative	70%	Rural	61%

# Americans' overall support of ESAs decreased in January. The public is over 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?

**January 2024**

**All Adults**



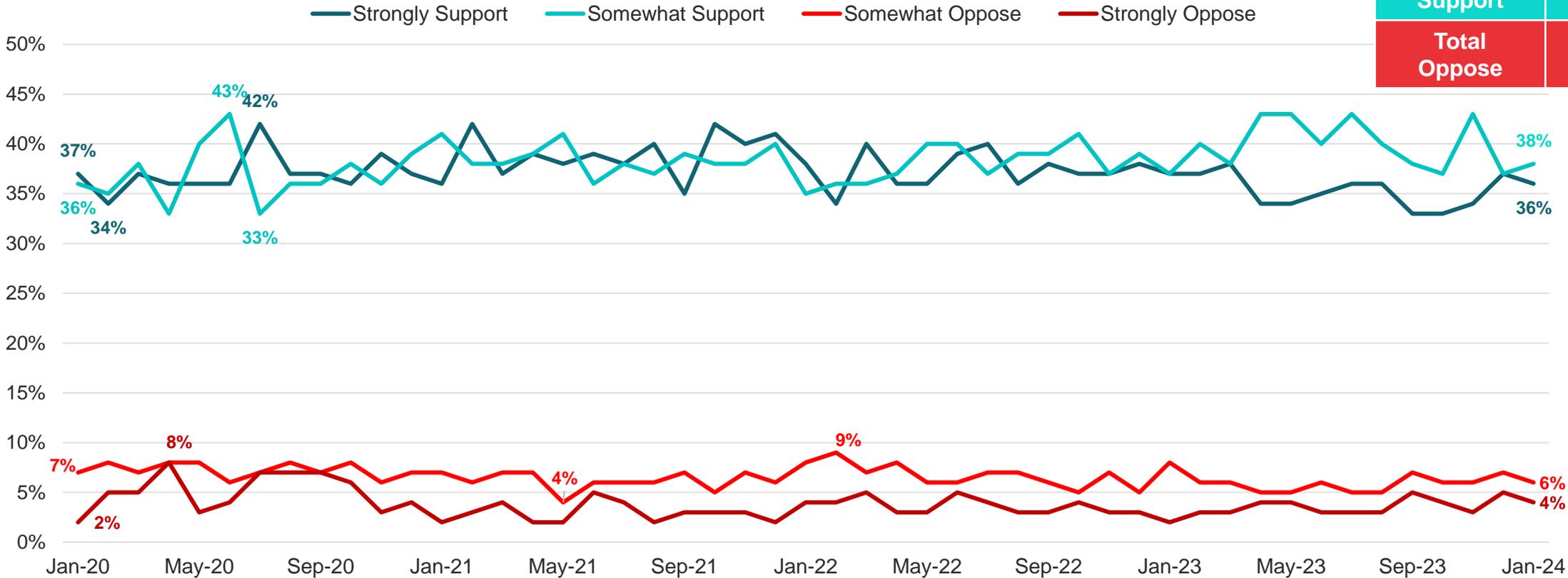
Note: Don't know/No opinion responses are not shown.

# In January, school parents were more than seven times as likely to be strongly supportive of ESAs than strongly opposed. Total support remained the same since the previous 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

January 2024	
Total Support	74%
Total Oppose	10%



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

# Support for school vouchers was highest among conservatives, Republicans, and school parents. It was lowest among small town adults, Democrats, and liberal adults.

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 60%

Groups most supportive		Groups least supportive	
Conservatives	72%	Rural	58%
Republican	70%	Female	57%
School Parents	68%	Independent	57%
Urban	65%	Gen Z	56%
Black	64%	Northeast	54%
Millennials	64%	Small town	54%
Male	63%	Democrat	54%
Gen X	63%	Liberal	49%

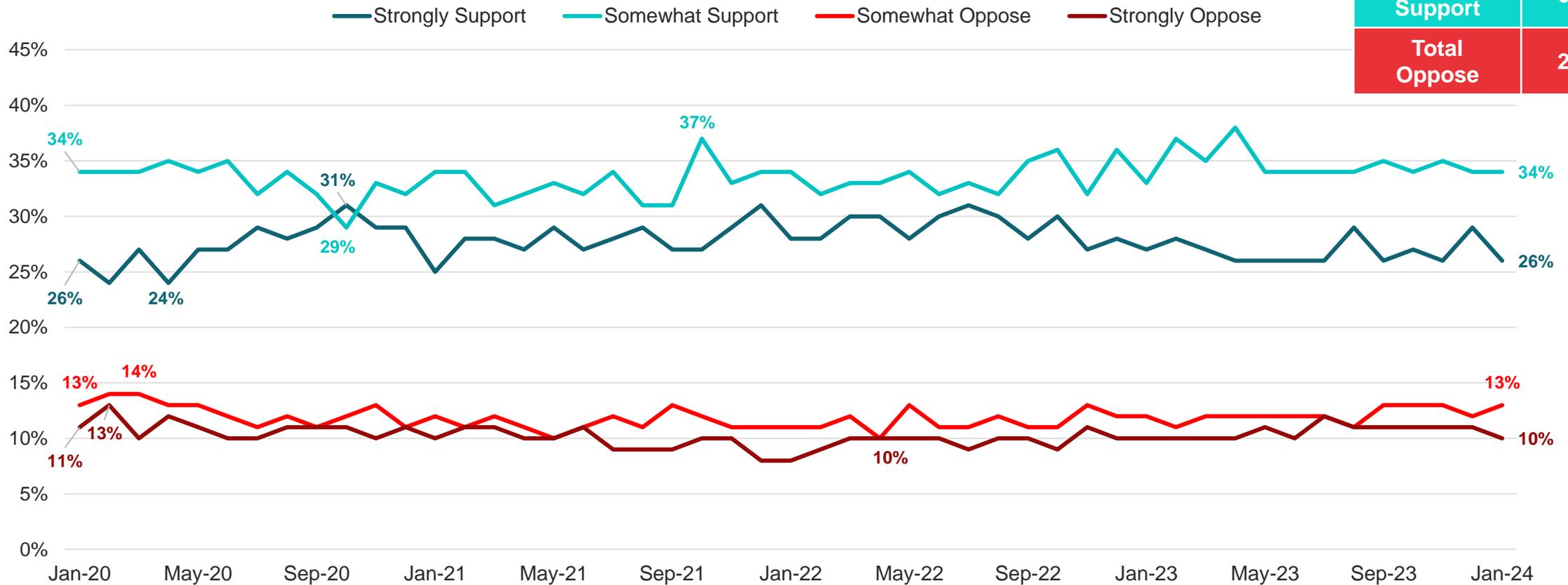
Source: Survey conducted January 5, 2024 – January 8, 2024, among U.S. adults

# The public's strong support for school vouchers fell in January. Americans are still more than twice 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?

**January 2024**

**All Adults**



<b>Total Support</b>	<b>60%</b>
<b>Total Oppose</b>	<b>23%</b>

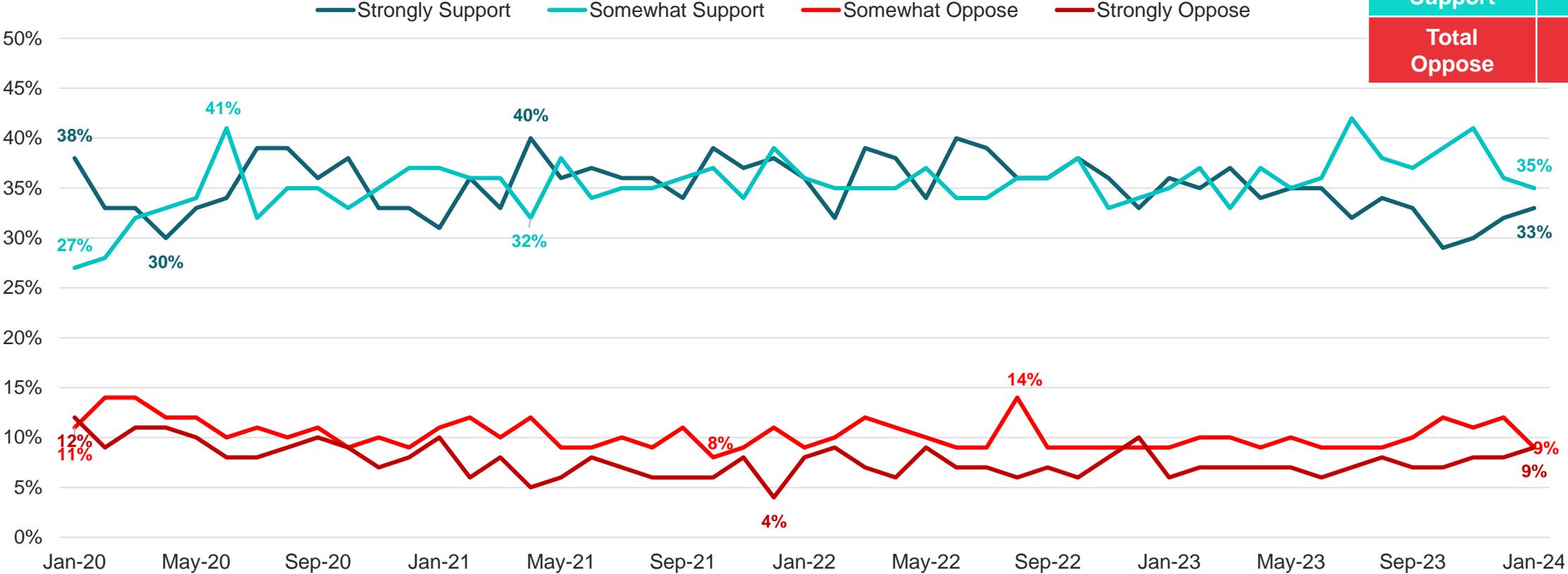
Note: Don't know/No opinion responses are not shown.

# In January, support for school vouchers remained steady among school parents. Parents are over three 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?

**January 2024**

## School Parents



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

# Support for charter schools is highest among conservatives, Republicans, and school parents. Hispanic adults and liberal adults are least likely to support 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?

## Charter School Support, Among All Adults

Public Support 63%

Groups most supportive		Groups least supportive	
Conservative	74%	Low Income: Less than \$50k	
Republican	71%	Female	60%
School Parents	68%	Independent	60%
Male	67%	Small town	59%
Baby Boomer	67%	Democrat	59%
Black	66%	Gen Z	56%
West	65%	Hispanic	56%
Education: Bachelors+	65%	Liberal	56%

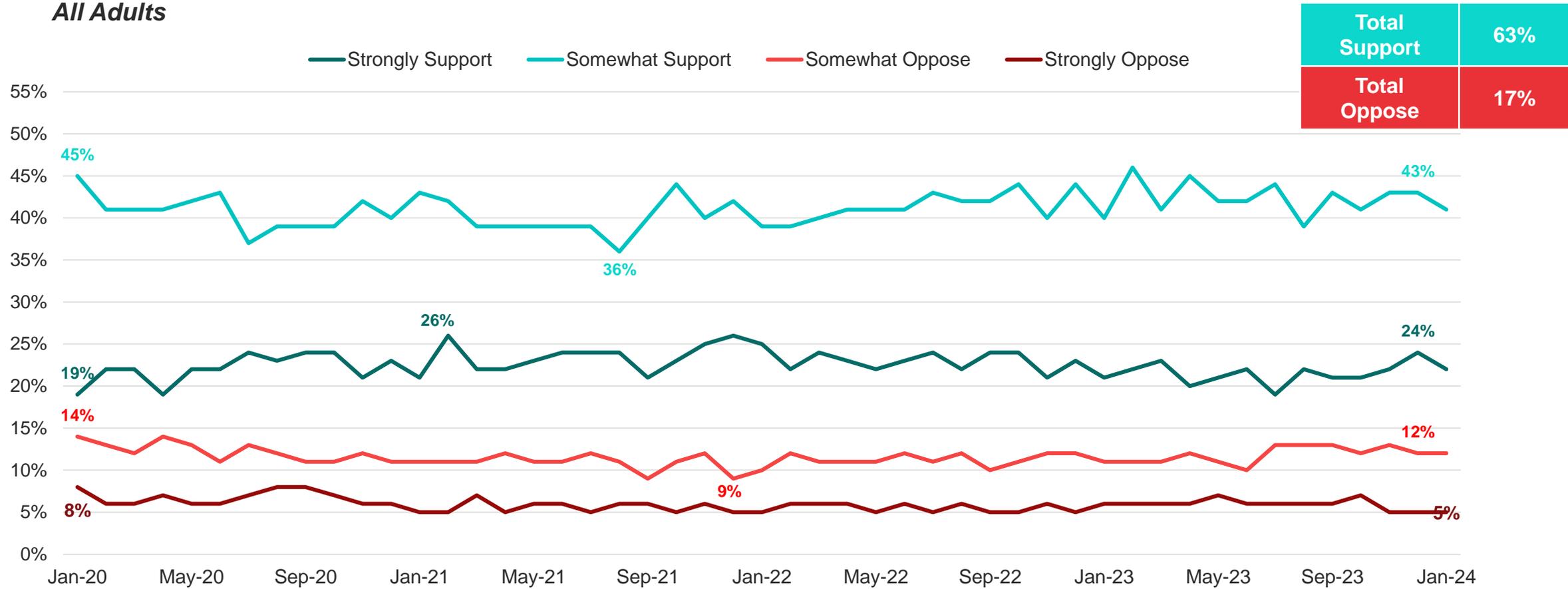
Source: Survey conducted January 5, 2024 – January 8, 2024, among U.S. adults

# Americans' overall support for charter schools decreased in January.

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?

**January 2024**

**All Adults**



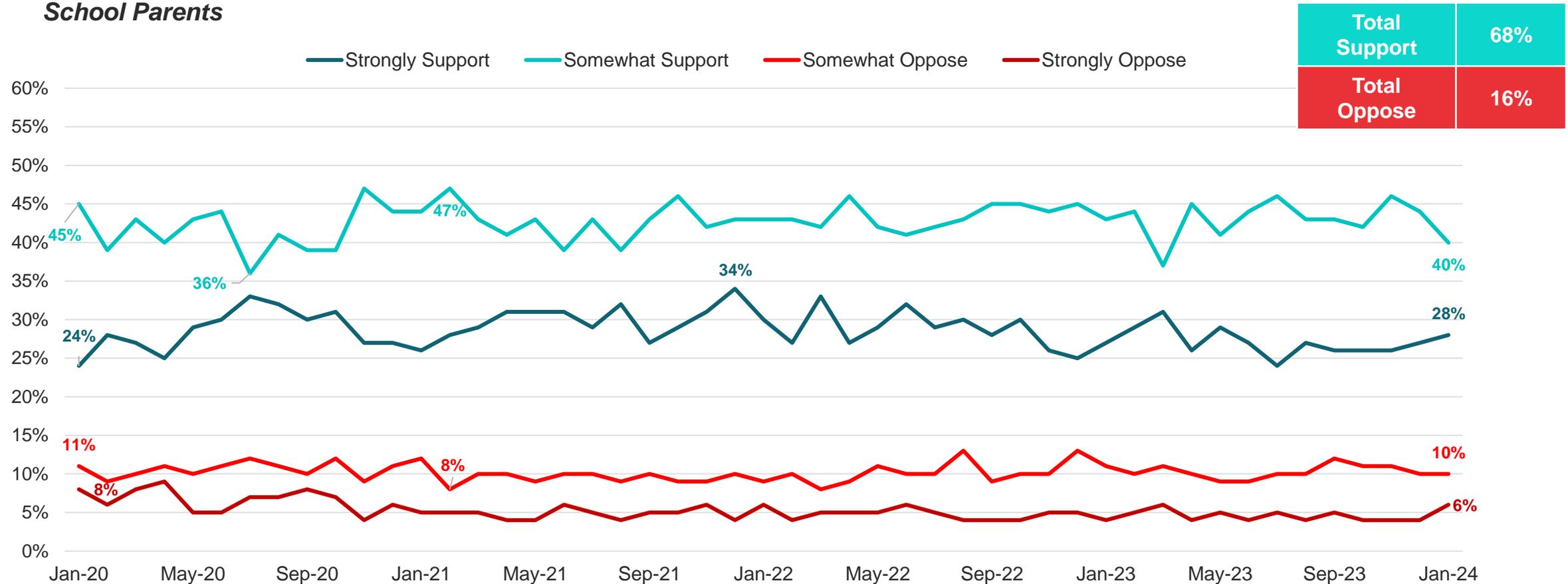
Note: Don't know/No opinion responses are not shown.

# Parents' overall support for charter schools fell in January. They are over four times as likely to support charter schools 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

January 2024



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

# School parents, adults living in the West, and liberal adults are most likely to support open enrollment. Small town adults and those living in the Northeast show the 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 67%

Groups most supportive		Groups least supportive	
School Parents	74%	Suburban	67%
West	72%	Independent	66%
Liberal	72%	High Income: \$100k+	66%
Urban	72%	Low Income: Less than \$50k	66%
Middle Income: \$50k to \$100k	72%	Gen X	65%
Age:18-34	72%	Rural	64%
Hispanic	71%	Small town	61%
Millennials	70%	Northeast	59%

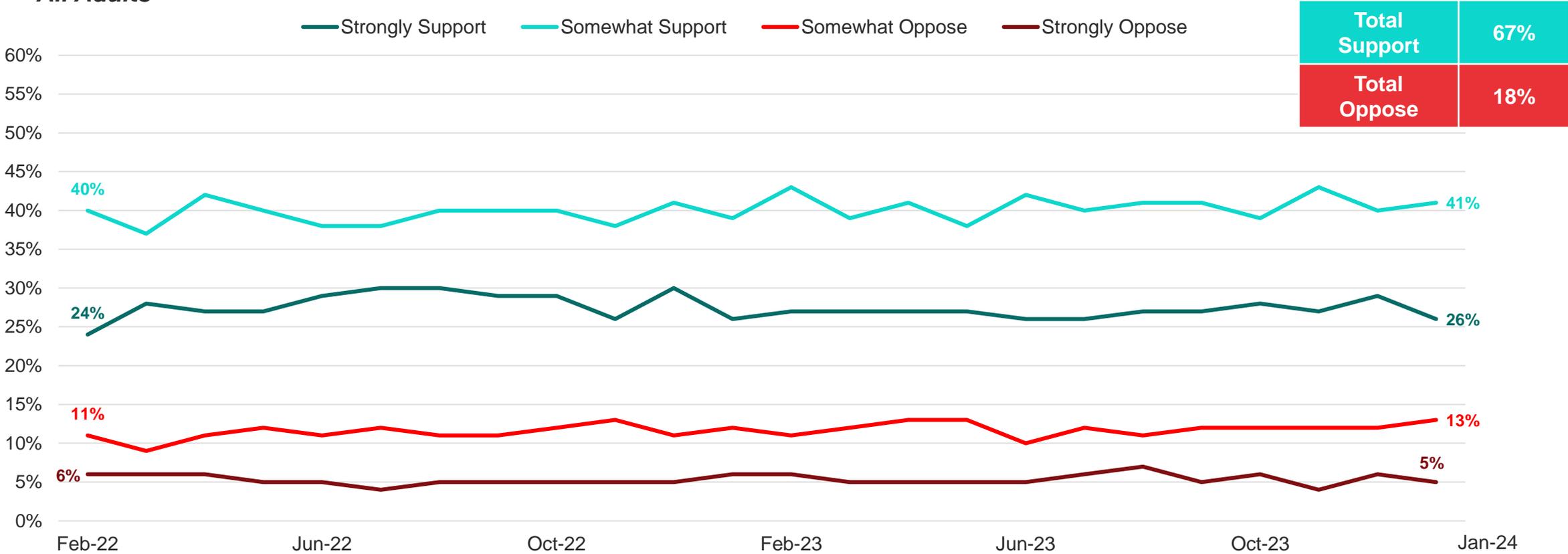
Source: Survey conducted January 5, 2024 – January 8, 2024, among U.S. adults

# The public’s overall support for inter-district open enrollment fell slightly in January. Overall support is almost 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.

**January 2024**

## All Adults

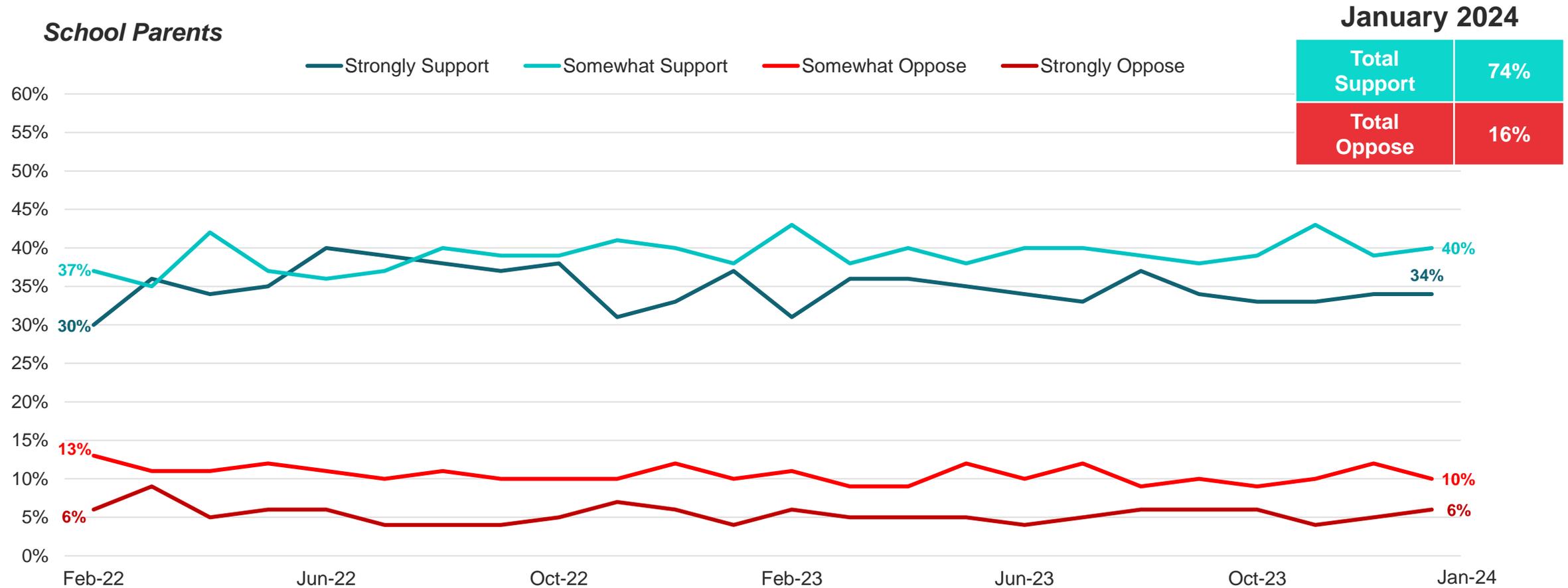


Note: Don't know/No opinion responses are not shown.

# Among school parents, overall support of inter-district open enrollment remained roughly even in January. Parent support is over 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.

## School Parents



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

AGENDA

**VIEWS ON K-12 EDUCATION**

**SCHOOLING AND EXPERIENCES**

**K-12 CHOICE POLICIES**

**SURVEY PROFILE AND DEMOGRAPHICS**



# Survey Profile, 1

<b>Dates</b>	January 5-8, 2024
<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 with Spanish Option

## Survey Profile, 2

<b>Survey Time</b>	Gen Pop Median = 9.67 minutes Oversample Median = 13.34 minutes
<b>Sample Size</b>	N = 2,251 General Population N= 1,295 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>	± 2.45 percentage points (Gen Pop), ± 3.38 percentage points (Oversample)
<b>Participation Rate</b>	48.52% (Gen Pop), 43.50% (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

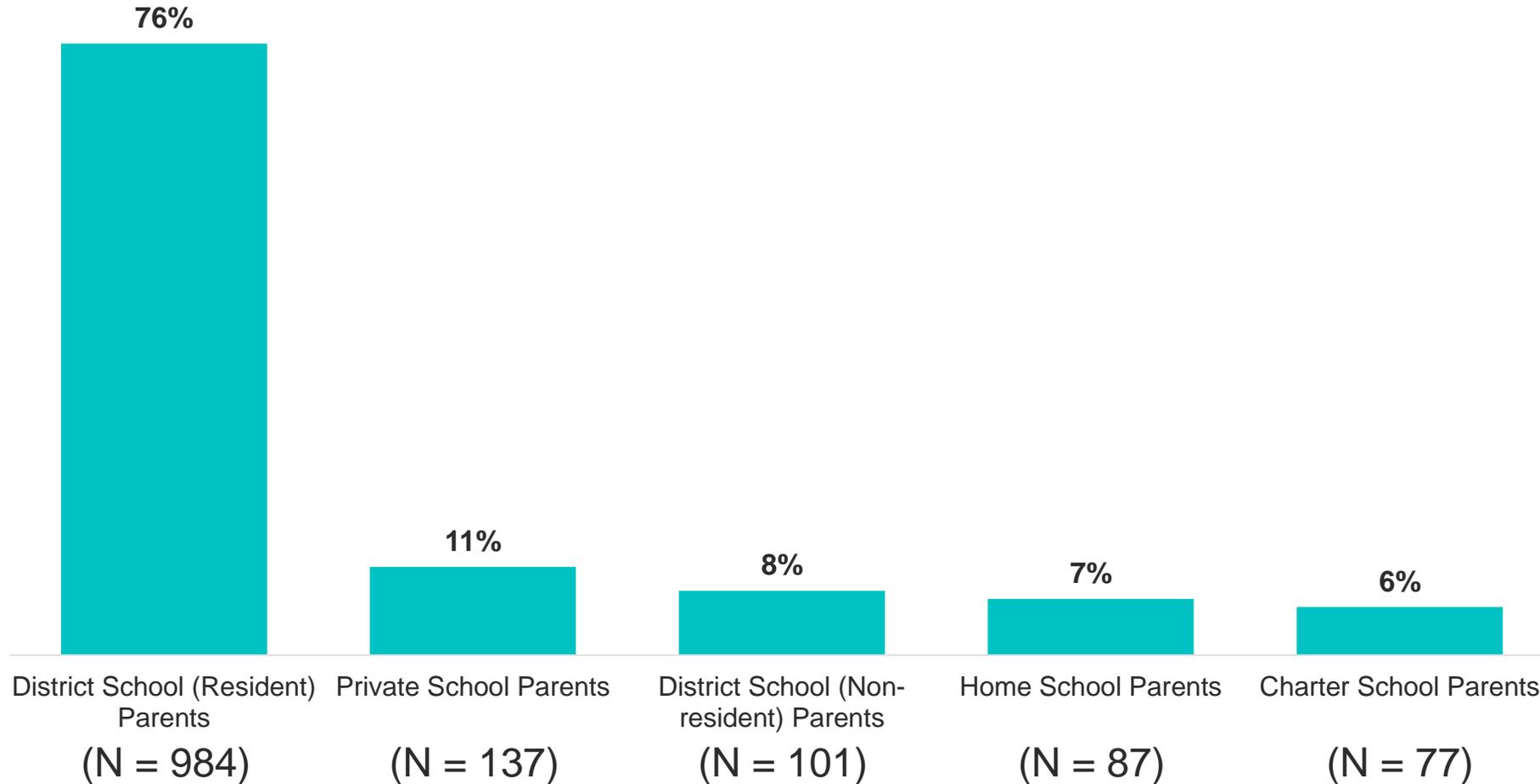
Demographics	Unweighted (N = )
Hispanic	221
Non-Hispanic White	1,573
Black	347
Other	111
Generation Z	336
Millennial	509
Generation X	588
Boomers	673
Male	1,027
Female	1,224
< College	1,442
College +	809
Northeast	403
Midwest	509
South	948
West	391

Demographics	Unweighted (N = )
Total School Parents*	1,295
K-4 Parents*	635
5-8 Parents*	535
9-12 Parents*	538
Non-Parents	950
Liberal	568
Moderate	750
Conservative	763
Democrat	734
Independent	658
Republican	710
Urban	594
Suburban	1,023
Small Town	226
Rural	408
Low Income <\$50K	1,180
Middle Income \$50K to <\$100K	722
High Income \$100K+	349

\* Denotes the sample came from school parents

Demographics	Unweighted	Weighted	Target (%)
Hispanic	10%	17%	16%
White	70%	61%	78%
Non-Hispanic White	70%	n/a	n/a
Black	15%	13%	12%
Other	5%	8%	9%
Age: 18-34	27%	29%	30%
Age: 35-54	32%	32%	31%
Age: 55+	41%	38%	40%
Age: 65+	24%	23%	20%
Male	46%	49%	48%
Female	54%	51%	52%
< College	64%	65%	69%
College +	36%	35%	31%
Northeast	18%	17%	18%
Midwest	23%	21%	21%
South	42%	38%	37%
West	17%	24%	24%

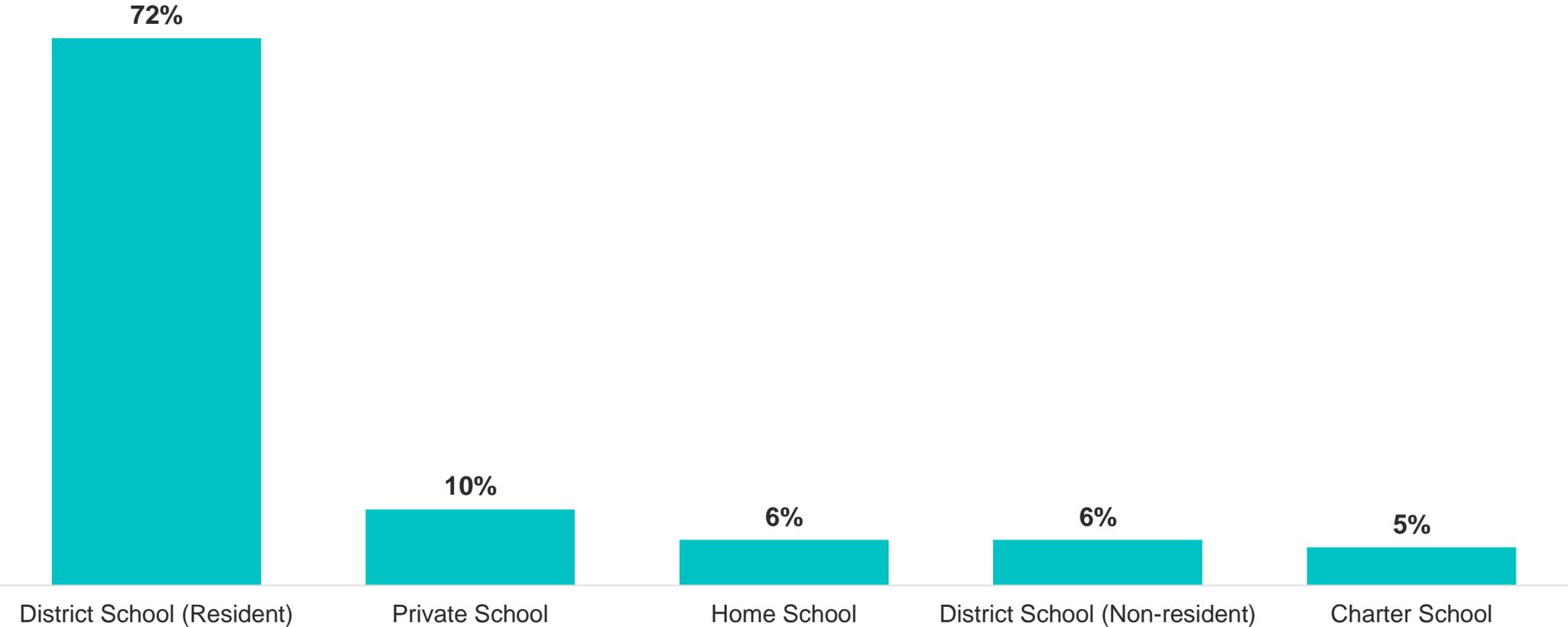
# Parent groups based on estimated school type attendance for the 2023-2024 school year



*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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