



MORNING CONSULT®



edCHOICE

# THE PUBLIC, PARENTS, AND K-12 EDUCATION

A National Polling Report  
November 2023

# KEY FINDINGS

1. As of early November, about 1 in 5 parents had not yet received report cards/progress reports for their children. About half of parents say they are very satisfied with how their child's school communicates about student progress with them.
2. Overall, adults without school-age children are more concerned than school parents about the potential effects of artificial intelligence (AI) on society. Private school parents are much more concerned than district school parents about AI on their child's learning this school year.
3. Almost 40 percent of parents say their child spends "too much" time using technology. High school parents are the most likely to say their child overuses tech.
4. More than 75 percent of parents believe computers and laptops are positive learning tools for their children. More than half feel at least somewhat positively about the impact of cell phones on their children's development.
5. More than two-thirds of parents do not support allowing students to have cell phones in the classroom.
6. School parents appear much less concerned than non-parents regarding the negative effects of social media use on children's mental health.
7. More than half of high school parents say their children are on social media at least "very often." Forty percent of all parents indicate the same for their children.
8. Parents' positive opinions about K-12 education rose in November. Large opinion gaps persist between school parents and non-parents.
9. 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 15 points and 16 points, respectively.
10. Overall support levels for school choice policies remain high among school parents and the general public:
  - Education savings accounts (ESAs) – 77% / 69%
  - School vouchers – 71% / 61%
  - Charter schools – 72% / 65%
  - Open enrollment – 76% / 70%

## Methodology

This poll was conducted between November 8-12, 2023 among a sample of 2,260 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

## VIEWS ON K-12 EDUCATION

SCHOOLING AND EXPERIENCES IN K-12 EDUCATION

VIEWS ON TECHNOLOGIES, SOCIAL MEDIA

SCHOOL CHOICE POLICIES

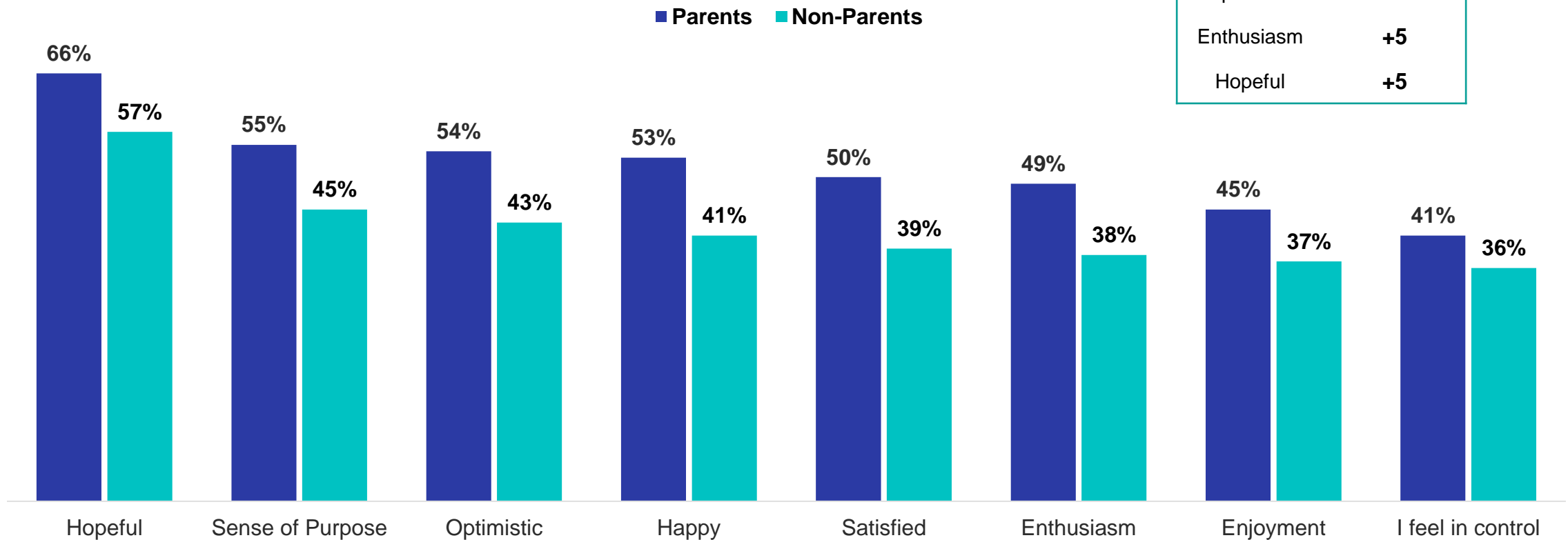
SURVEY PROFILE AND DEMOGRAPHICS



# Two-thirds of parents feel “hopeful” about the future, while over half feel “a sense of purpose,” “optimistic,” and “happy.” Parents express more optimism, enthusiasm, and hope since October.

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

**% Agree**



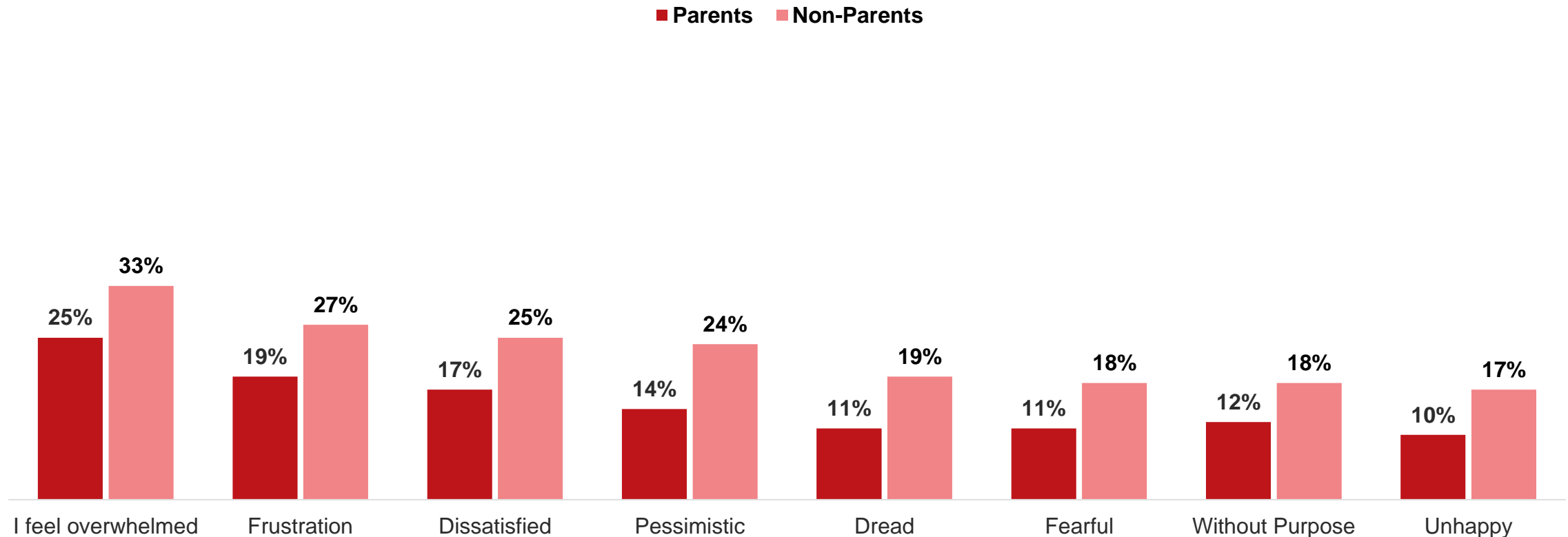
**vs. October**

School Parents	
Optimistic	+6
Enthusiasm	+5
Hopeful	+5

# Adults without school-age children report more negative feelings towards their future than school parents. At least 1 in 4 non-parents feel “overwhelmed,” “frustration,” and “dissatisfied.”

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

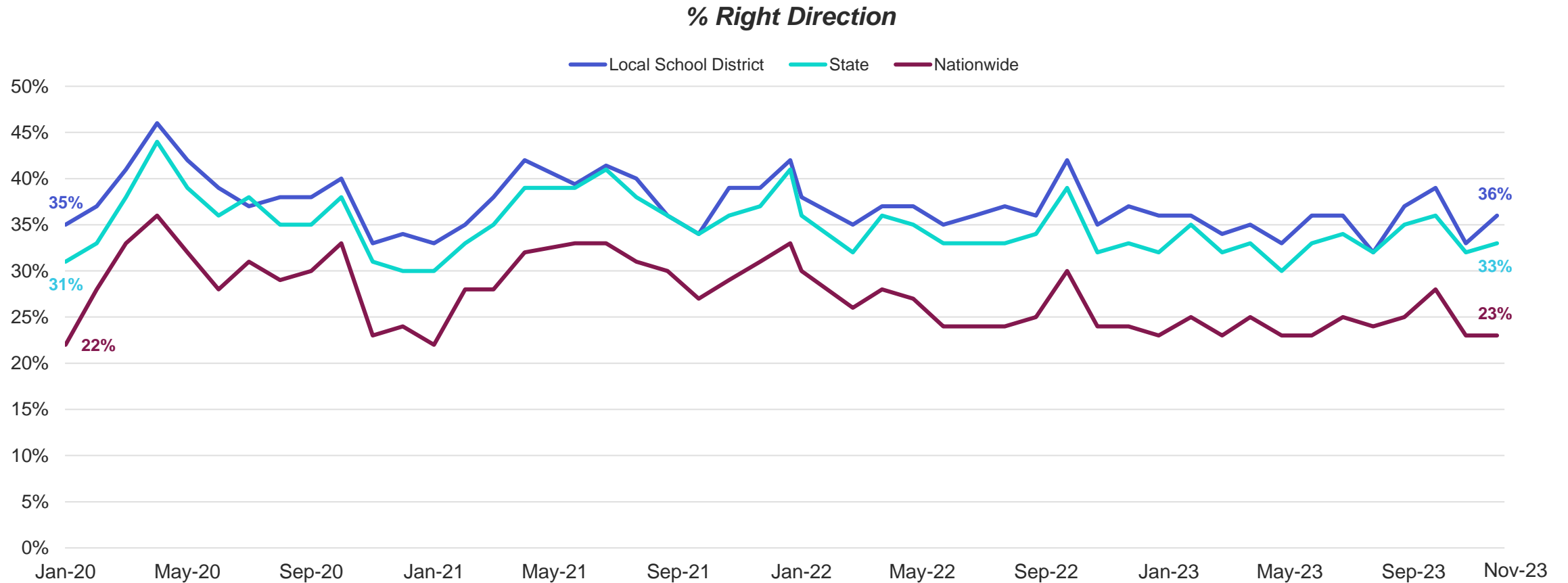
**% Agree**



# The public's positive views about the direction of local K-12 education at the local level increased in November.

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

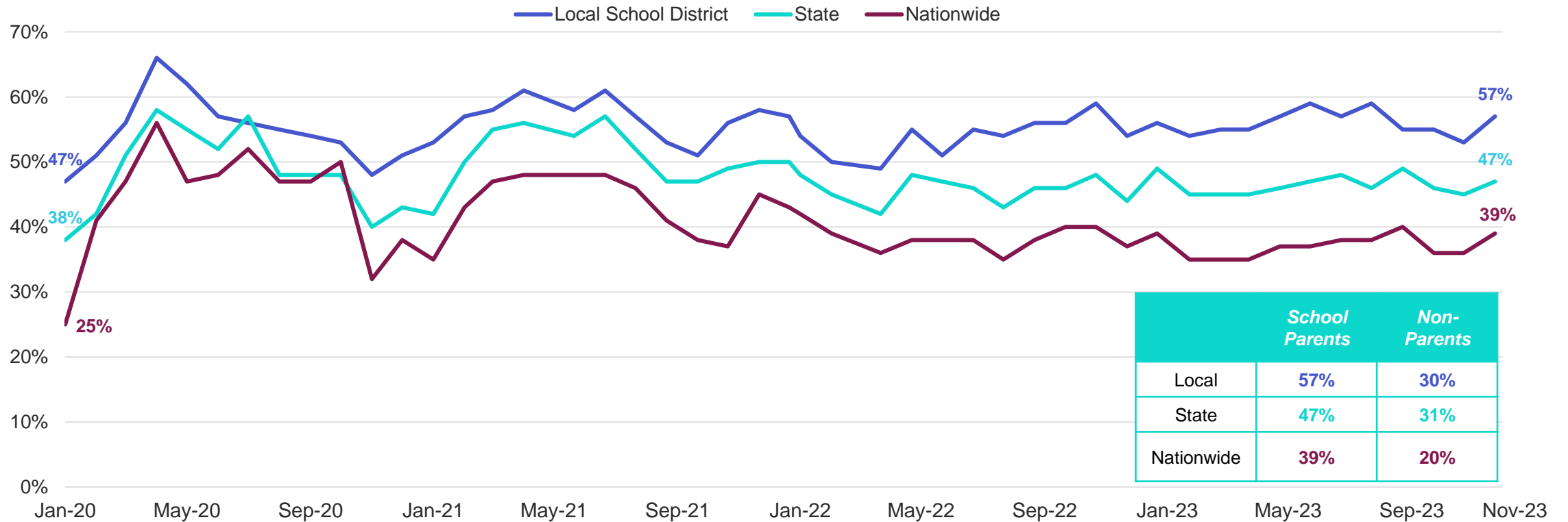


# Parents' positive opinions about K-12 education rose in November. Large opinion gaps persist between school parents and non-parents.

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

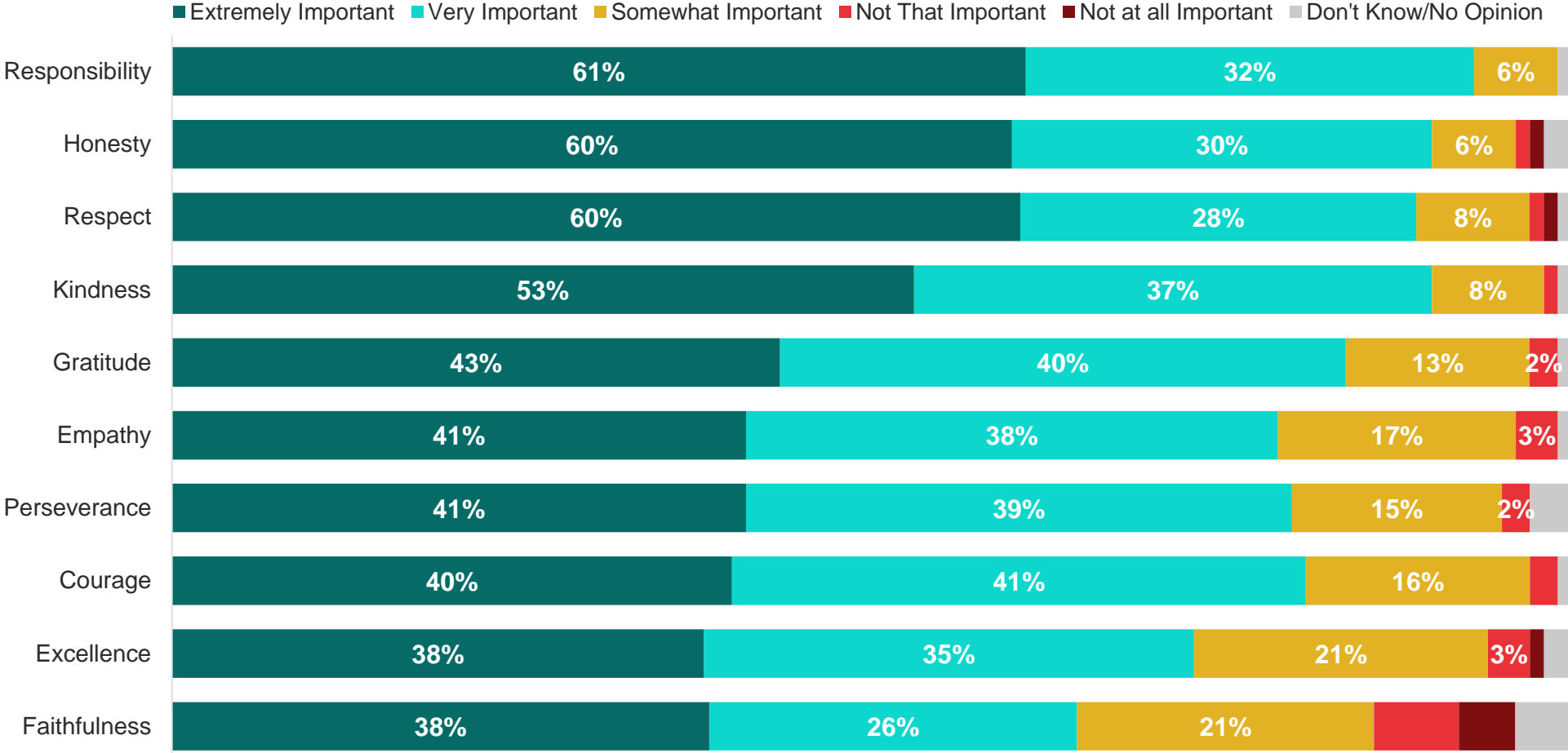
### % Right Direction



Parents want their kids’ schools to prioritize values like responsibility, honesty, and respect. They are more likely to place importance on perseverance and faithfulness 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**

	Parents	Non-Parents	Diff.
Faithfulness	38%	25%	+13
Perseverance	41%	31%	+10
Courage	40%	32%	+8
Gratitude	43%	36%	+7

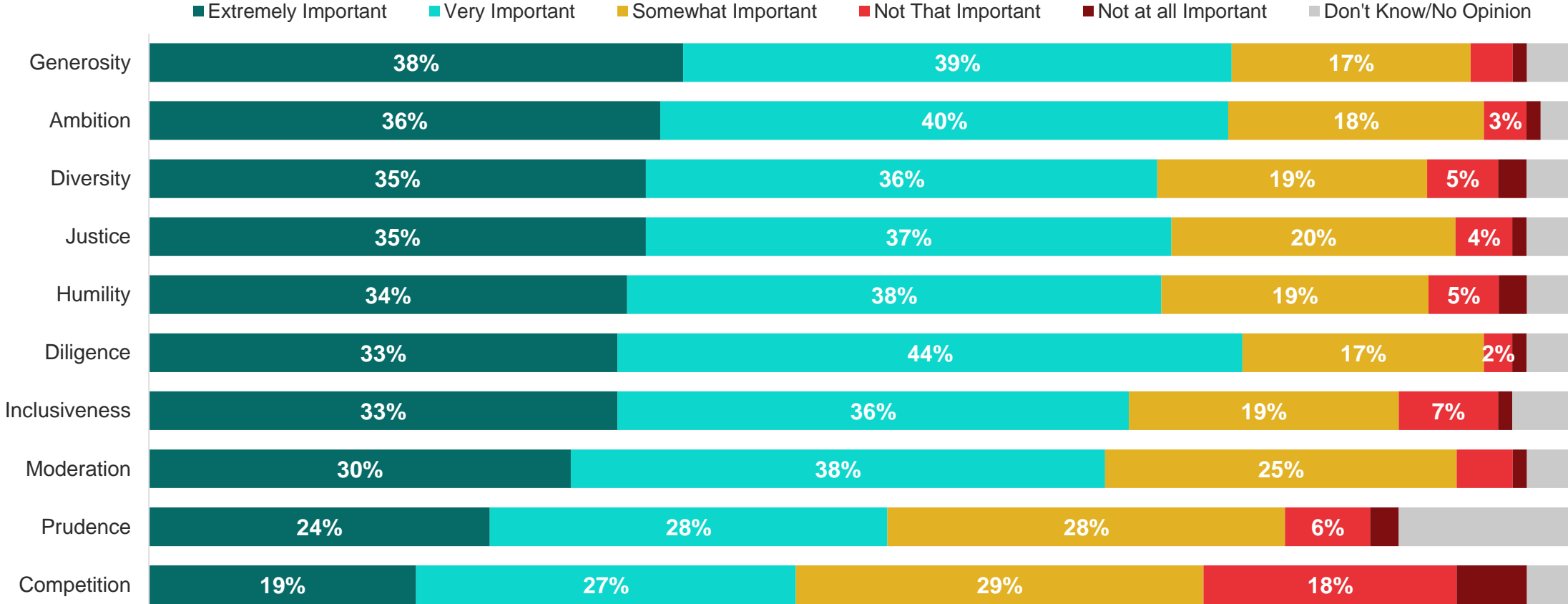
Source: Survey conducted November 8, 2023 – November 12, 2023, among U.S. adults



# Parents are least likely to want schools to emphasize competition and prudence for their children. These values also rank at the bottom 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 November 8, 2023 – November 12, 2023, among U.S. adults

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 **38%**

-  Core academic subjects (55%)
-  To become independent thinkers (43%)
-  How to be good citizens (43%)
-  Socialization (41%)
-  Skills for future employment (37%)
-  Values, moral character, religious virtues (31%)
-  To fix social problems (17%)

**Grades 9-12**

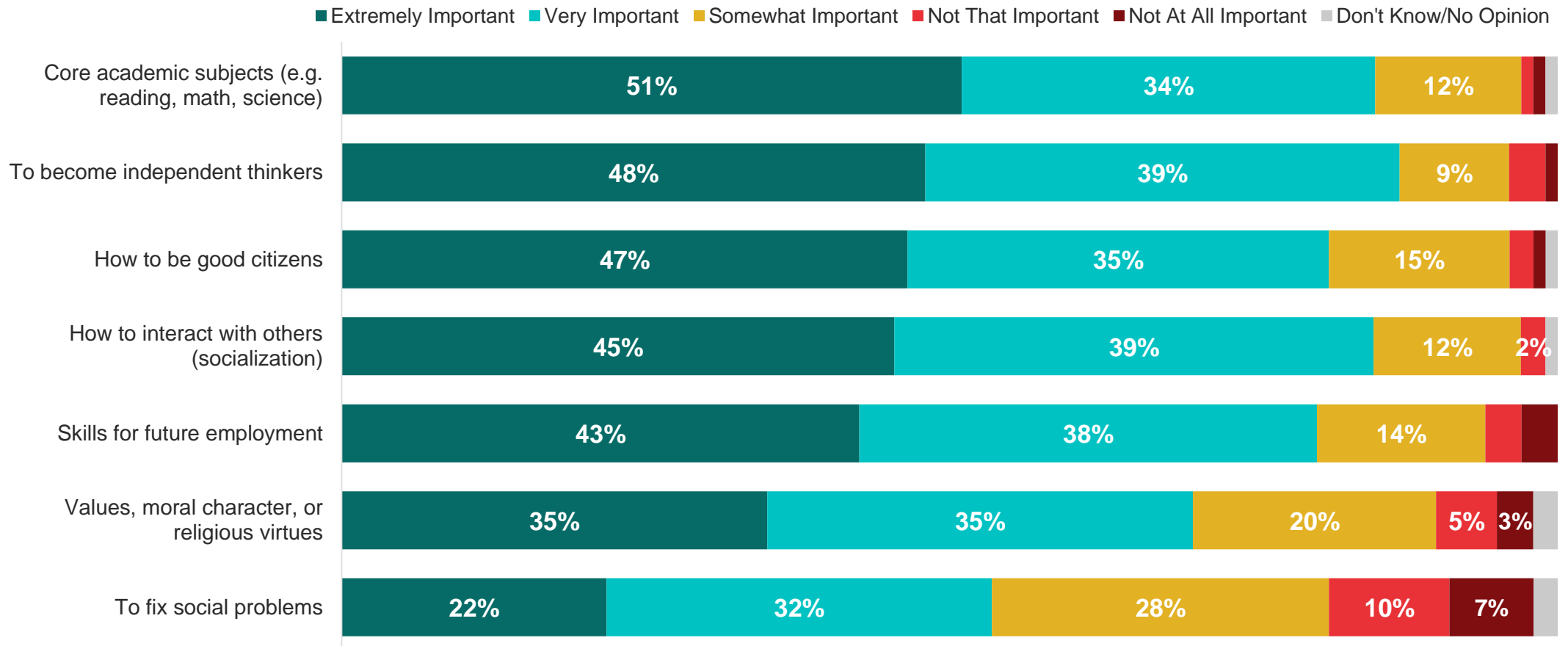
Average % selected Extremely Important **42%**

-  Skills for future employment (53%)
-  Core academic subjects (53%)
-  Become independent thinkers (48%)
-  How to be good citizens (48%)
-  Socialization (41%)
-  Values, moral character, religious virtues (33%)
-  To fix social problems (17%)

# 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

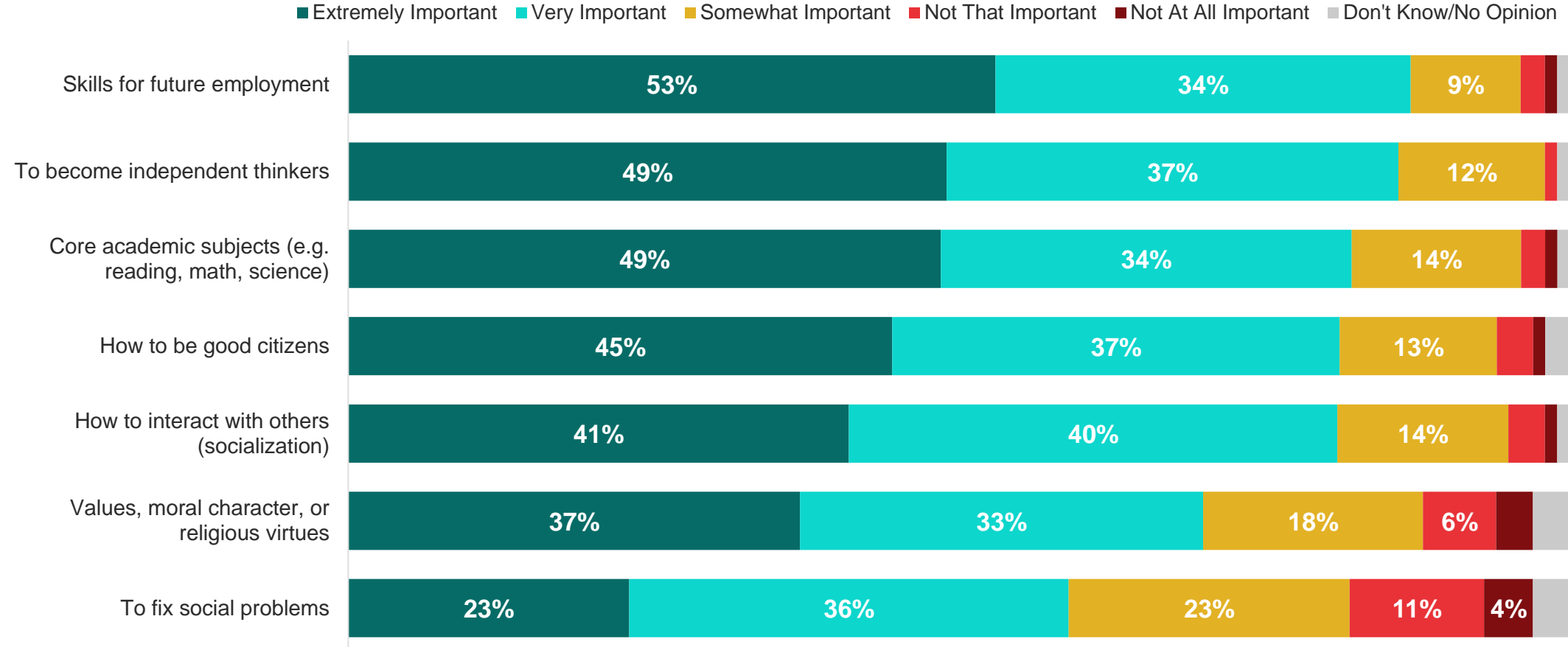


Source: Survey conducted November 8, 2023 – November 12, 2023, among U.S. adults

# 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 November 8, 2023 – November 12, 2023, among U.S. adults

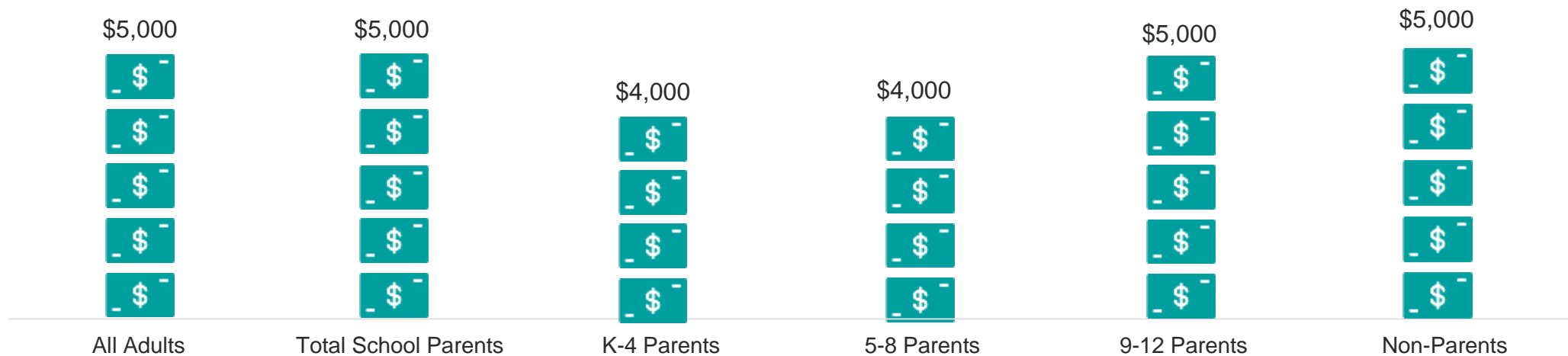
# The general public and school parents greatly underestimate per-student spending in public schools.

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

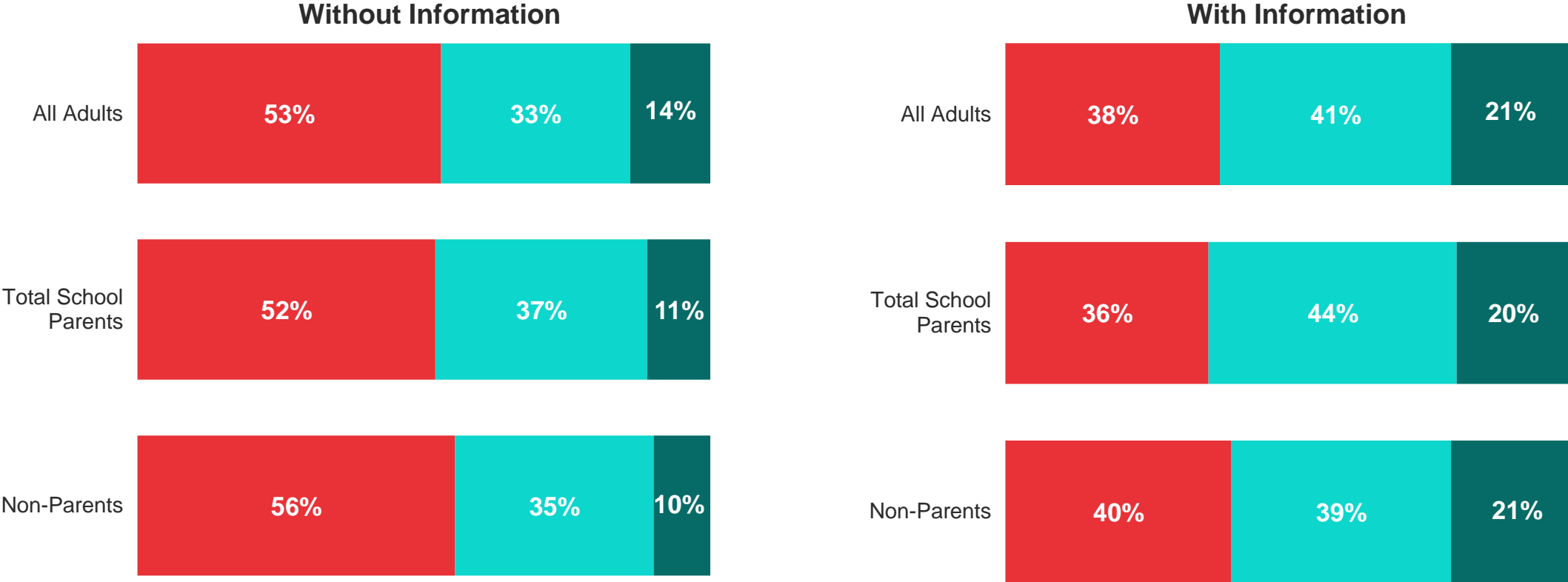


The public and school parents are much less likely to say their state’s per-student spending is “too low” when given a publicly reported statistic – by 15 points and 16 points, respectively.

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 November 8, 2023 – November 12, 2023, among U.S. adults

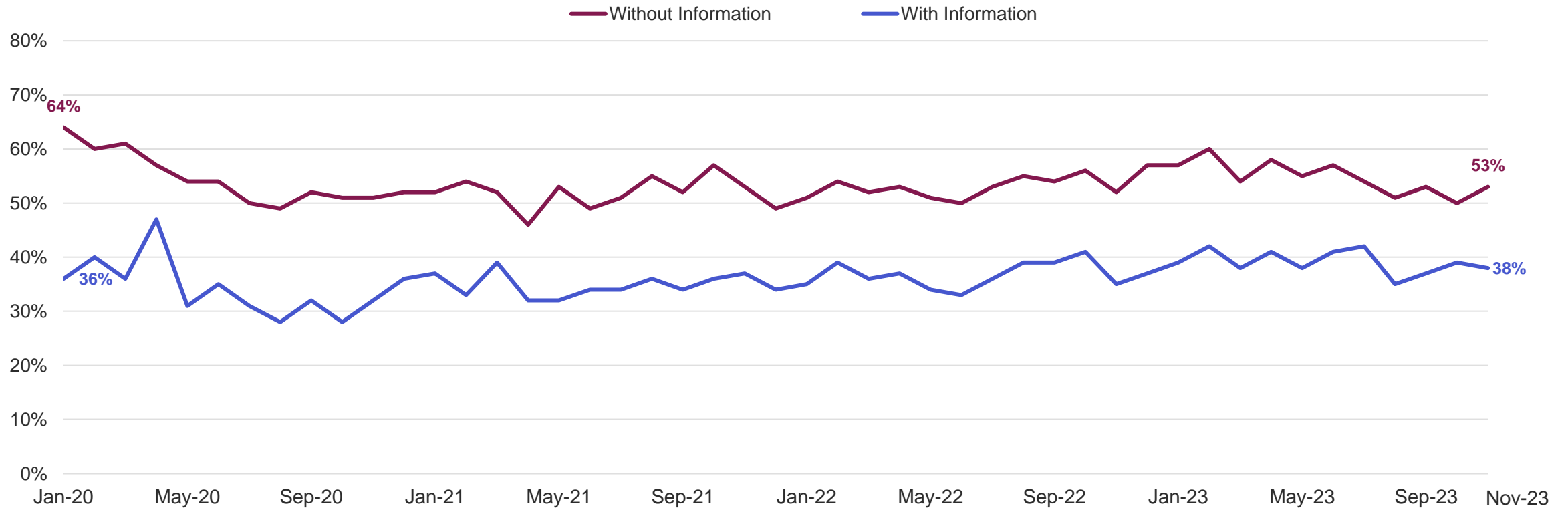
# Substantially fewer respondents indicated school funding is “too low” in November when they received a government-reported statistic.

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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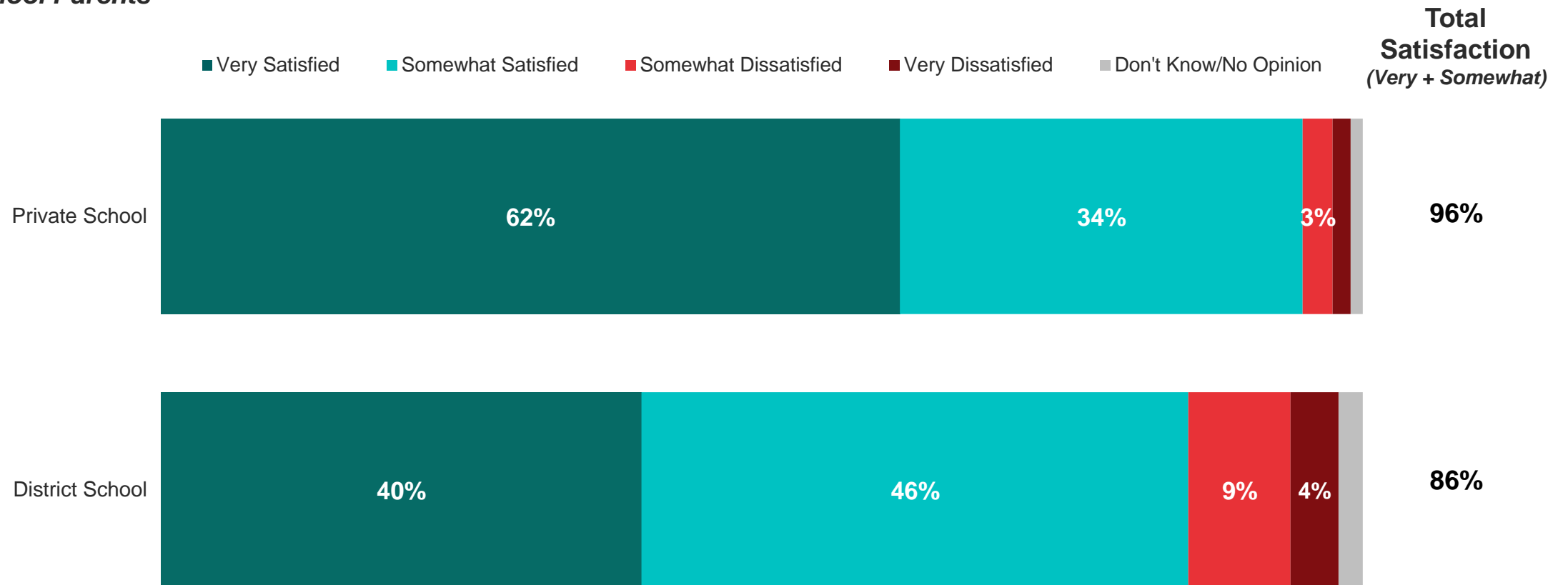




# Private school parents are much more likely to say that they are “very satisfied” with their child’s/children’s schooling experiences than district school parents.

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

## School Parents

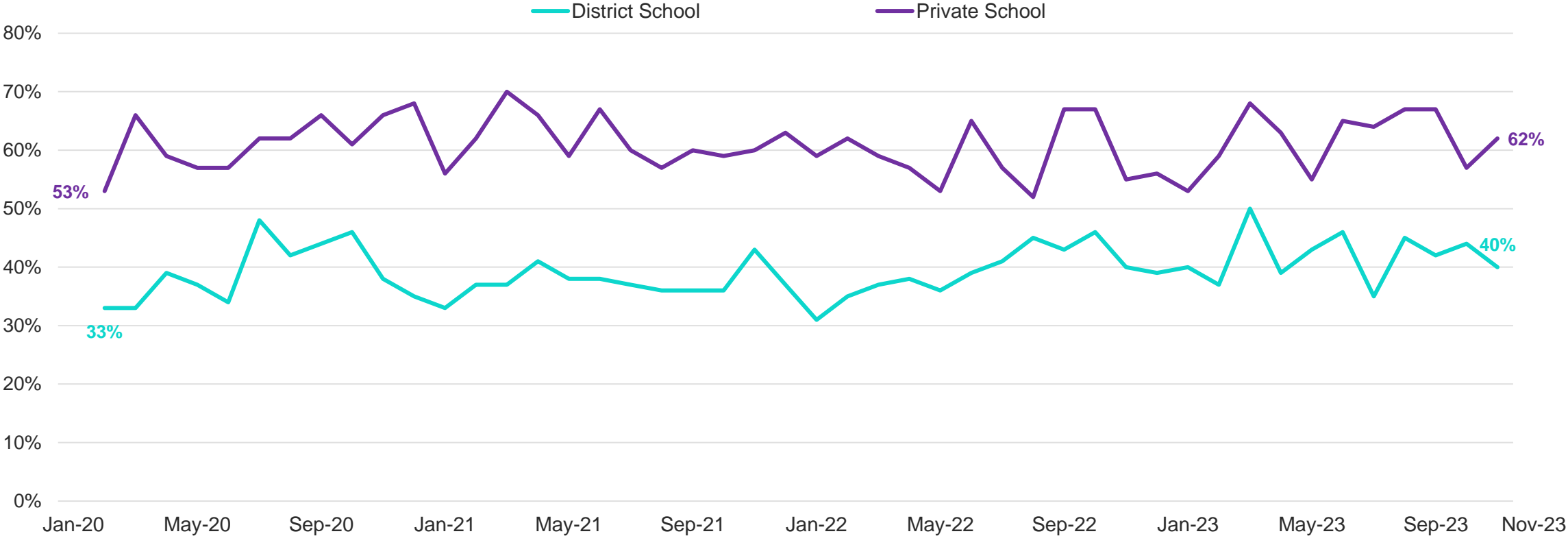


# Parents are consistently more likely to say they are “very satisfied” with private schools than public district schools. Strong private school satisfaction increased from October to November.

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.

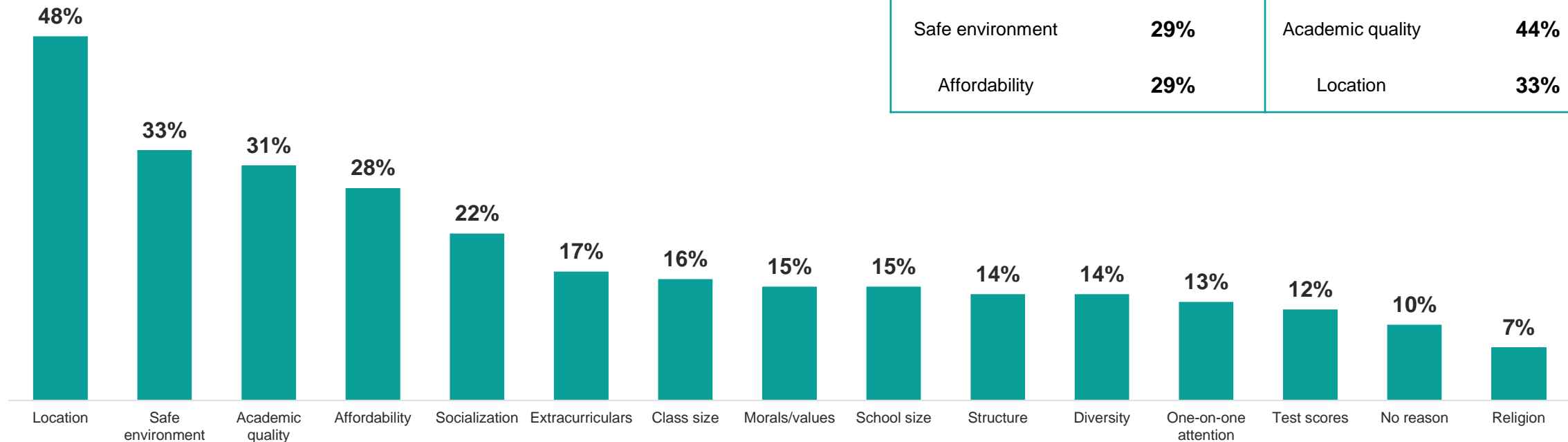
Why is your youngest/oldest child enrolled in that school type? Please select the most important reason(s).

## School Parents

**% Selected**

### Top 3 Reasons

*% Selected*



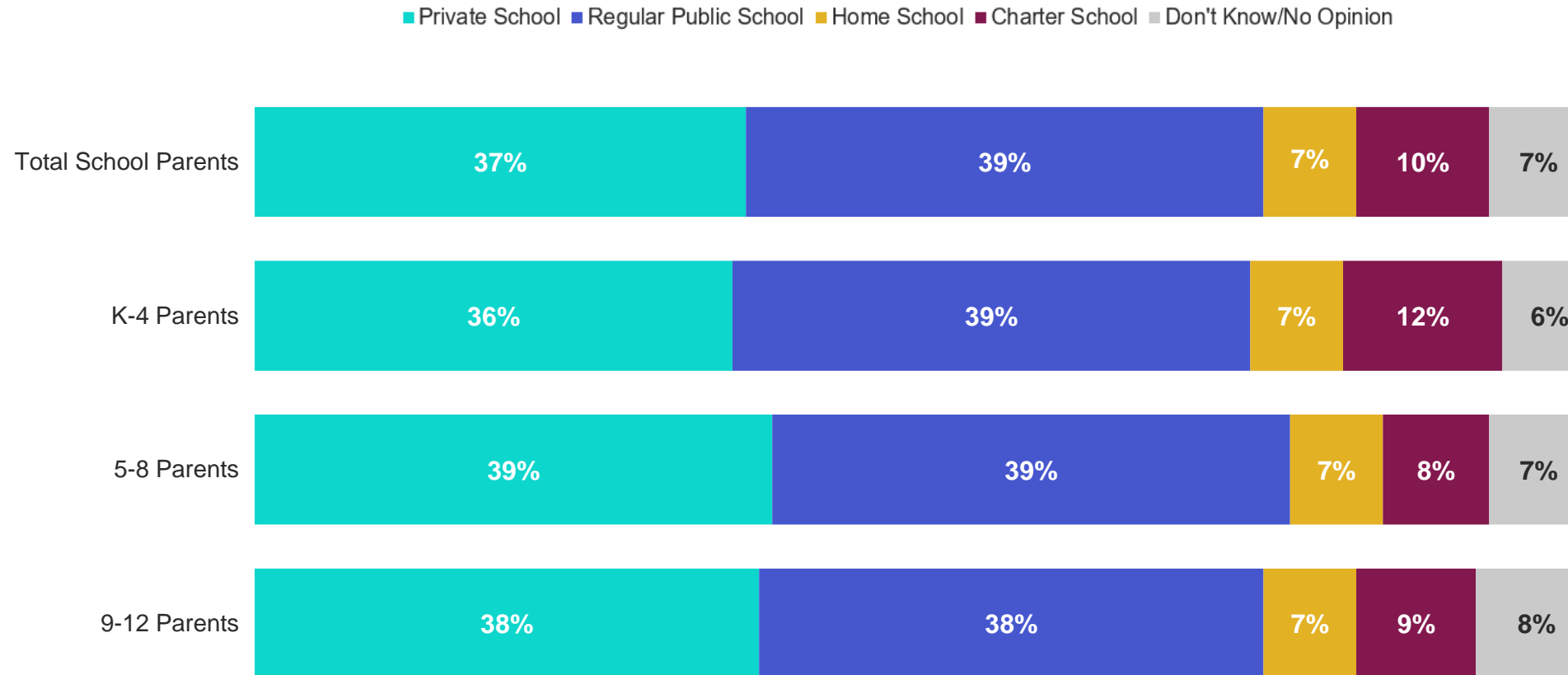
District School Parents		Private School Parents	
Location	<b>53%</b>	Safe environment	<b>48%</b>
Safe environment	<b>29%</b>	Academic quality	<b>44%</b>
Affordability	<b>29%</b>	Location	<b>33%</b>

**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 November 8, 2023 – November 12, 2023, among U.S. adults

# Parents have a diverse range of schooling preferences. They are slightly 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?

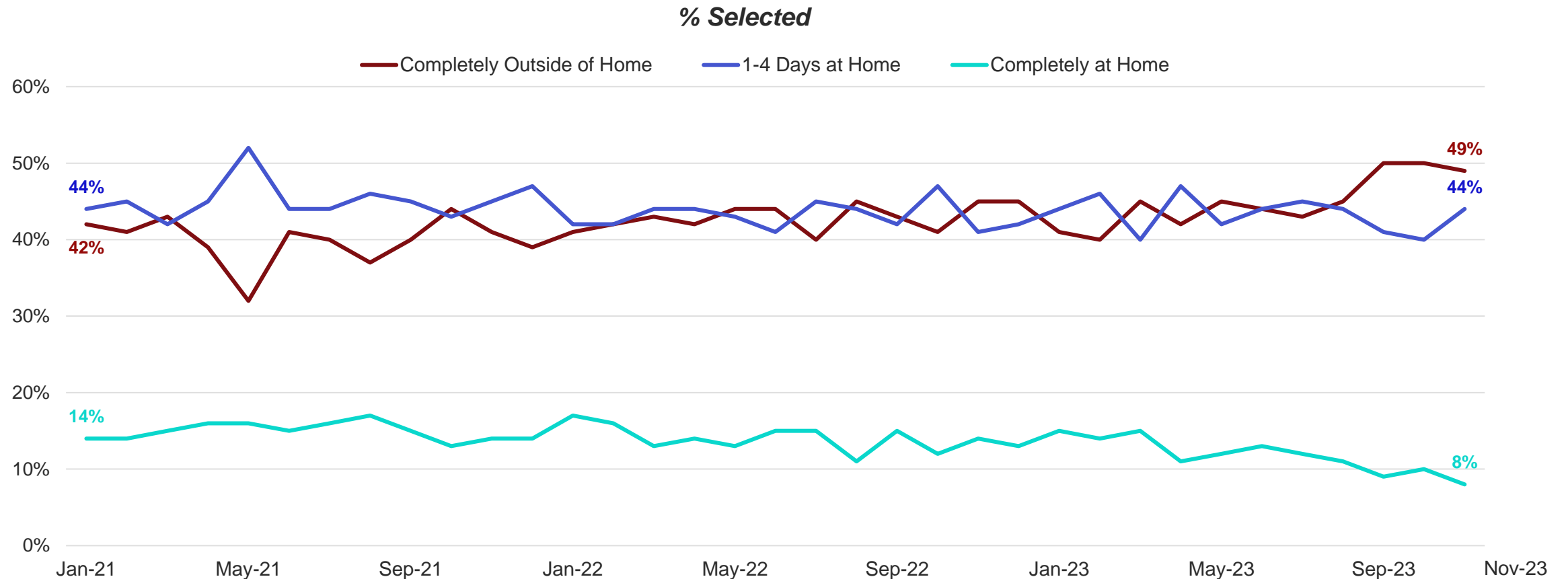
## School Parents



# 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?

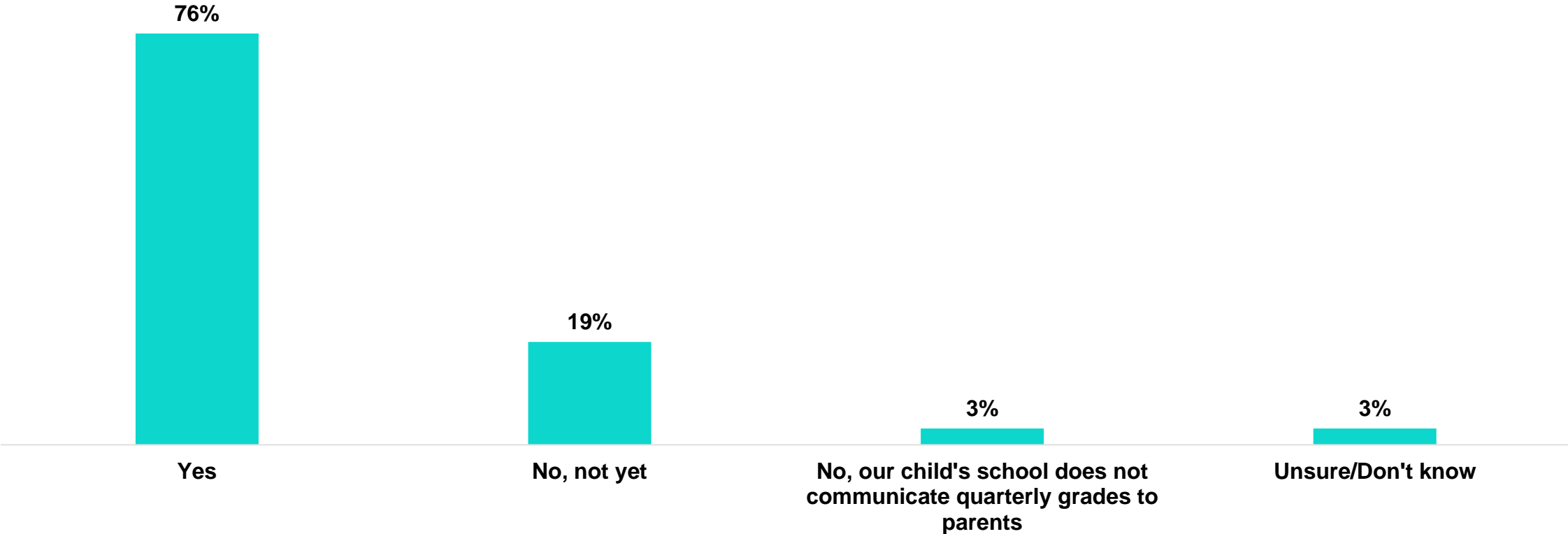
## School Parents



This school year, by early November, more than 20 percent of parents said they had not yet received a report card or progress report for their children.

This school year, have you received grades in a report card or progress report for your youngest/oldest child?

**School Parents**



*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 November 8, 2023 – November 12, 2023, among U.S. adults

The vast majority of parents are at least somewhat satisfied with how their child's school communicates grades/progress with them. Private school parents are more likely to be very satisfied than district school parents.

To what extent are you satisfied or dissatisfied with how your youngest/oldest child's school communicates grades/progress this school year?

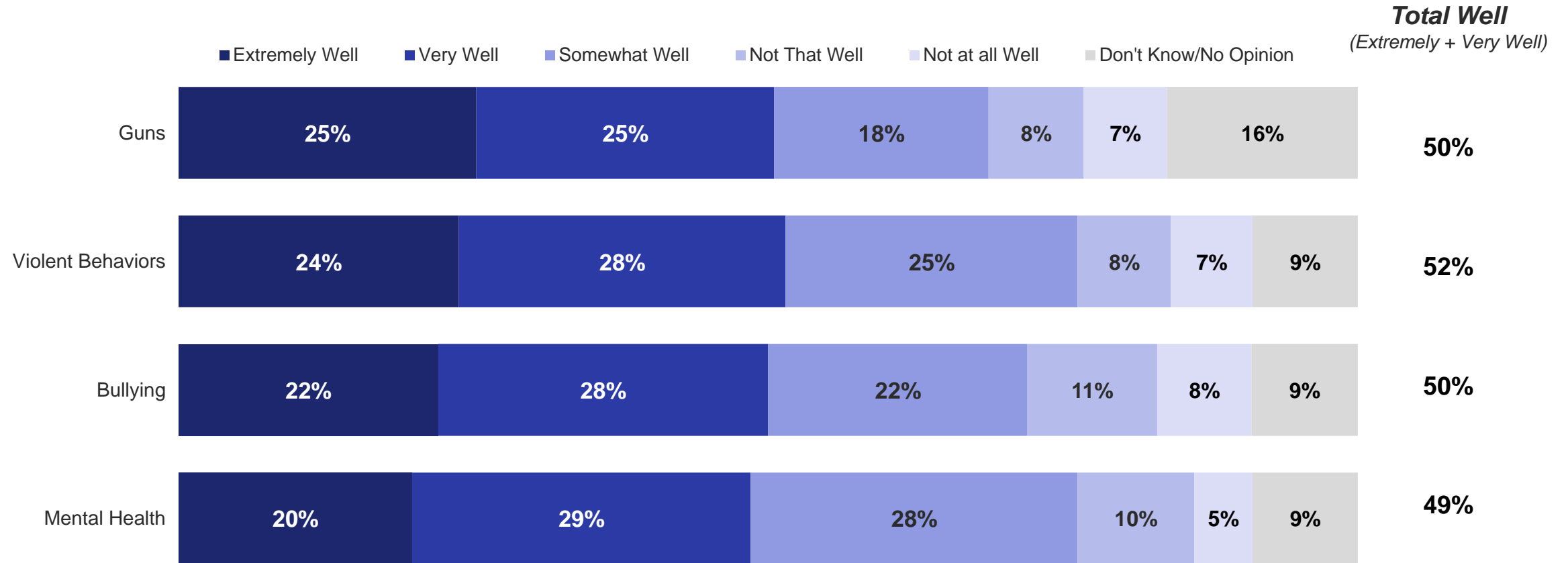
### School Parents



# 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

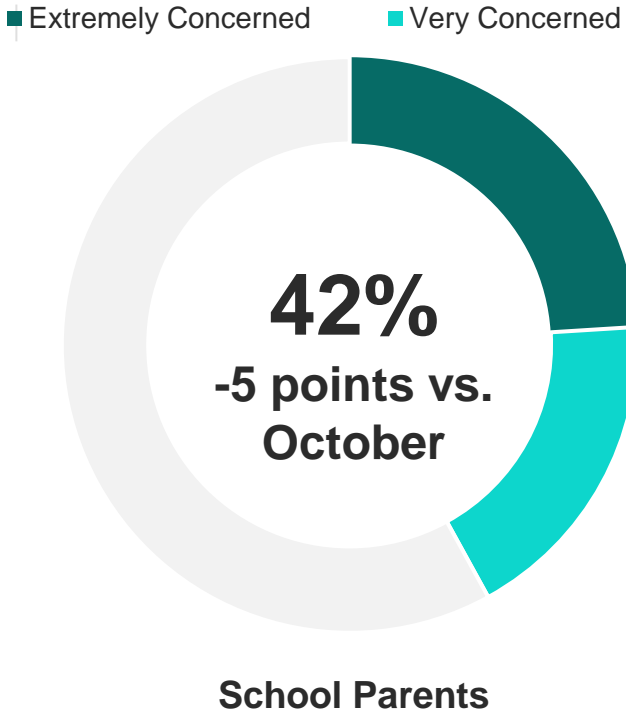




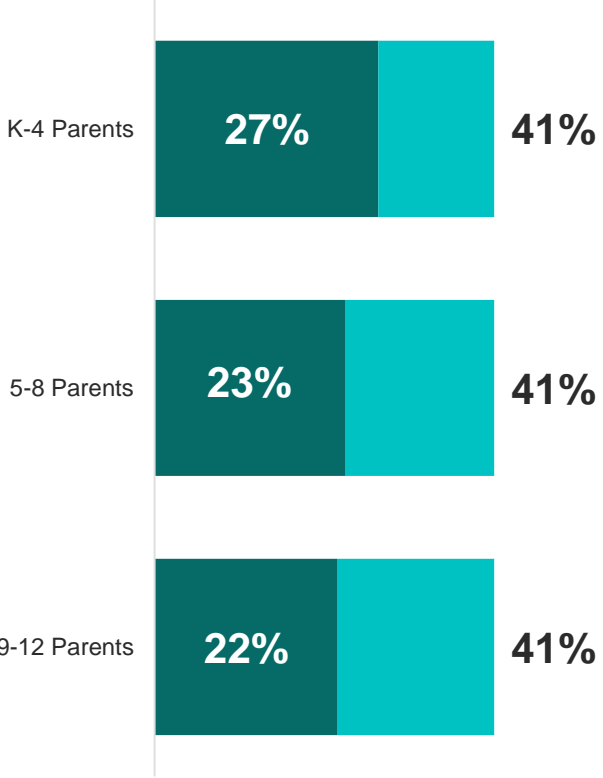
In November, about 40 percent of parents were concerned about a violent intruder entering their child’s school. This proportion decreased slightly from the previous month.

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)

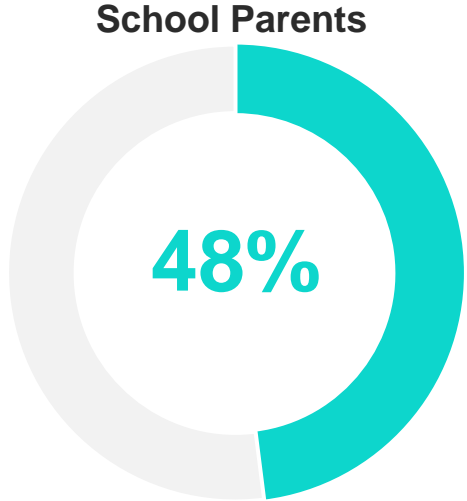


Source: Survey conducted November 8, 2023 – November 12, 2023, among U.S. adults

# Nearly half of parents report having at least one child taking a gifted, advanced, or honors class at their school.

How many of your children, if any, are taking at least one gifted, advanced, or honors class at her/his school?

## School Parents



**% With at least one “gifted” child**

### # of “gifted” children

1	36%
2	11%
3	1%
4+	0%

### % of parents with at least one “gifted” child

K-4 Parents	44%
5-8 Parents	54%
9-12 Parents	59%

### Top % With at least one “gifted” child

Private School	69%
Education: Bachelors+	63%
High Income: \$75k+	62%
Urban	59%
9-12 Parents	59%

### Bottom % With at least one “gifted” child

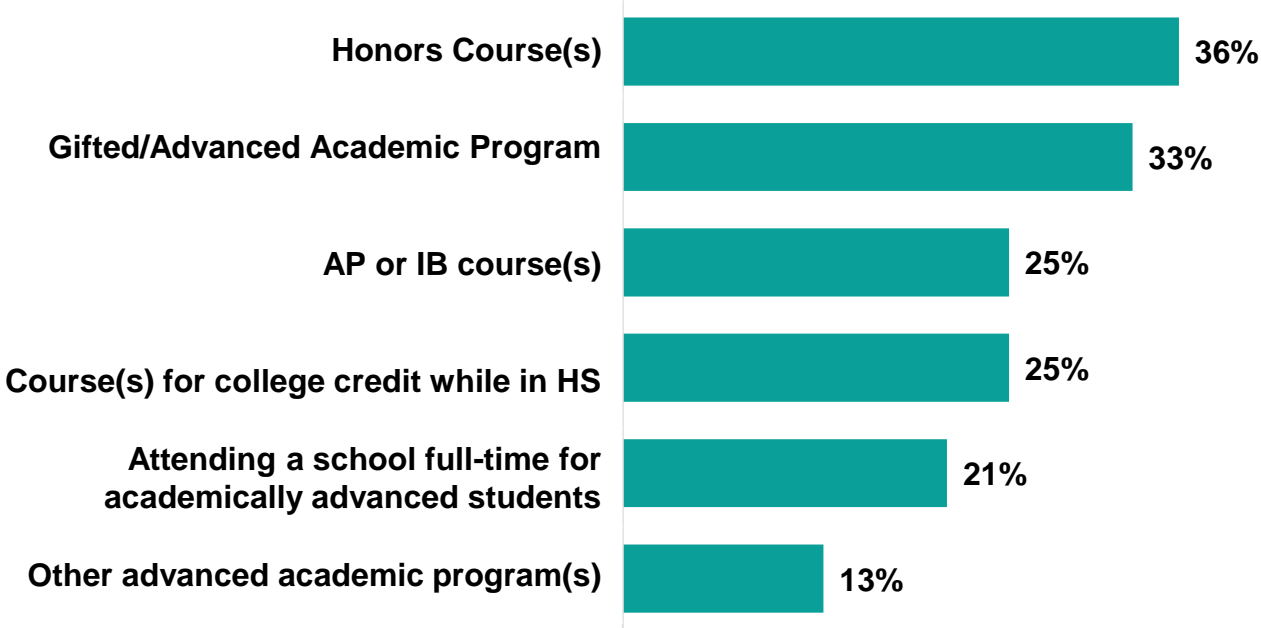
Republican	40%
Education: < College	39%
Low Income: <\$35k	38%
Middle Income: \$35k-\$75k	37%
Rural	31%

Source: Survey conducted November 8, 2023 – November 12, 2023, among U.S. adults

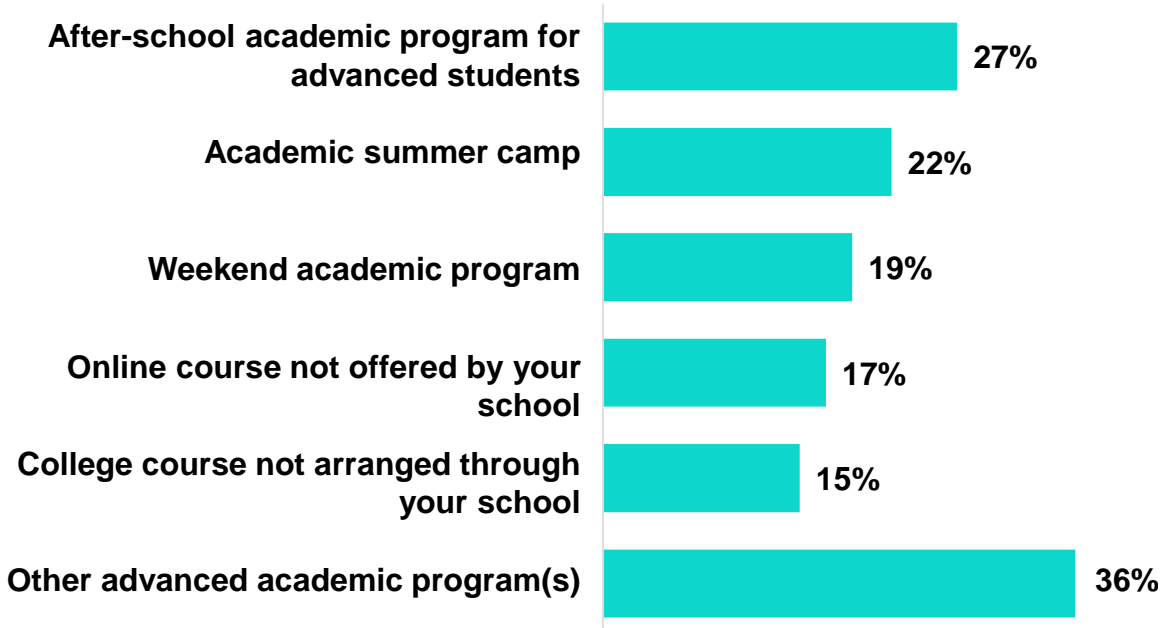
Parents of “gifted children” are most likely to say their child currently participates in an honors course(s). Just over 1 in 4 parents of “gifted children” had their child participate in an after-school academic program for advanced students.

**Among those School Parents who have at least one “gifted” child (N=629)**

Which of the following school-based academic programs or courses is your child/children participating in?



Which of the following out-of-school gifted/advanced academic programs has your child/children participated in over the past year?



Source: Survey conducted November 8, 2023 – November 12, 2023, among U.S. adults

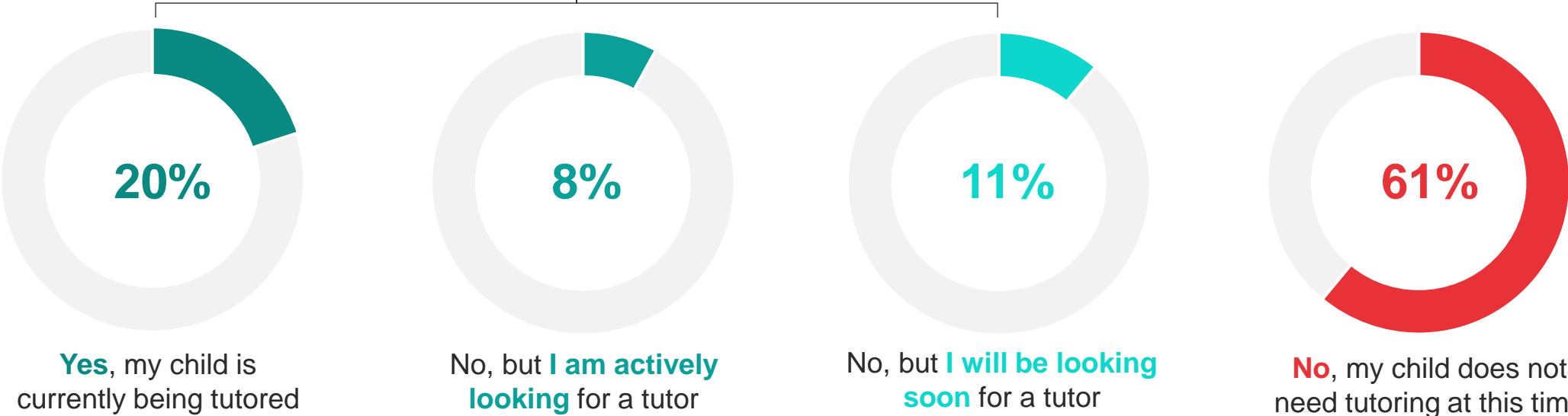
In November, nearly 40 percent of parents indicated they are currently using a tutor or are interested in tutoring for their children – roughly the same proportion as October.

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

**School Parents**

**39%** (-1 vs. October)

currently have a tutor or looking for a tutor



Source: Survey conducted November 8, 2023 – November 12, 2023, among U.S. adults

In November, interest in tutoring was highest among private school parents, urban parents, and special education parents. It was lowest among rural and Midwest 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	63%
Urban	57%
Special Education	56%
Special Needs	53%
Black	52%
West	49%
Democrat	48%

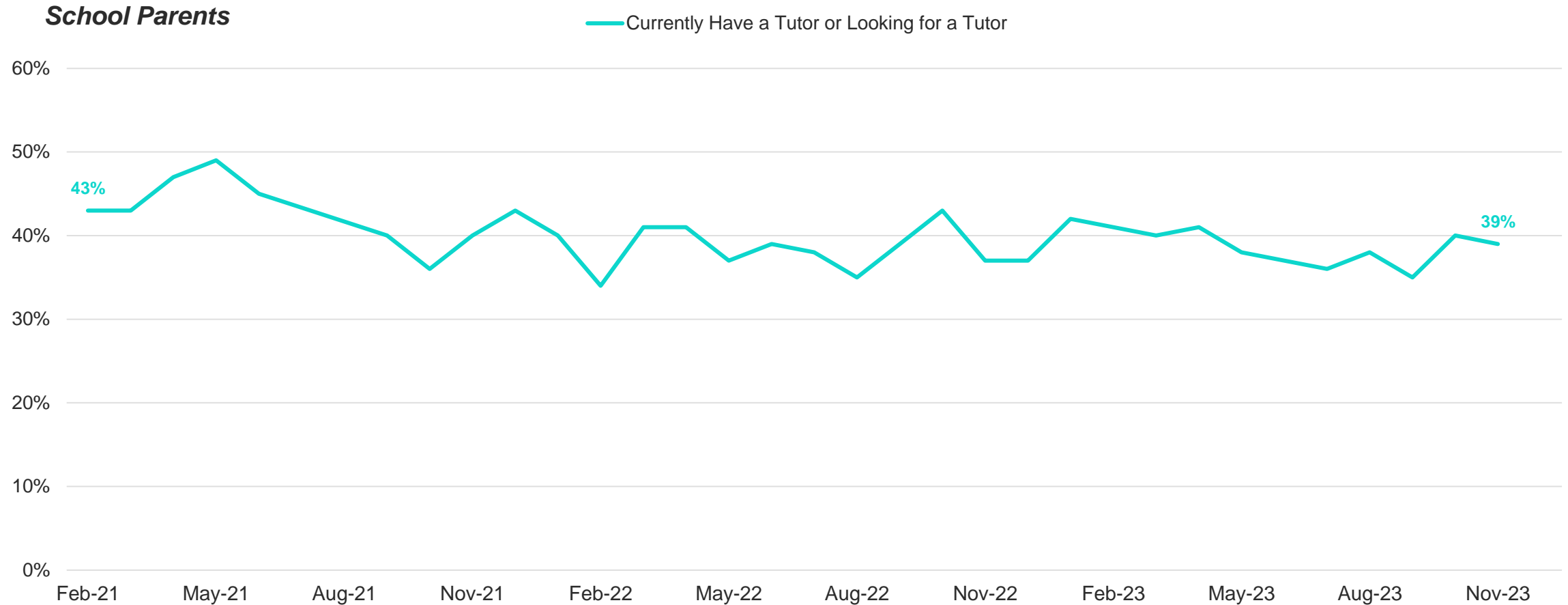
Groups **least** likely to be looking for / already having tutoring

Suburban	32%
Female	30%
Middle Income \$35k to \$75k	29%
Baby Boomers	28%
Small Town	28%
Midwest	23%
Rural	22%

Source: Survey conducted November 8, 2023 – November 12, 2023, among U.S. adults

# School parents' interest in tutoring remained roughly level in November.

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

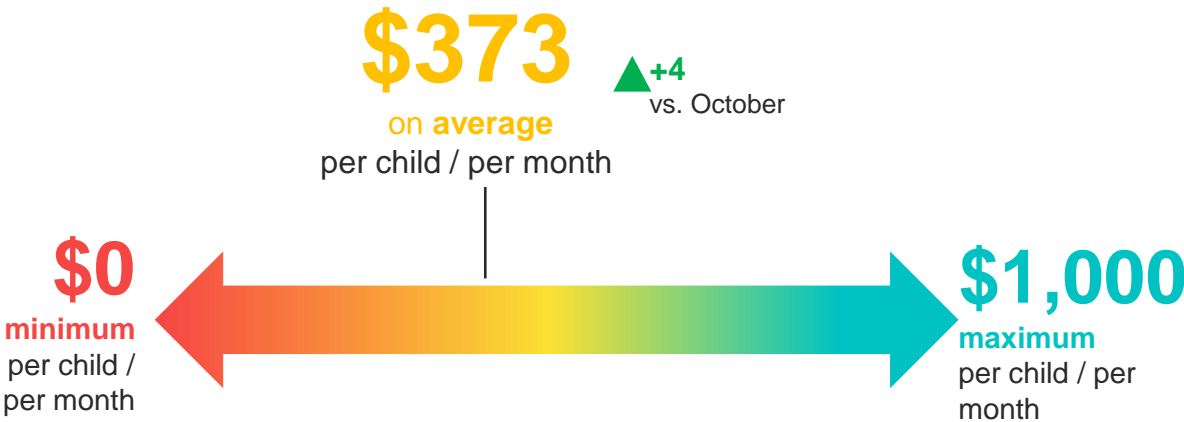


Note: Question was not asked in July 2021 and August 2021.

In November, the amount parents were willing to spend on tutoring increased to just over \$370 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	\$218
	Middle Income \$35K to < \$75K	\$261
	High Income \$75K+	\$506
Political Affiliation	Democrat	\$442
	*Independent	\$227
	Republican	\$361
Region	*West	\$433
	*Midwest	\$269
	South	\$334
	*Northeast	\$427

\*indicates base size n= <100

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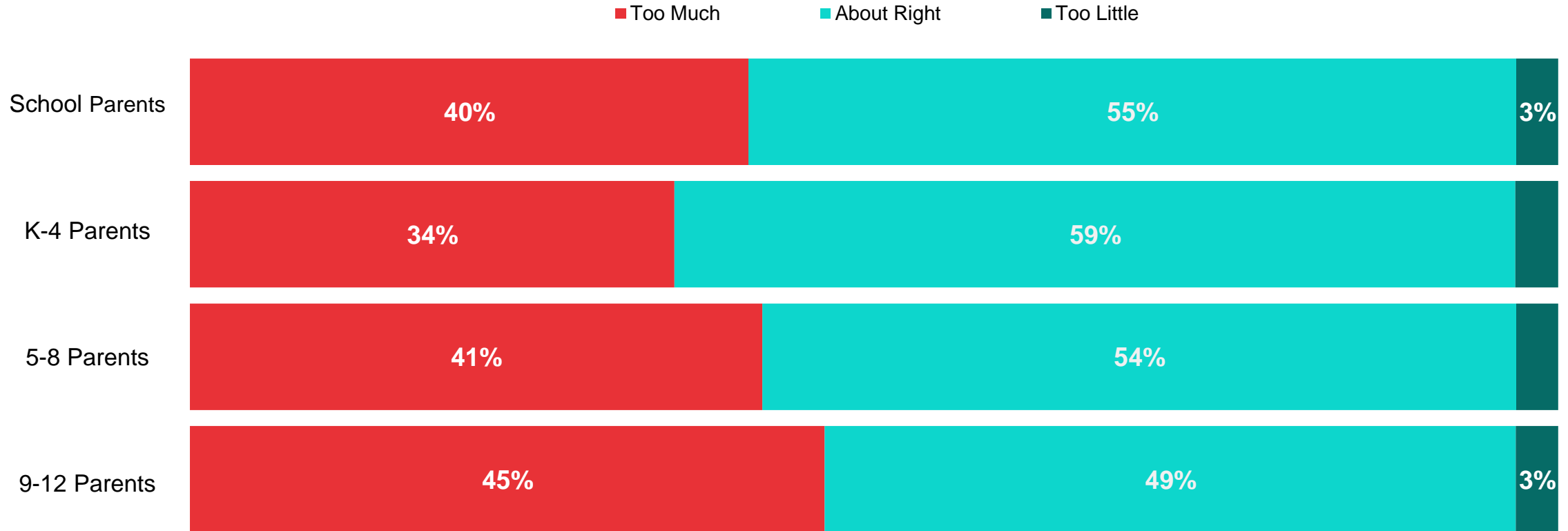




# Forty percent of parents say their child spends “too much” time using technology.

When it comes to how much time your youngest/oldest child spends using technology generally, do you think it is...

## School Parents



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

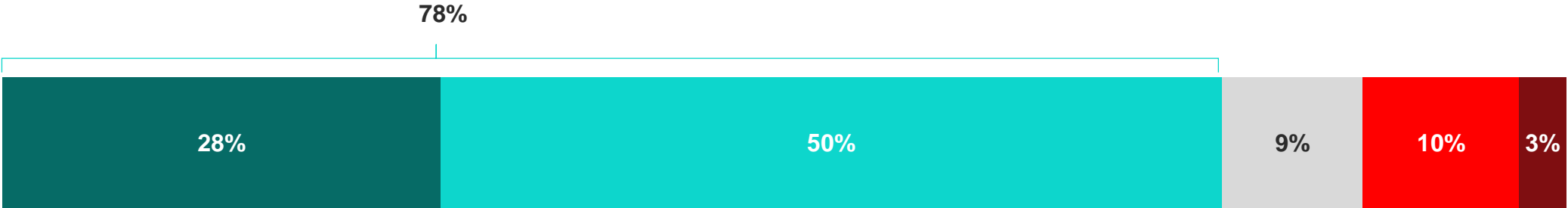
*Source: Survey conducted November 8, 2023 – November 12, 2023, among U.S. adults*

Nearly 80 percent of parents believe computers and laptops are positive learning tools for their children. More than half feel at least somewhat positively about the impact of cell phones on their children’s 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.*

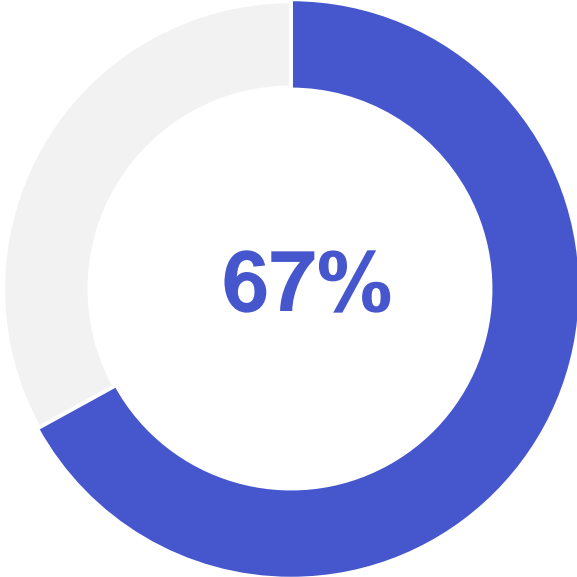
*Source: Survey conducted November 8, 2023 – November 12, 2023, among U.S. adults*

Parents are much less willing to let students have cell phones in the classroom than in schools more generally.

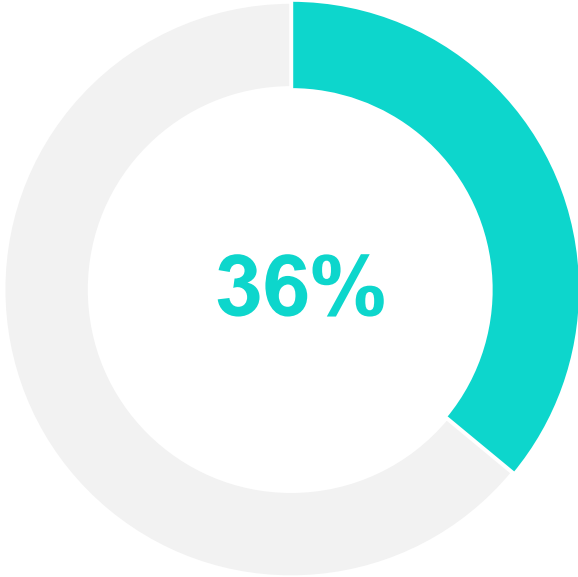
When it comes to cell phones, does you feel students should be allowed to have...

**School Parents**

**Total % "Yes"**



Cell phones in school



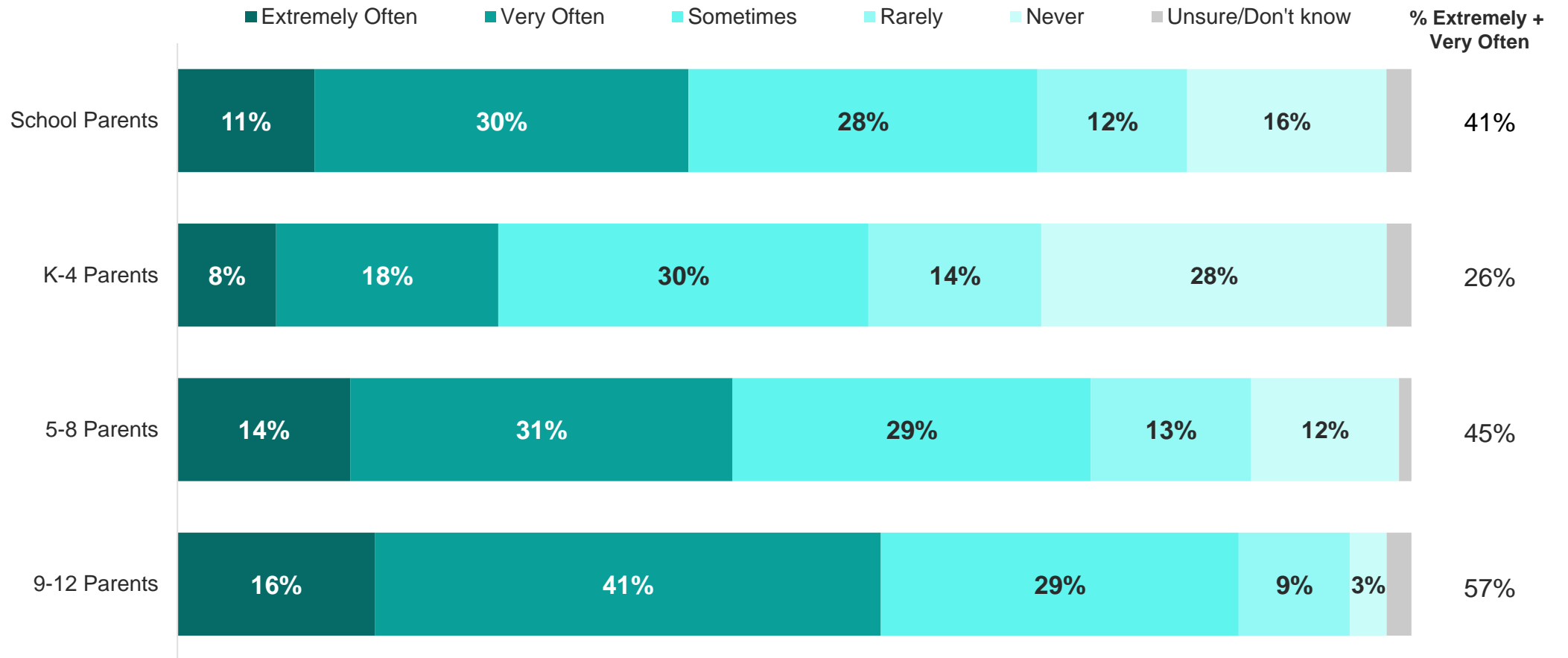
Cell phones in the classroom

Source: Survey conducted November 8, 2023 – November 12, 2023, among U.S. adults

# Almost 60 percent of high school parents say their children are on social media at least “very” often.

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

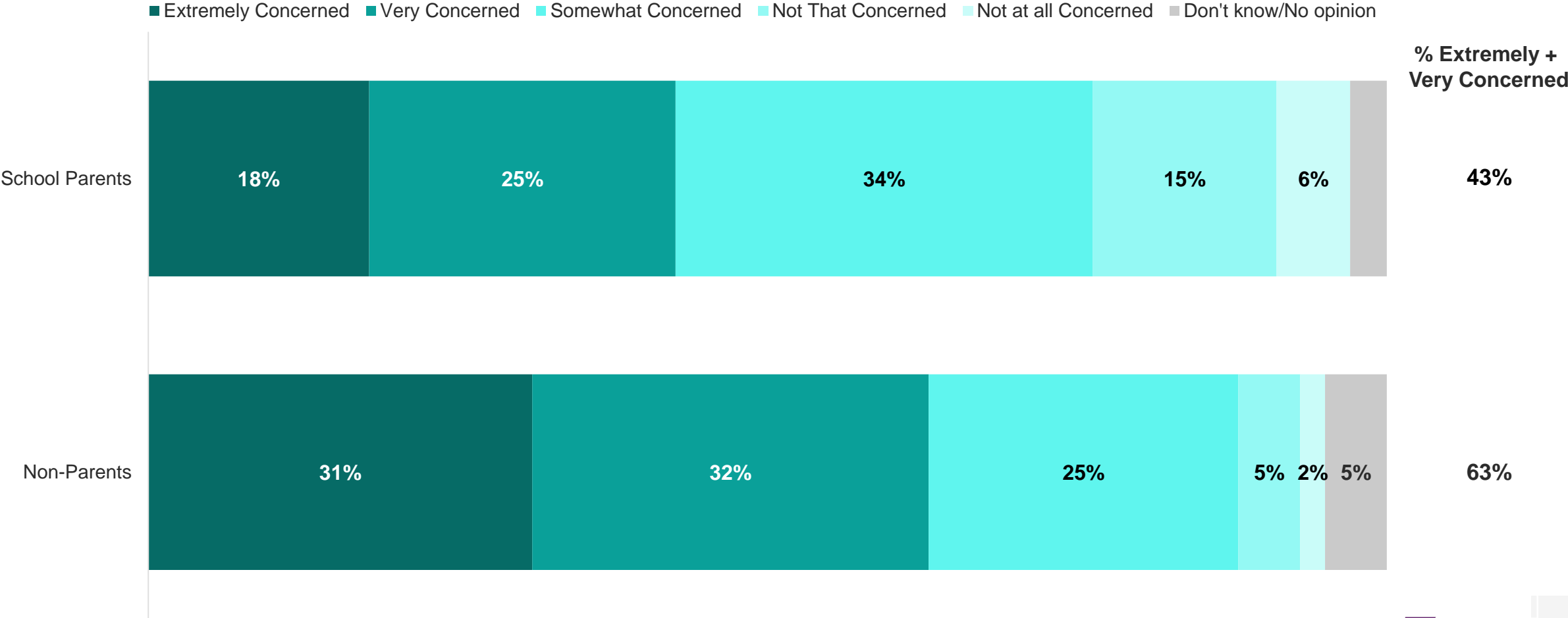
## School Parents



# School parents are much less concerned than non-parents regarding the negative effects of social media use on children’s mental health.

How concerned are you about social media use by your child/children having a negative effect on their mental health? (Asked to School Parents)

How concerned are you about social media use by minors having a negative effect on their mental health? (Asked to Non-Parents)



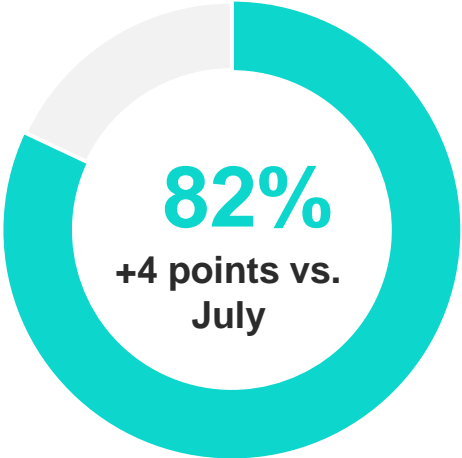
Source: Survey conducted November 8, 2023 – November 12, 2023, among U.S. adults

More than one-third of school parents say they have heard “a lot” about artificial intelligence (AI). More than 80 percent indicate at least “some” awareness – an increase of 4 points since July.

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

**School Parents**

All Adults 83%



**% 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	37%
Some	45%
Not much	14%
Not at all	2%

**Top % Have heard A lot/Some**

High Income	90%
Liberal	89%
Education: Bachelors+	89%
Private School	88%

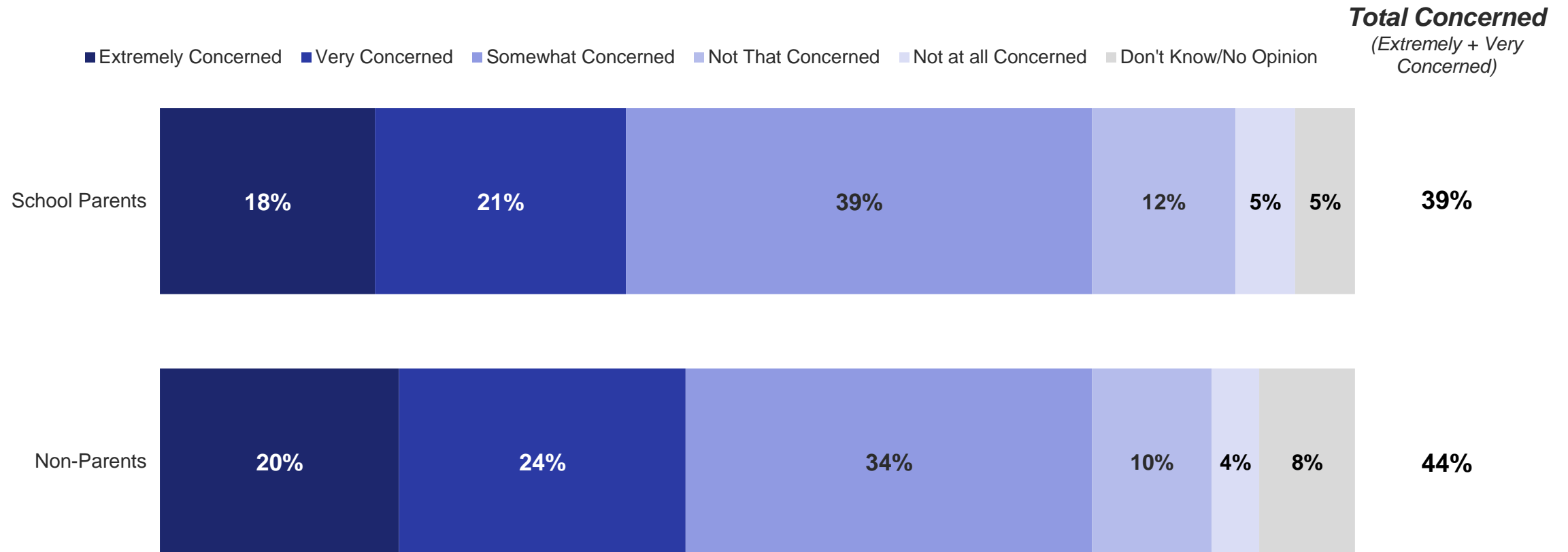
**Bottom % Have heard A lot/Some**

Midwest	77%
Education: <College	76%
Black	76%
Low Income	73%

Source: Survey conducted November 8, 2023 – November 12, 2023, among U.S. adults

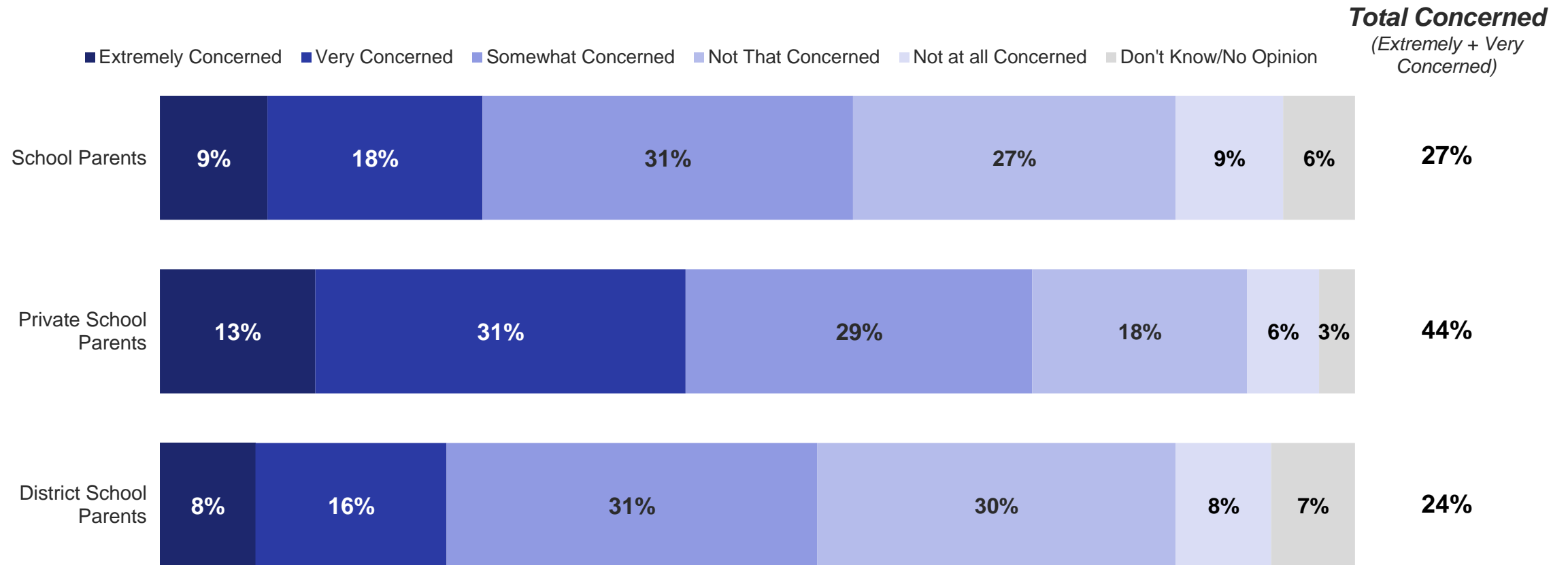
# Overall, adults without school-age children are more concerned than school parents about the potential effects of artificial intelligence (AI) on society.

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 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 November 8, 2023 – November 12, 2023, among U.S. adults



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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.

## 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

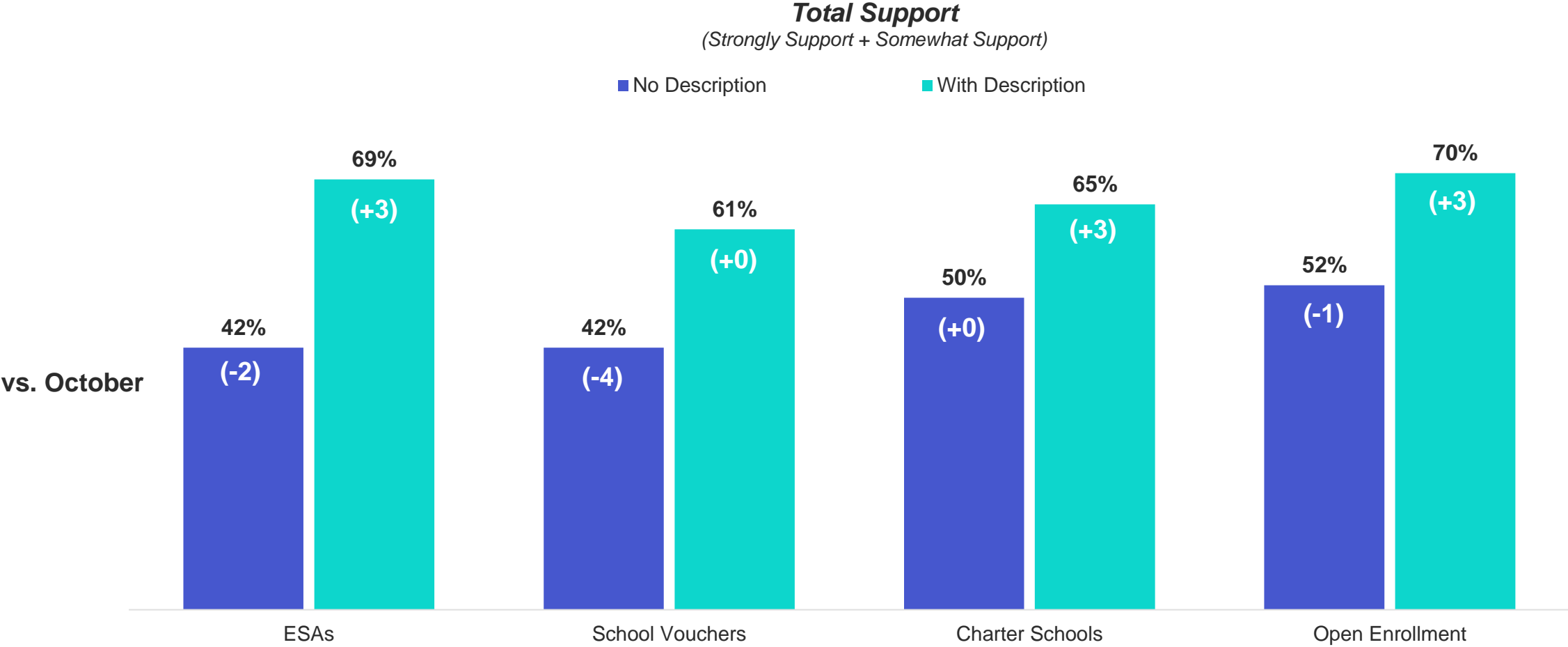
A school voucher system allows parents the option of sending their child to the school of their choice, whether that school is public or private, including both religious and non-religious schools. If this policy were adopted, tax dollars currently allocated to a school district would be allocated to 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 November 8, 2023 – November 12, 2023, among U.S. adults

In November, support for ESAs was highest among college-educated adults, high-income adults, and school parents. Support was lowest among low-income, independent 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

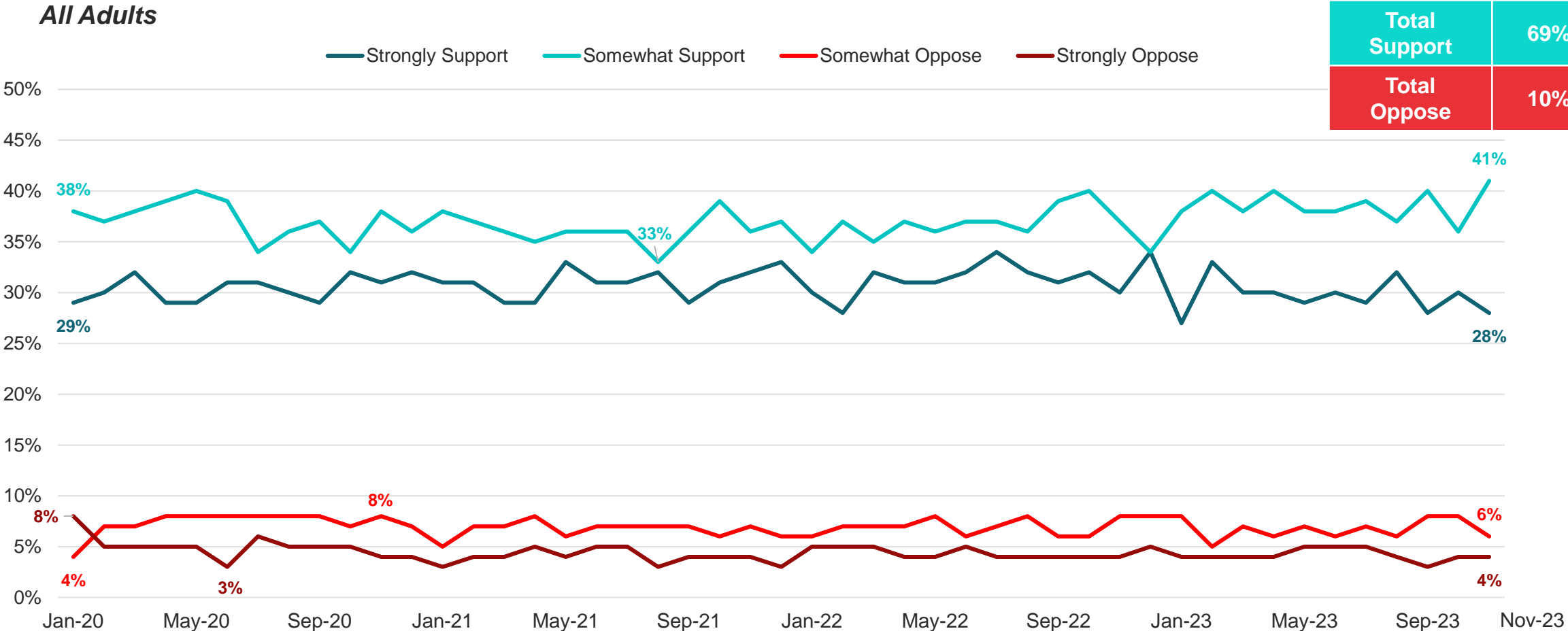
Public Support 69%

Groups <b>most</b> supportive		Groups <b>least</b> supportive	
High Income \$75k+	78%	Northeast	67%
Education: Bachelors+	77%	Black	66%
School Parents	77%	Female	66%
Democrat	74%	Baby Boomer	66%
Liberal	74%	Education <College	66%
Conservative	73%	Rural	65%
Male	72%	Independent	64%
Hispanic	72%	Low Income <\$35k	62%

# Americans' overall support of ESAs increased in November. The public is nearly seven 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?

## All Adults



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

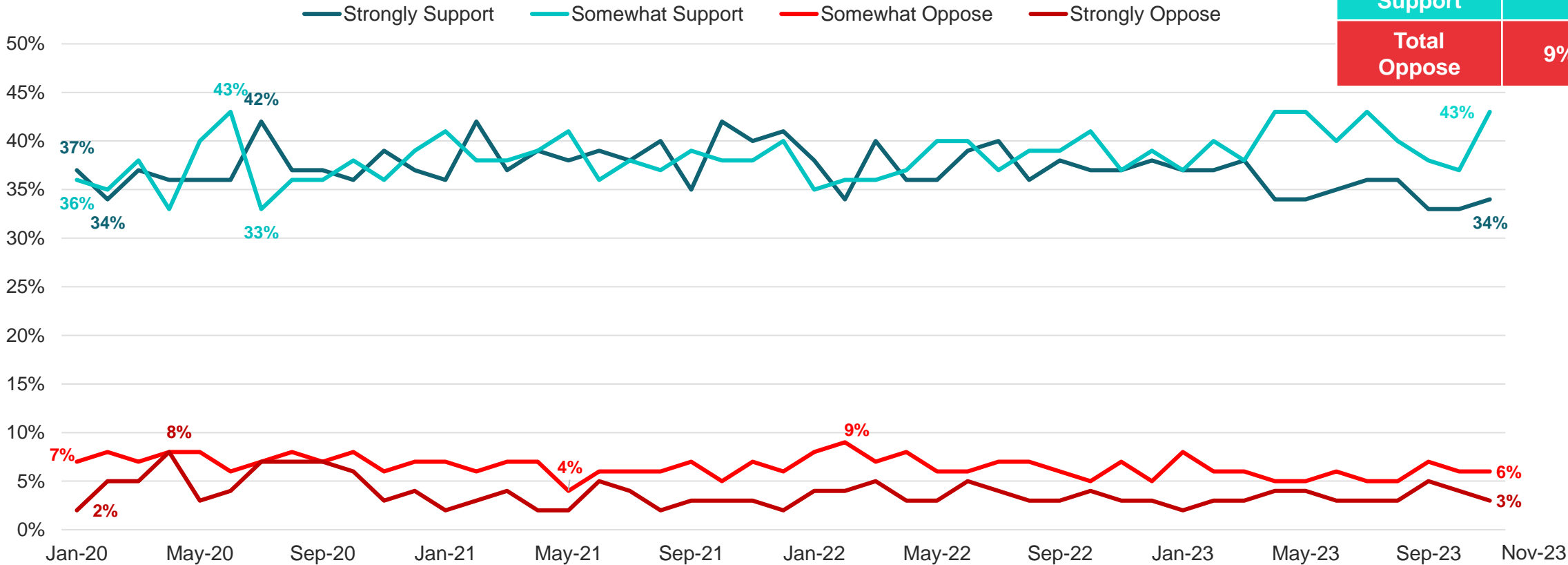
# In November, school parents are more than eight times as likely to be strongly supportive of ESAs than strongly opposed. Total support rose sharply since the previous month.

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

**November 2023**

Total Support	77%
Total Oppose	9%



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

# Support for school vouchers was highest among Republicans, conservatives, and school parents. It was lowest among liberals and Democrats.

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	
Republican	74%	Rural	59%
Conservative	71%	Suburban	59%
School Parents	71%	Education: Bachelors +	59%
Black	70%	Female	58%
Urban	67%	Independent	58%
Male	65%	West	58%
Northeast	65%	Democrat	57%
Gen X	64%	Liberal	52%

Source: Survey conducted November 8, 2023 – November 12, 2023, among U.S. adults

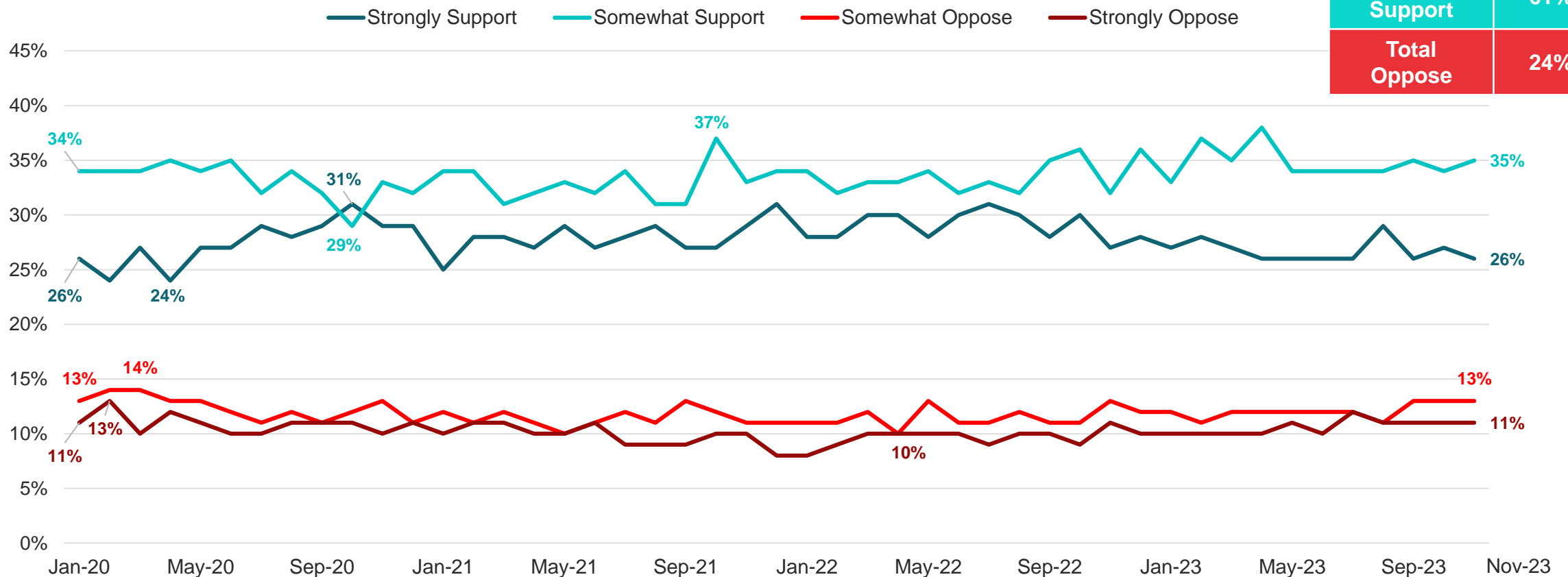
# The public's overall support for school vouchers did not change in November. Americans are still more than twice as likely to support school vouchers than oppose them.

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?

**November 2023**

Total Support	61%
Total Oppose	24%

## All Adults



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

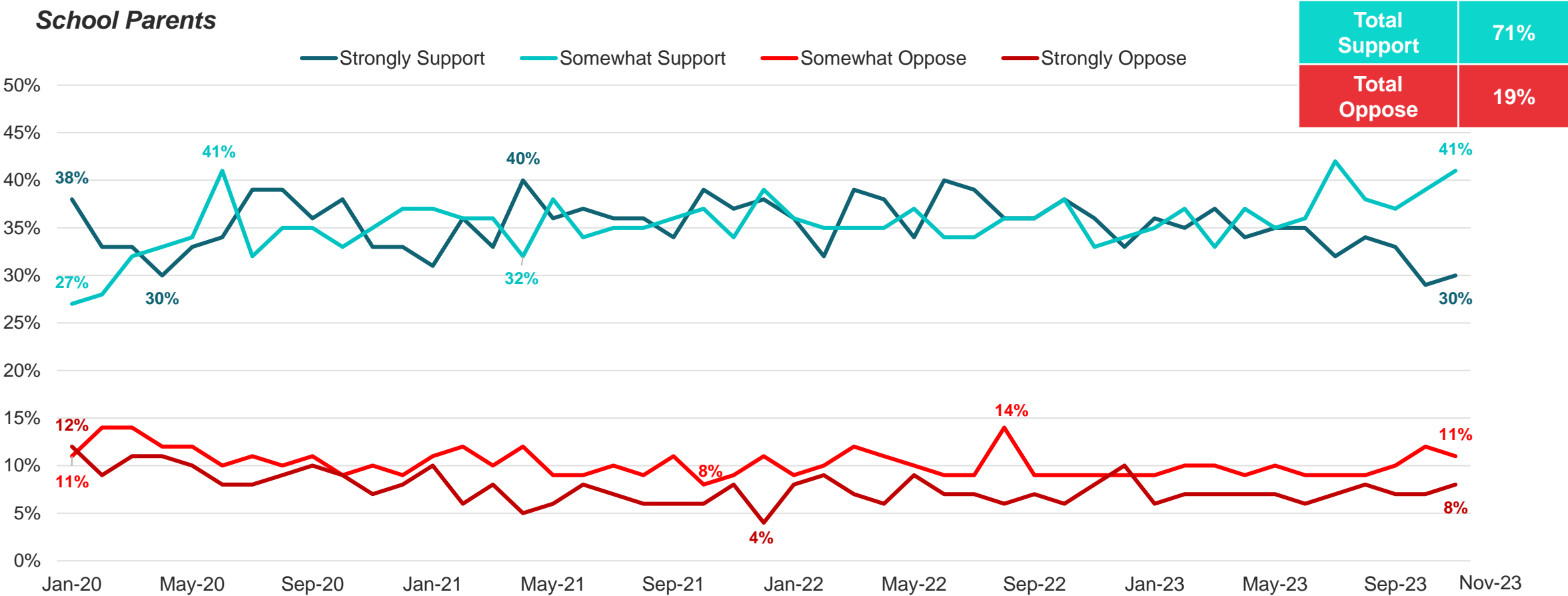


# In November, support for school vouchers increased slightly among school parents. Parents are over three times as likely to support school vouchers than oppose them.

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?

**November 2023**

## School Parents



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

# Support for charter schools is highest among conservatives, Republicans, and school parents. Liberal, low-income earners, and political independents 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 65%

Groups most supportive		Groups least supportive	
Conservative	76%	Education: <College	63%
Republican	74%	Rural	63%
School Parents	72%	Gen Z	61%
High Income >\$75k	71%	Small Town	60%
Education: Bachelors+	69%	Midwest	60%
Gen X	69%	Independent	58%
West	68%	Low Income <\$35k	58%
Northeast	68%	Liberal	58%

Source: Survey conducted November 8, 2023 – November 12, 2023, among U.S. adults

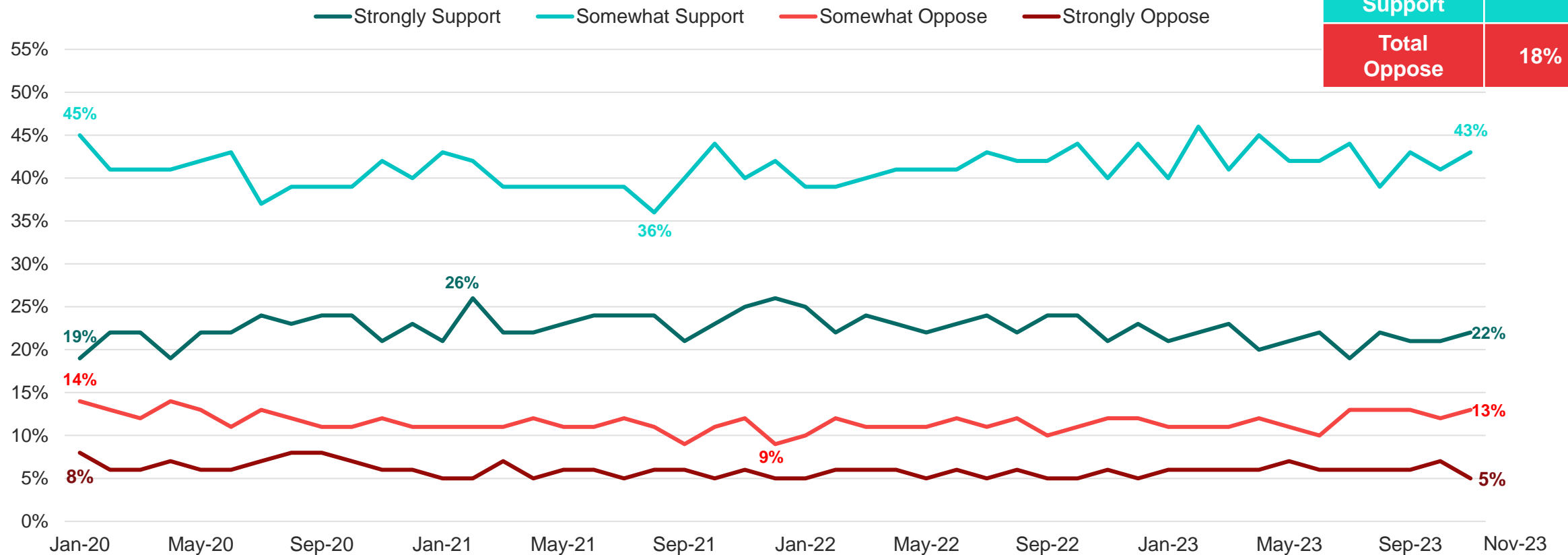
# Americans' overall support for charter schools increased in November.

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?

**November 2023**

Total Support	65%
Total Oppose	18%

## All Adults



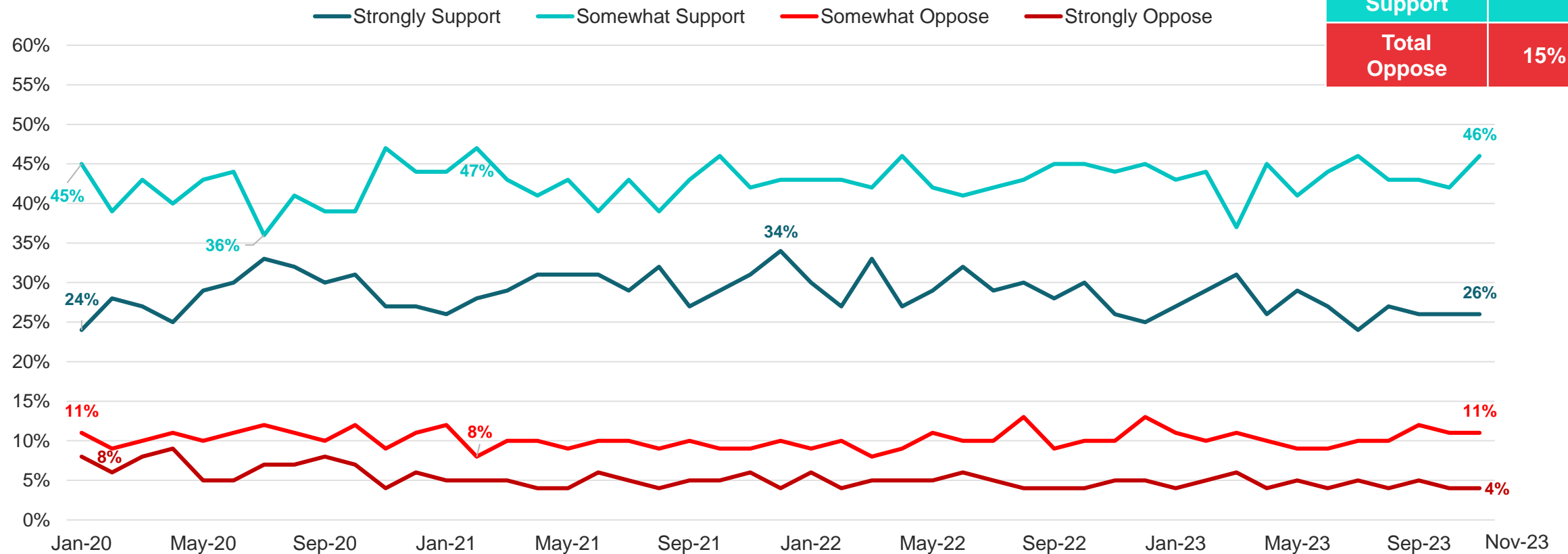
Note: Don't know/No opinion responses are not shown.

# Parents' overall support for charter schools increased in November. They are almost five 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

November 2023	
Total Support	72%
Total Oppose	15%



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

# School parents and Democrats are most likely to support open enrollment. Baby Boomers and political independents 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 70%

Groups most supportive		Groups least supportive	
School Parents	76%	Rural	68%
Democrat	76%	Education: Bachelors+	68%
Hispanic	75%	Female	68%
Gen Z	75%	Suburban	67%
Urban	74%	Small Town	66%
Midwest	73%	Northeast	65%
Liberal	72%	Baby Boomers	64%
Black	72%	Independent	63%

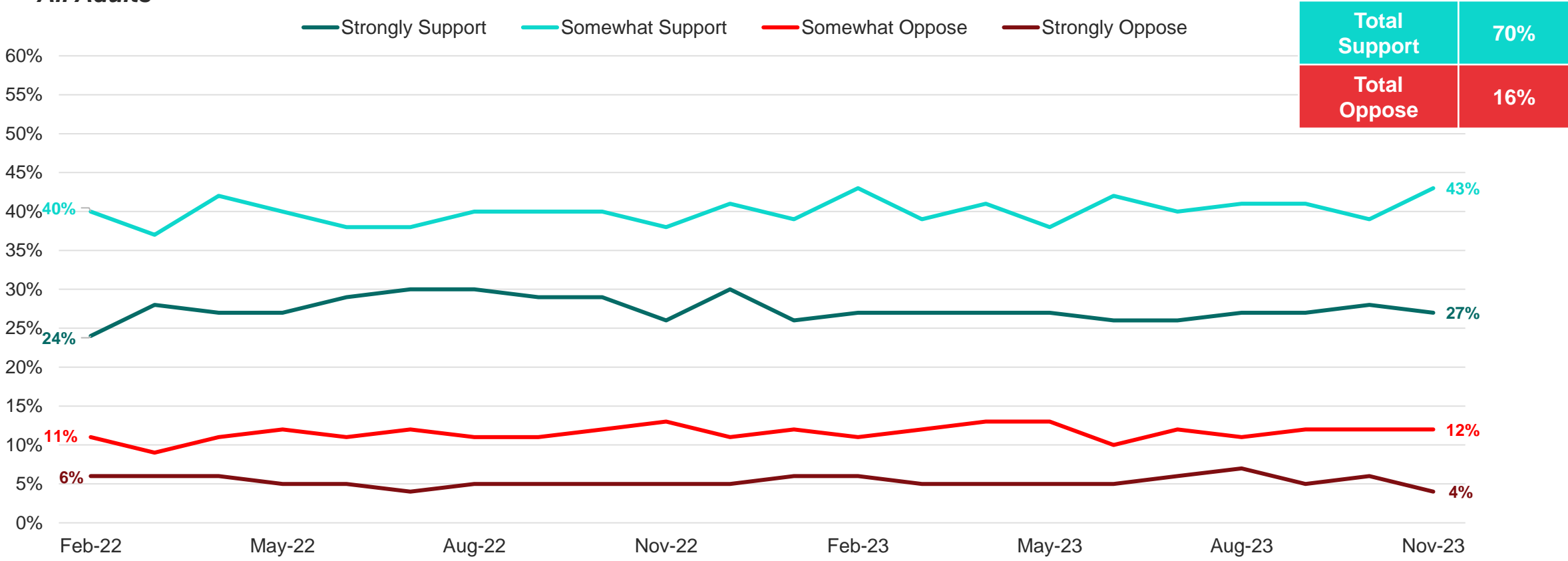
Source: Survey conducted November 8, 2023 – November 12, 2023, among U.S. adults

# The public’s overall support for inter-district open enrollment increased in November. Overall 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.

**November 2023**

## All Adults

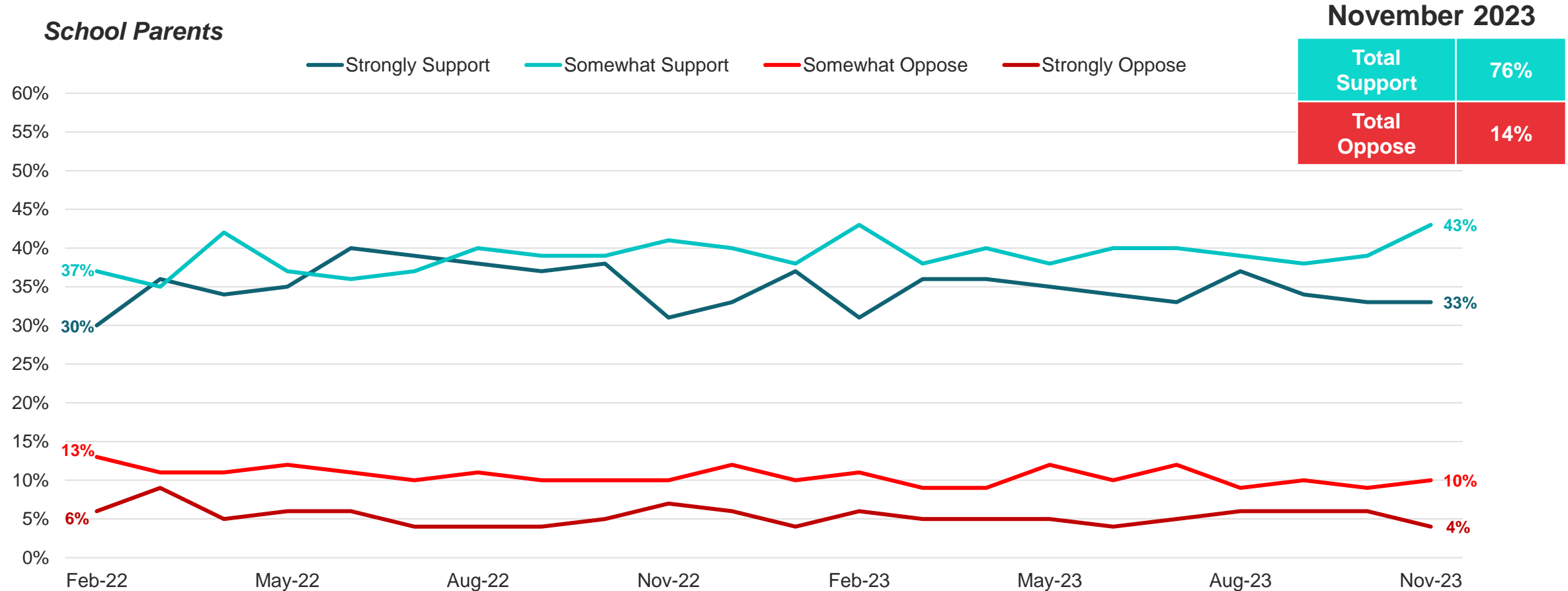


Note: Don't know/No opinion responses are not shown.

# Among school parents, overall support of open enrollment increased in November. Parent support is over five 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 IN K-12 EDUCATION**

**VIEWS ON TECHNOLOGIES, SOCIAL MEDIA**

**SCHOOL CHOICE POLICIES**

**SURVEY PROFILE AND DEMOGRAPHICS**





# Survey Profile, 1

<b>Dates</b>	November 8-12, 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 = 9.88 minutes Oversample Median = 13.77 minutes
<b>Sample Size</b>	N = 2,260 General Population N= 1,305 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), ± 3.48 percentage points (Oversample)
<b>Participation Rate</b>	48.38% (Gen Pop), 42.76% (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

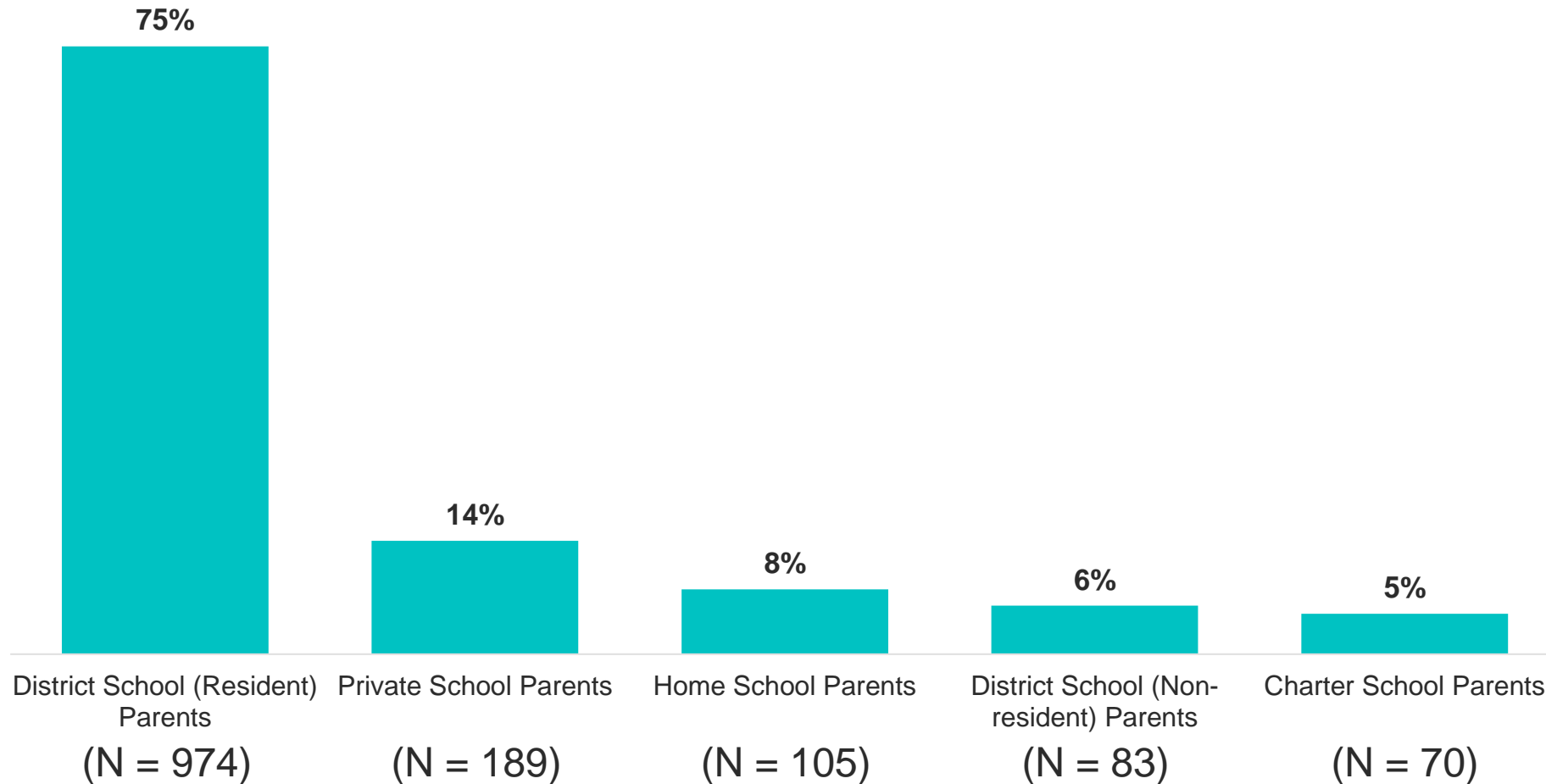
Demographics	Unweighted (N = )
Hispanic	220
Non-Hispanic White	1,607
Black	301
Other	127
Generation Z	276
Millennial	672
Generation X	537
Boomers	702
Male	1,056
Female	1,204
< College	1,460
College +	800
Northeast	436
Midwest	496
South	915
West	413

Demographics	Unweighted (N = )
Total School Parents*	1,305
K-4 Parents*	673
5-8 Parents*	510
9-12 Parents*	544
Non-Parents	936
Liberal	623
Moderate	717
Conservative	783
Democrat	797
Independent	620
Republican	720
Urban	633
Suburban	1024
Small Town	206
Rural	397
Low Income <\$35K	800
Middle Income \$35K to <\$75K	783
High Income \$75K+	677

\* Denotes the sample came from school parents

Demographics	Unweighted	Weighted	Target (%)
Hispanic	10%	17%	16%
White	71%	62%	78%
Non-Hispanic White	71%	n/a	n/a
Black	13%	13%	12%
Other	6%	8%	9%
Age: 18-34	28%	29%	30%
Age: 35-54	31%	31%	31%
Age: 55+	41%	41%	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	22%	21%	21%
South	40%	38%	37%
West	18%	24%	24%

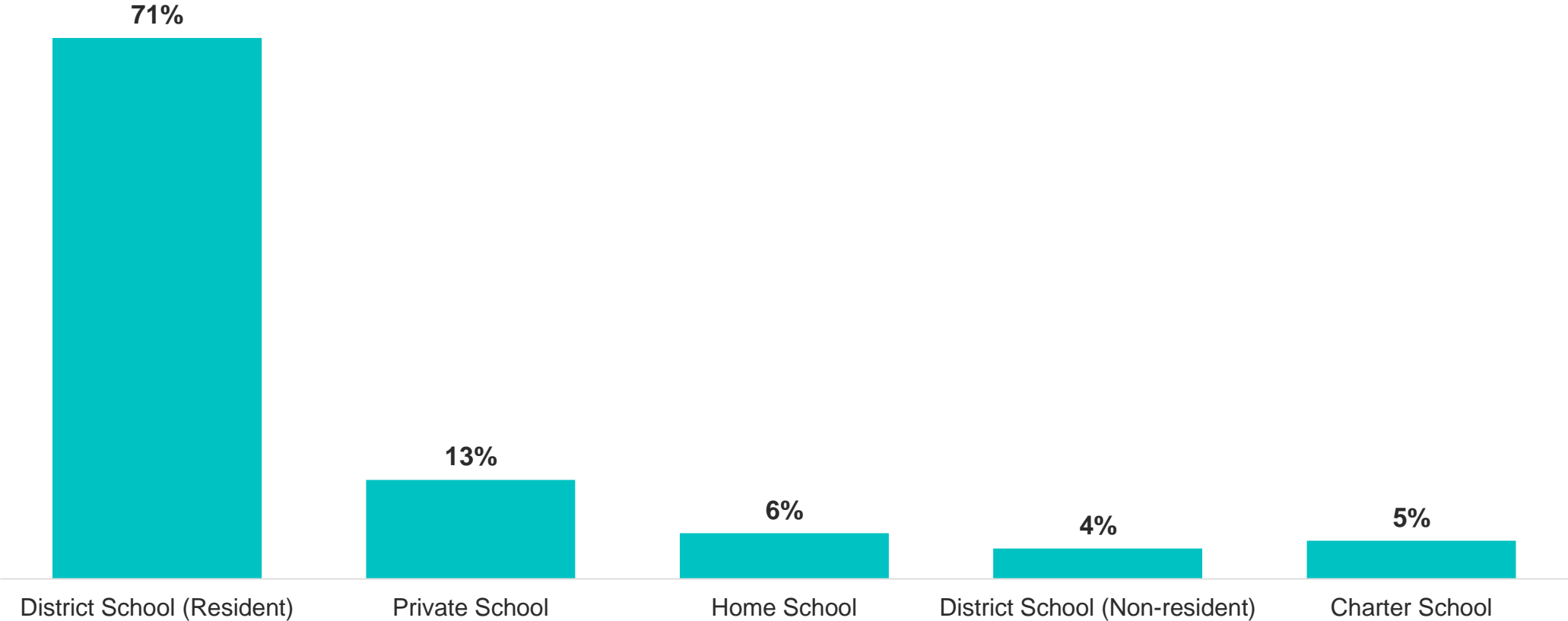
## Parent groups based on estimated school type attendance for the 2023-2024 school year



*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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