



edCHOICE

THE PUBLIC, PARENTS,
AND K-12 EDUCATION

A National Polling Report
June 2024

KEY FINDINGS

1. Almost half of parents reported their child participating in athletics programs in June, the highest participation out of any activity listed. Culture-focused programs and career preparation had the lowest levels of participation.
2. School switchers are most likely to indicate a change in schools because of bullying, excessive stress/anxiety, or their academic needs not being met at their former school.
3. About 1 in 4 parents say current college/university campus protests changed their thinking “completely” or “a lot” when it comes to what they want their child to do after high school.
4. Nearly two-thirds of parents say it is important for their child’s school to offer advanced academic classes. Private school parents place more importance on these classes compared to district school parents. Private school parents are also more likely than district school parents to agree that schools should eliminate advanced classes in order to mix students together.
5. Just over 40% of parents report having at least one child taking a gifted, advanced, or honors class at their school. Parents of “gifted children” are most likely to say their child currently takes an honors course. About one-third of parents had their “gifted” child participate in an after-school academic program for advanced students.
6. One-third of school parents say they would be “extremely” or “very” likely to move their child to a different school if their school eliminated academically advanced classes.
7. School parents are much more likely than the general public to have donated to K-12 schooling in the last year. One-third of adults who donated gave \$200 or more.
8. Over 70% of charitable donations related to K-12 schooling were given to public schools. Almost 80% of donations to religious schools were for Catholic or Protestant schools.
9. Overall support levels for choice-based policies remain high among school parents and the general public:
 - Education savings accounts (ESAs) – 78% / 71%
 - School vouchers – 73% / 61%
 - Charter schools – 72% / 67%
 - Open enrollment – 80% / 71%

Methodology

This poll was conducted between June 5-7, 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 2.44 percentage points..

AGENDA

VIEWS ON K-12 EDUCATION

SCHOOLING AND EXPERIENCES

K-12 CHOICE POLICIES

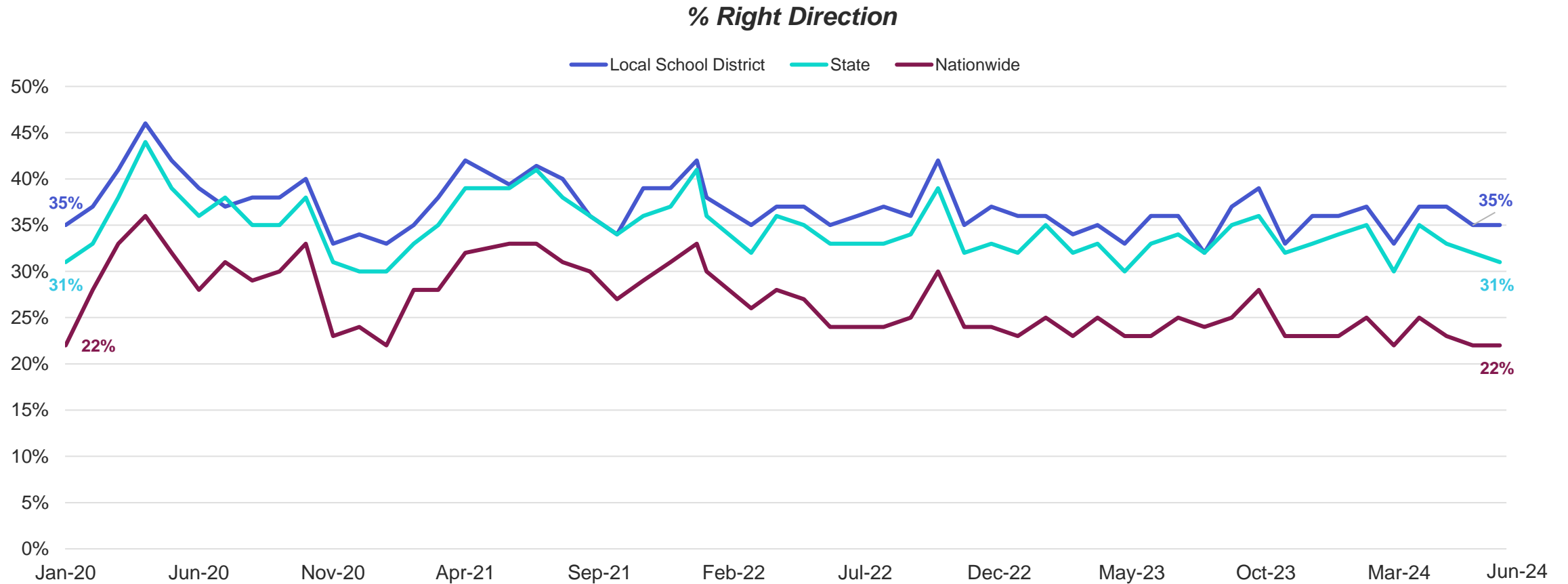
SURVEY PROFILE AND DEMOGRAPHICS



The public's optimism towards the direction of K-12 education remained steady in June.

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

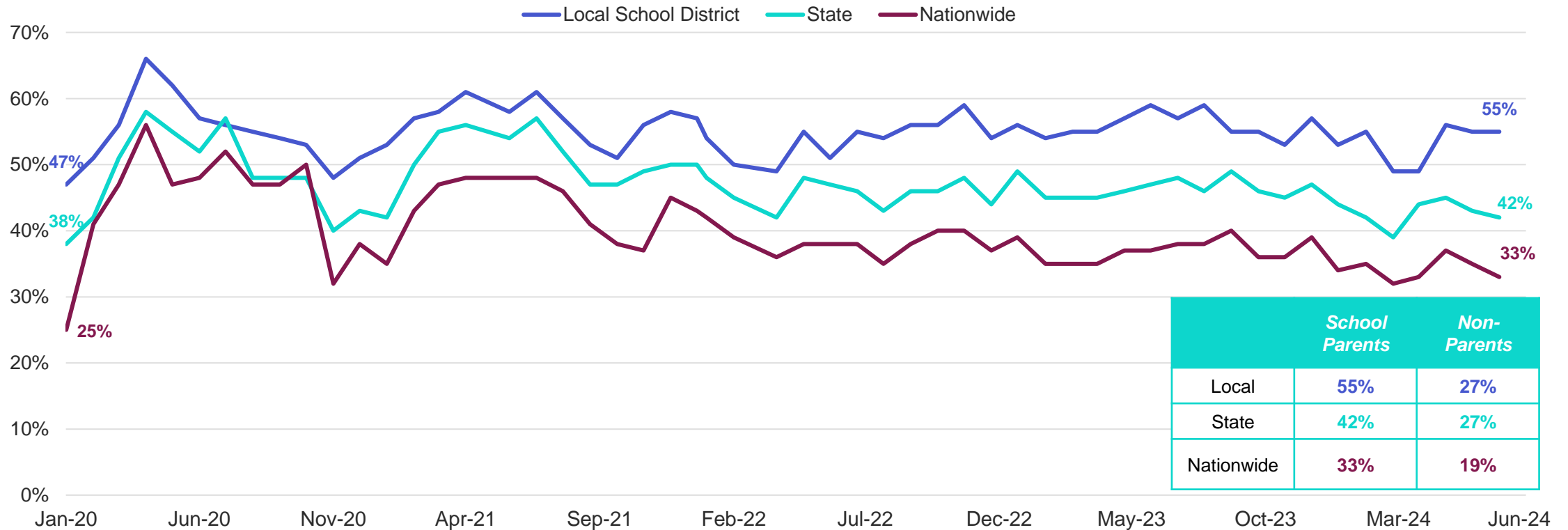


Parents' positivity about K-12 education nationwide fell slightly in June. Large opinion gaps continue to persist between school parents and non-parents.

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 **39%**

-  Core academic subjects (56%)
-  To become independent thinkers (45%)
-  Socialization (44%)
-  Skills for future employment (42%)
-  How to be good citizens (41%)
-  Values, moral character, religious virtues (32%)
-  To fix social problems (14%)

Grades 9-12

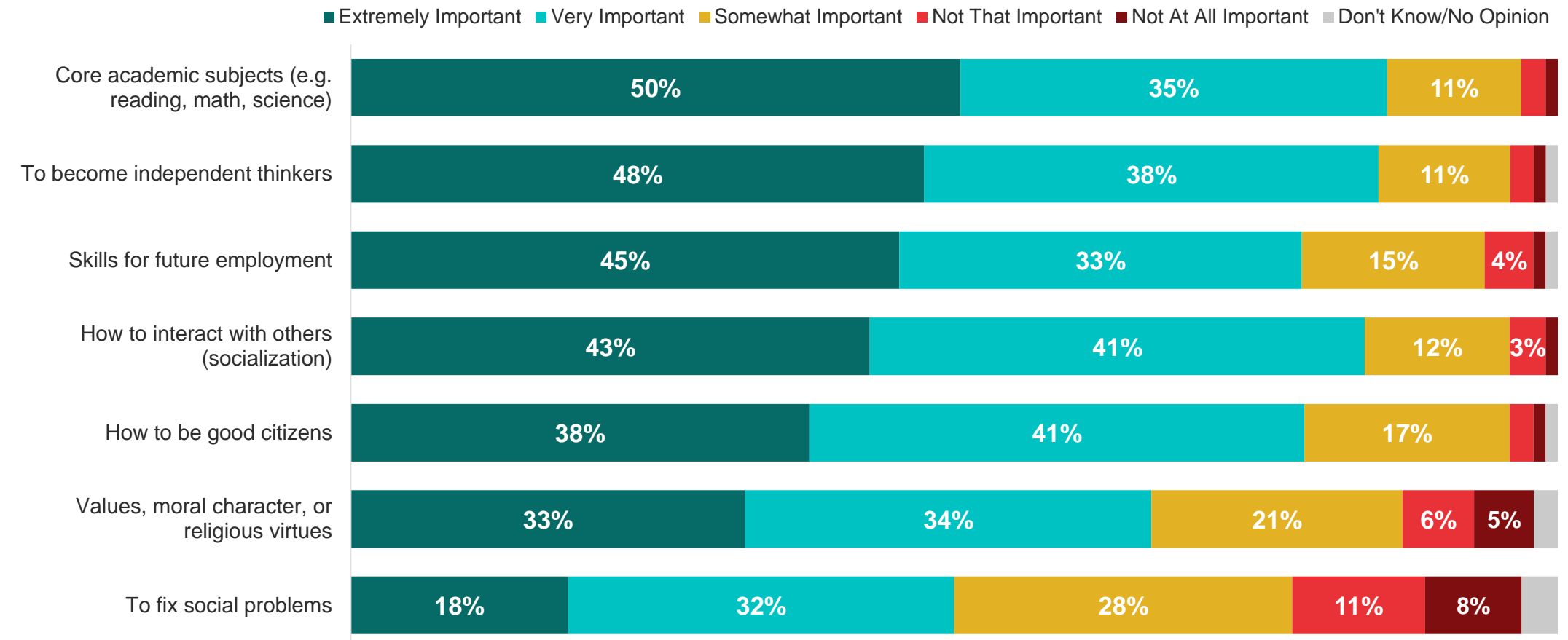
Average % selected Extremely Important **46%**

-  Skills for future employment (62%)
-  Core academic subjects (56%)
-  To become independent thinkers (55%)
-  How to be good citizens (50%)
-  Socialization (47%)
-  Values, moral character, religious virtues (34%)
-  To fix social problems (17%)

School parents are most likely to say core academic subjects are extremely important for K-8 education. Fixing social problems ranks as the lowest priority.

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...

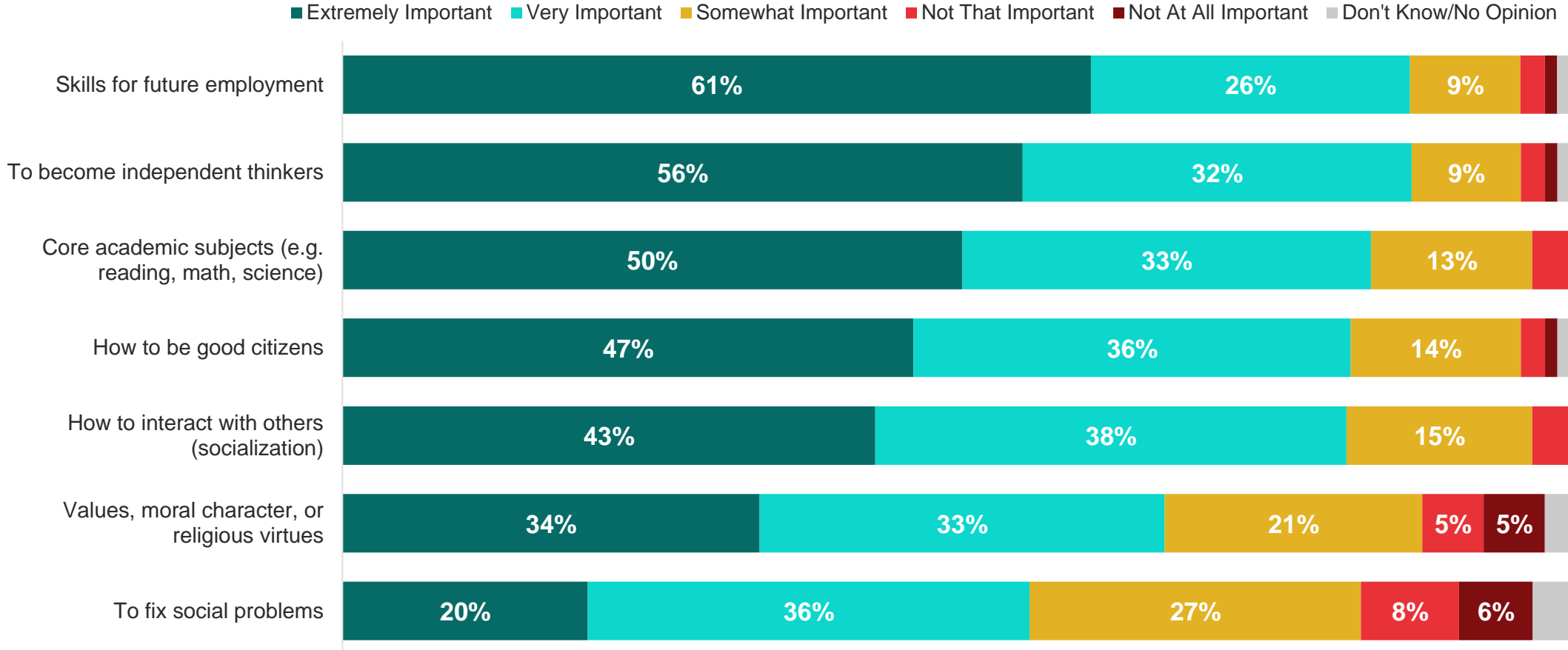
School Parents



School parents are most likely to say 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 June 5, 2024 – June 7, 2024, among U.S. adults

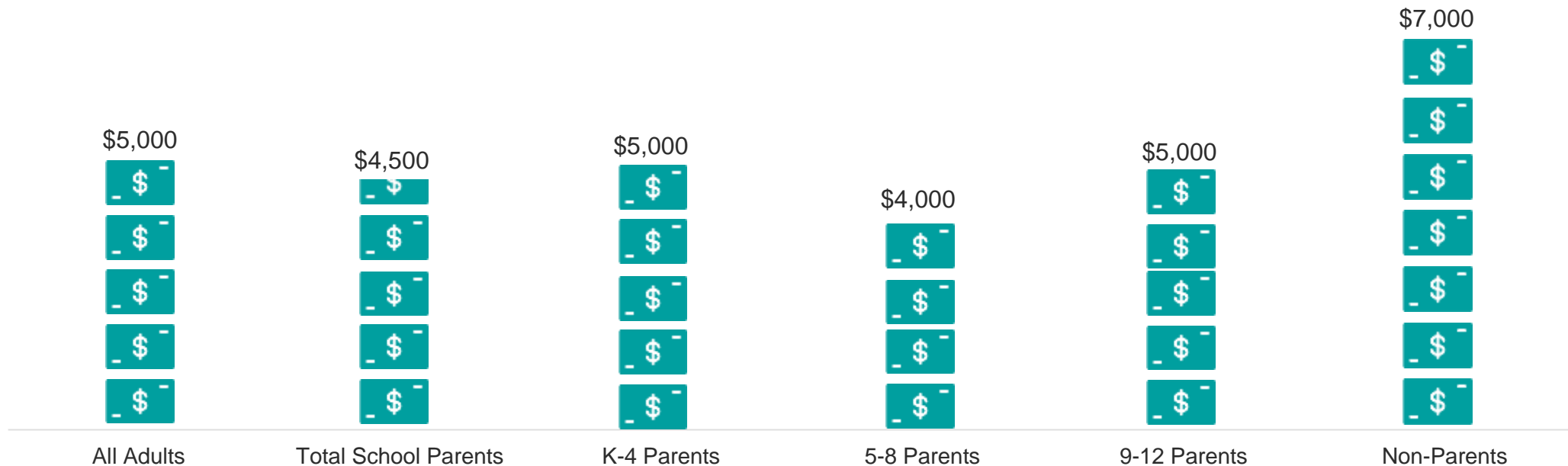
The general public and school parents greatly underestimate per-student spending in public schools.

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

FY22 State Actuals	
Maximum	\$29,284
Mean	\$15,591
Minimum	\$9,496



The general 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 19 point and 17 points, respectively.

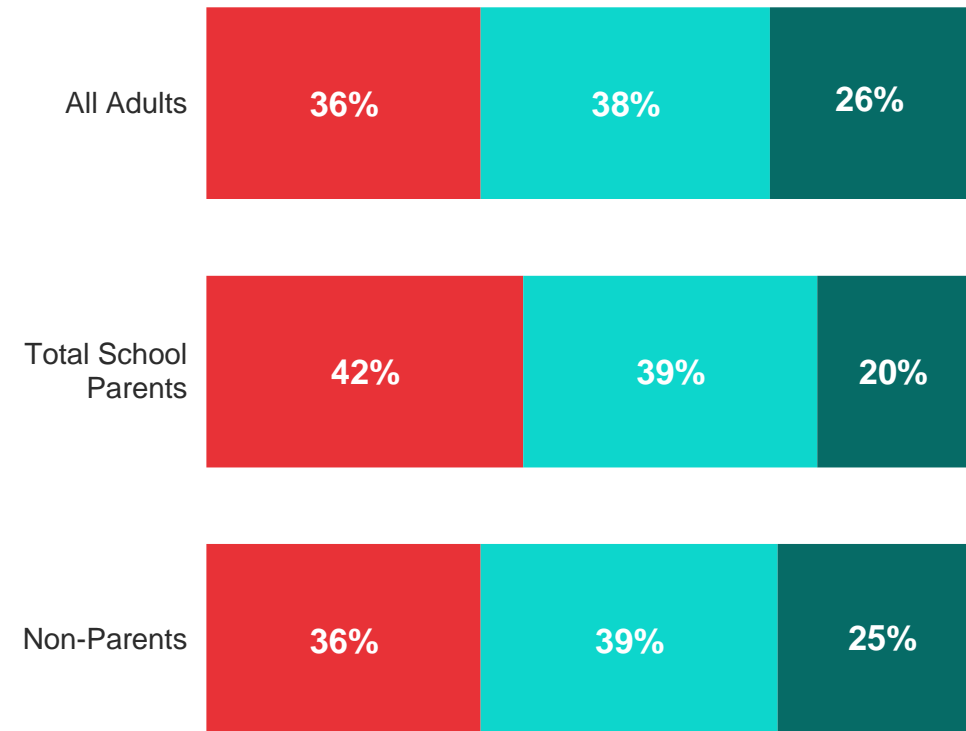
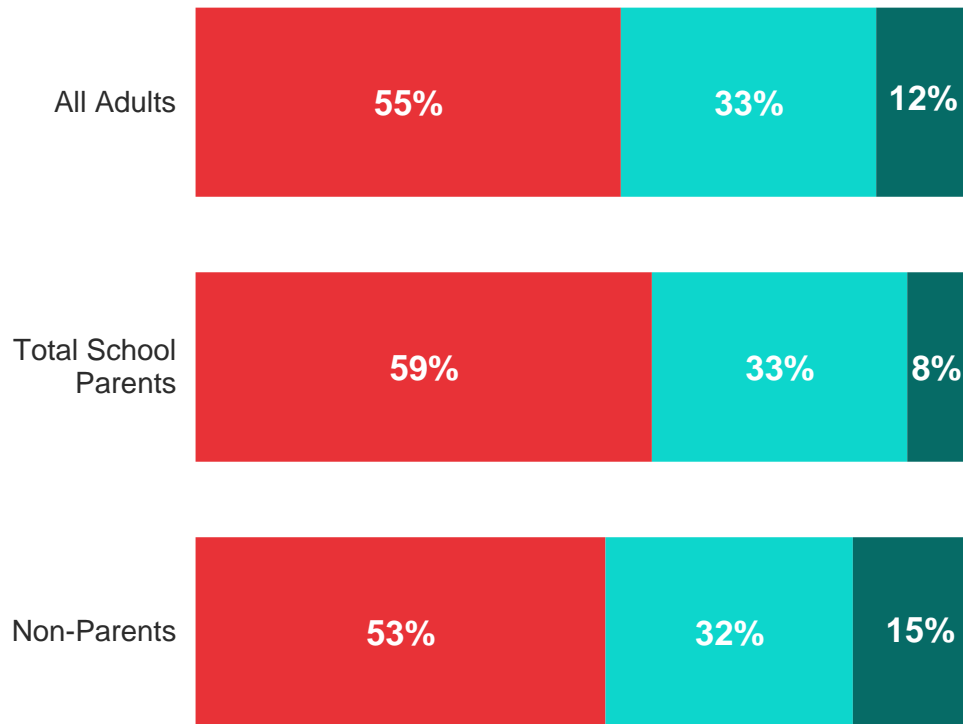
Do you believe public school funding in [STATE] is:

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

■ Too Low ■ About Right ■ Too High

Without Information

With Information

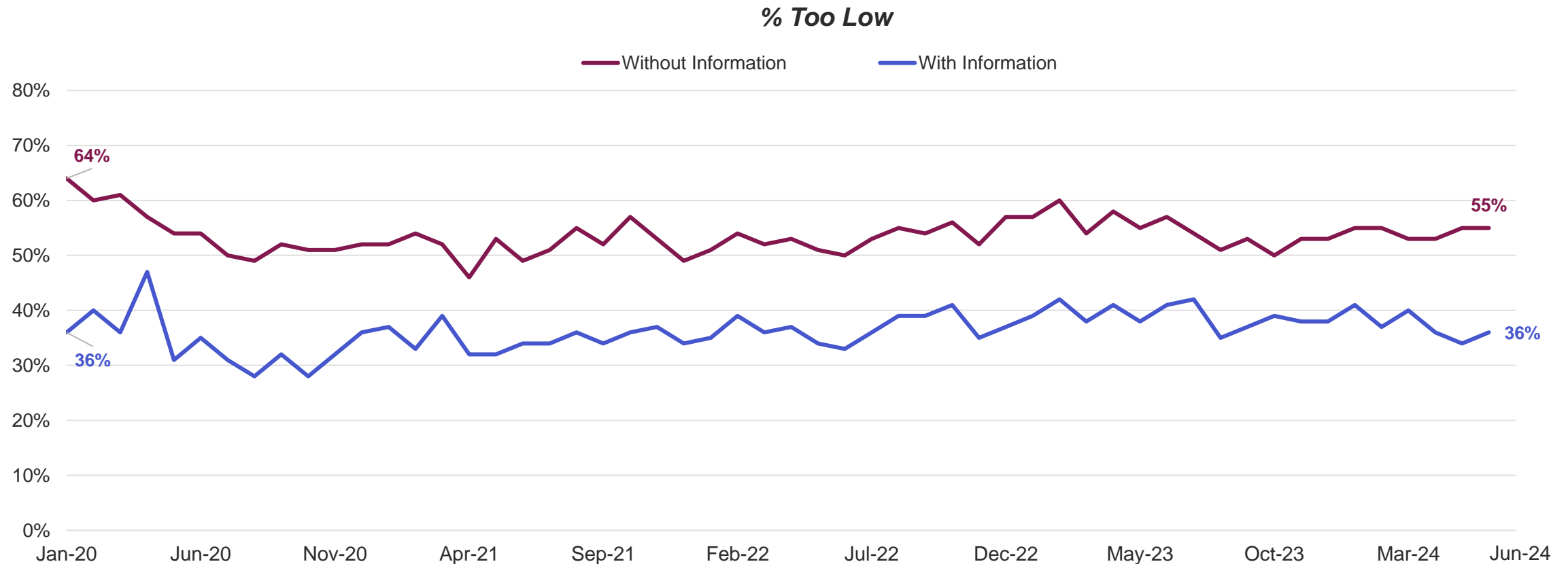


Providing respondents with a government-reported spending statistic consistently decreases their tendency to say school spending is “too low.”

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



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K-12 CHOICE POLICIES

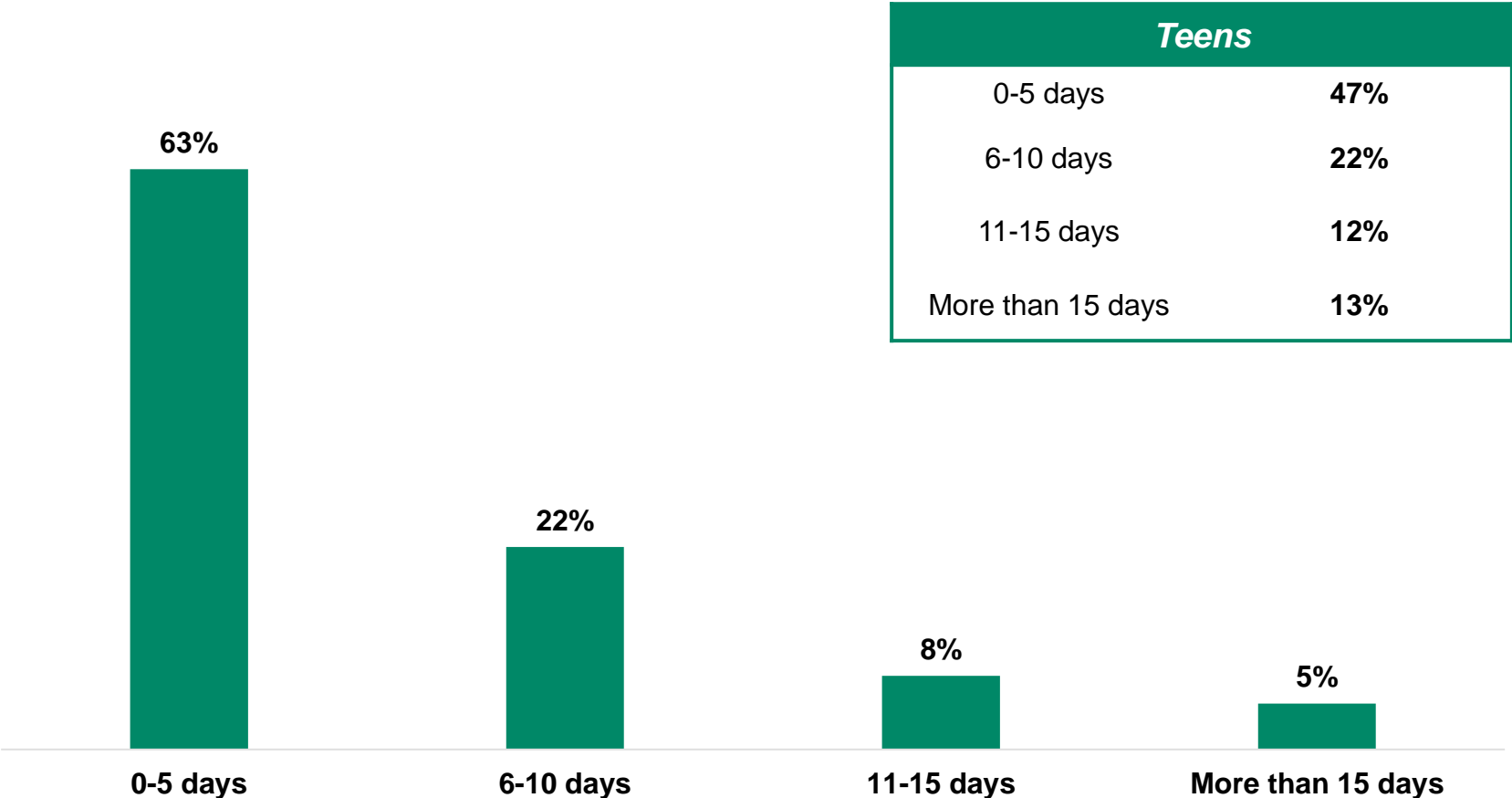
SURVEY PROFILE AND DEMOGRAPHICS



Only 5% of parents say their child has missed more than 15 days of school this year. That is fewer absences than teens self-reported in March.

Thinking about this school year, how many WHOLE DAYS of school has youngest/oldest child missed and been absent?

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.

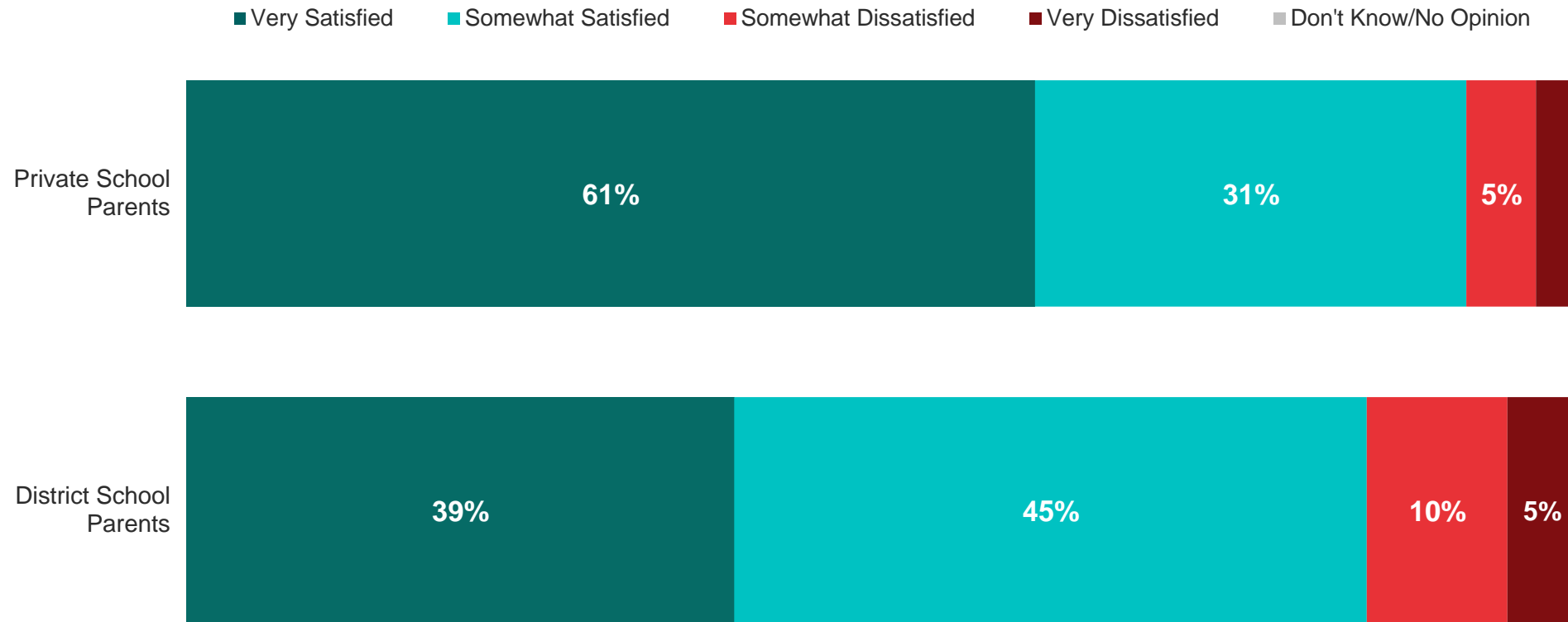
Note: *Teens data comes from March 2024 U.S. Teens Report

Source: Survey conducted June 5, 2024 – June 7, 2024, among U.S. adults

Private school parents are much more likely to say that they are “very satisfied” with their child’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

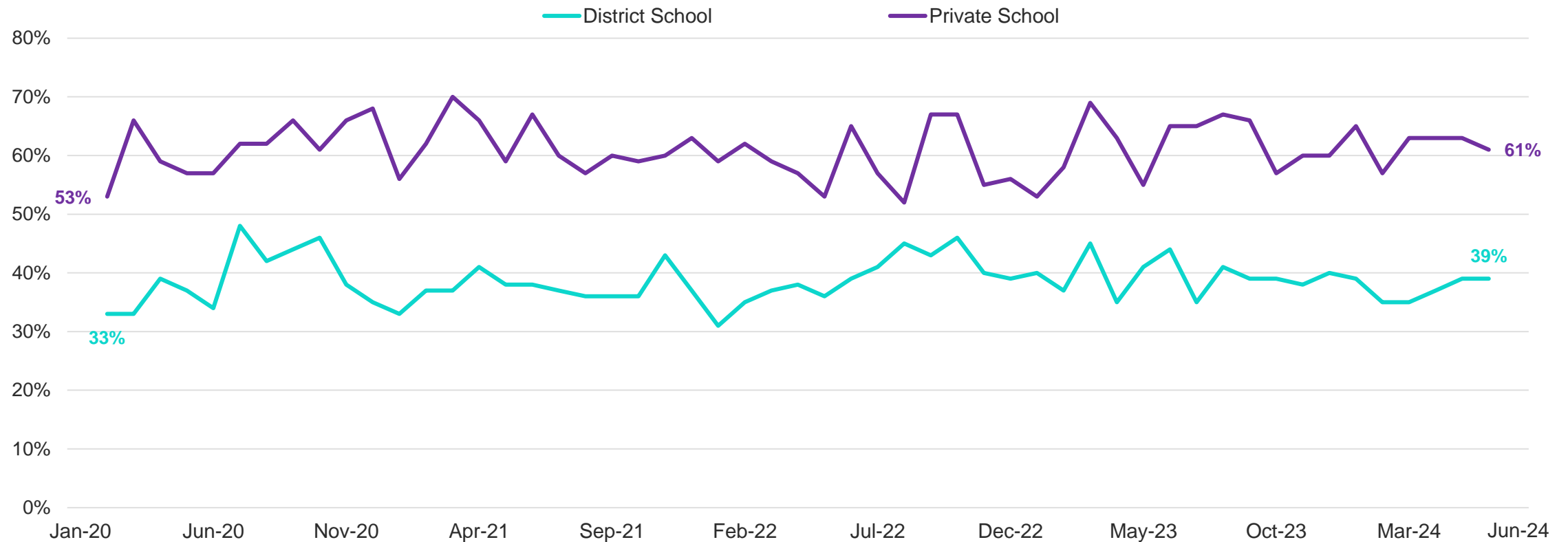


Parents are consistently more likely to say they are “very satisfied” with private schools than public district schools.

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.

Public district school parents are most likely to cite location as the main reason for choosing a school. Private school parents are more likely to cite safety or academic quality as their main reasons.

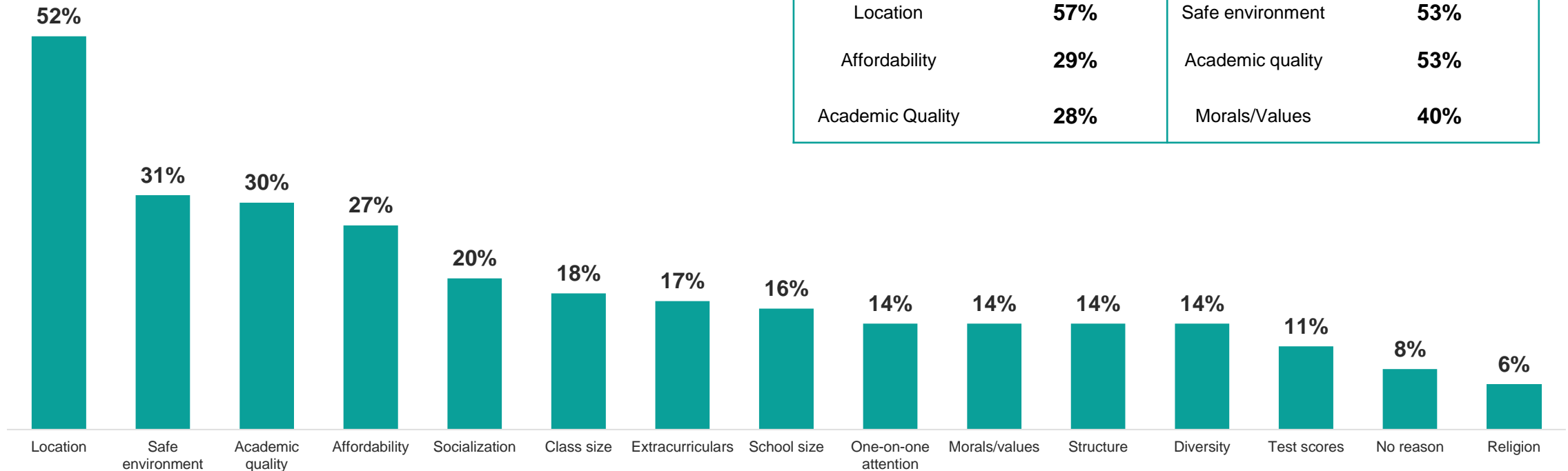
Why is your youngest/oldest child enrolled in that school type? Please select the most important reason(s).

School Parents

% Selected

Top 3 Reasons
% Selected

	District School Parents	Private School Parents
Location	57%	Safe environment 53%
Affordability	29%	Academic quality 53%
Academic Quality	28%	Morals/Values 40%



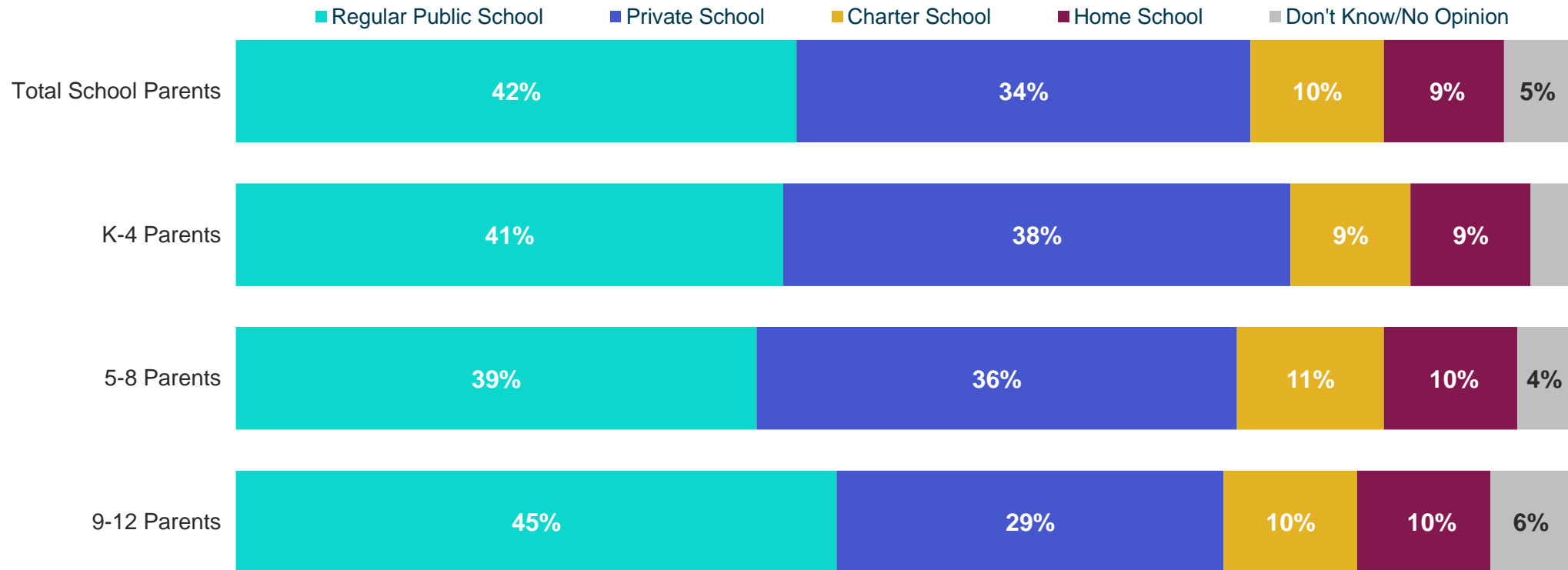
Note: Results are composite numbers between those who were asked about their youngest child and those who were asked about their oldest child.

Source: Survey conducted June 5, 2024 – June 7, 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?

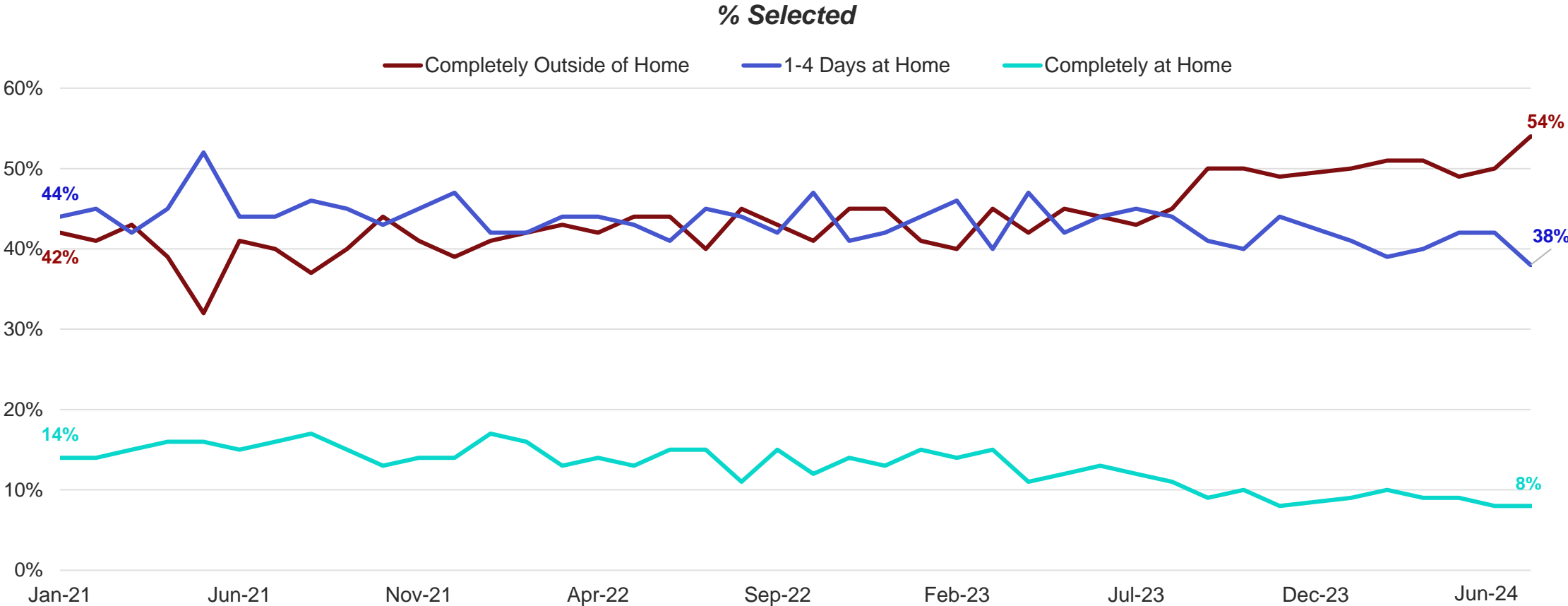
School Parents



Nearly half of parents would prefer having their child learn at home at least one day per week. More than half (54%) say they want schooling outside the home - a new high in our series.

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

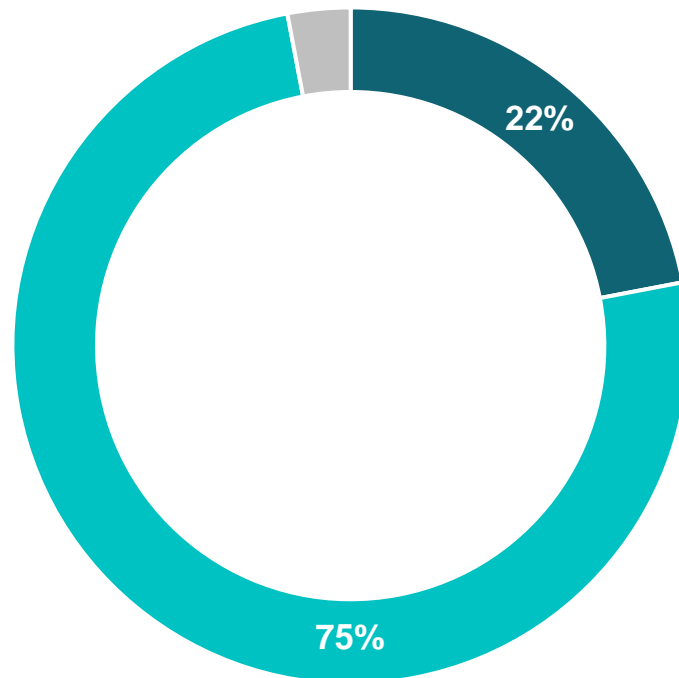


Just over 1 in 5 parents indicate that their child has switched from one school type to another. School switching is highest among private school, special education, and special needs parents.

Besides moving from grade school to middle school or middle school to high school, has your youngest/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	36%
Special Needs	28%
Special Education	27%

Bottom % Yes

Low Income: <\$50k	19%
District School	18%
Rural Area	17%

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

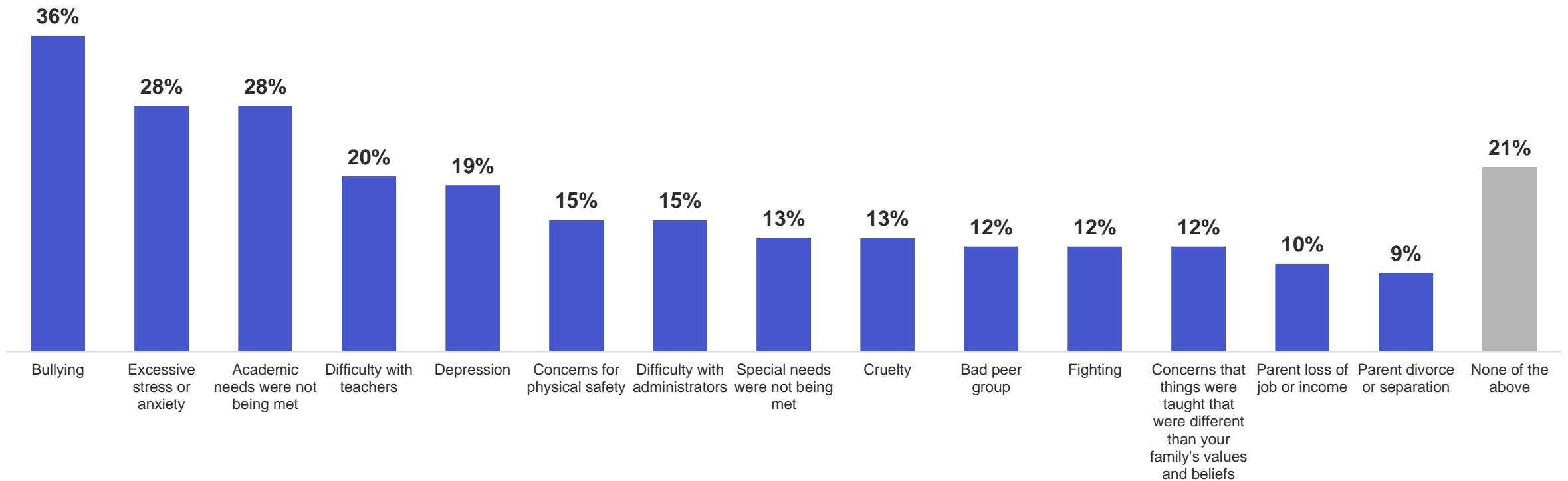
Source: Survey conducted June 5, 2024 – June 7, 2024, among U.S. adults

School switchers are most likely to indicate a change in schools because of bullying, excessive stress/anxiety, or their academic needs not being met at their former school.

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 June 5, 2024 – June 7, 2024, among U.S. adults

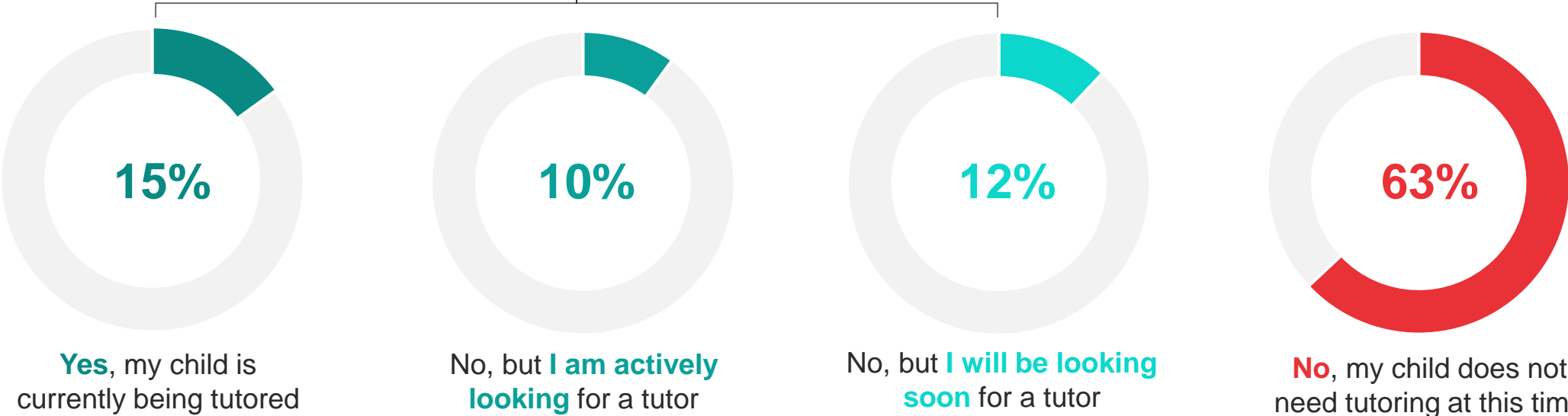
In June, over a third of parents are currently using a tutor or are interested in tutoring for their children – a slight decrease since May.

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

School Parents

37% (-2 points vs. May)

currently have a tutor or looking for a tutor



Source: Survey conducted June 5, 2024 – June 7, 2024, among U.S. adults

In June, interest in tutoring was highest among special education and special needs parents. It was lowest among small town parents and parents living in the Midwest.

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	37%
Special Education	58%
Special Needs	55%
Private School	54%
Black	51%
Urban	51%
Male	49%
Hispanic	46%

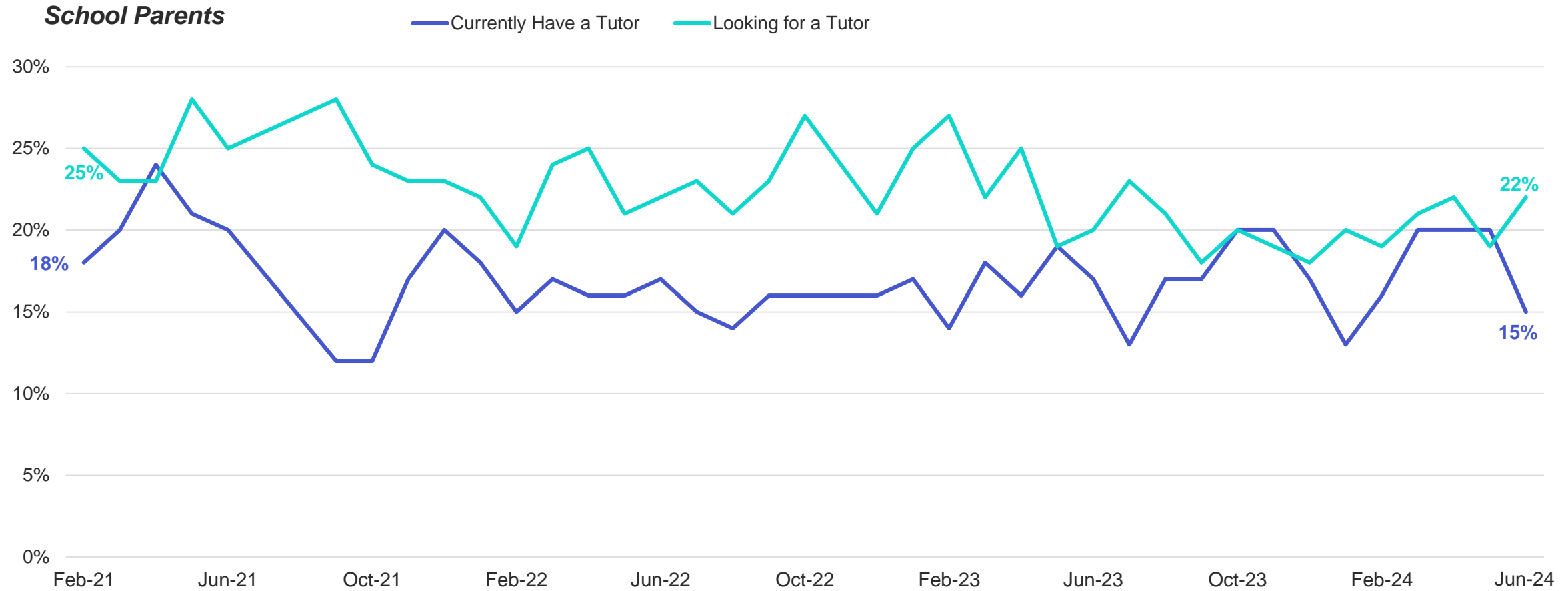
Groups **least** likely to be looking for / already having tutoring

Non-Hispanic White	32%
Suburban	32%
Gen X	30%
Rural	30%
Female	28%
Midwest	27%
Small town	24%

Source: Survey conducted June 5, 2024 – June 7, 2024, among U.S. adults

The percentage of school parents who report having a tutor for their child fell in June, though school parents looking for a tutor has increased.

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

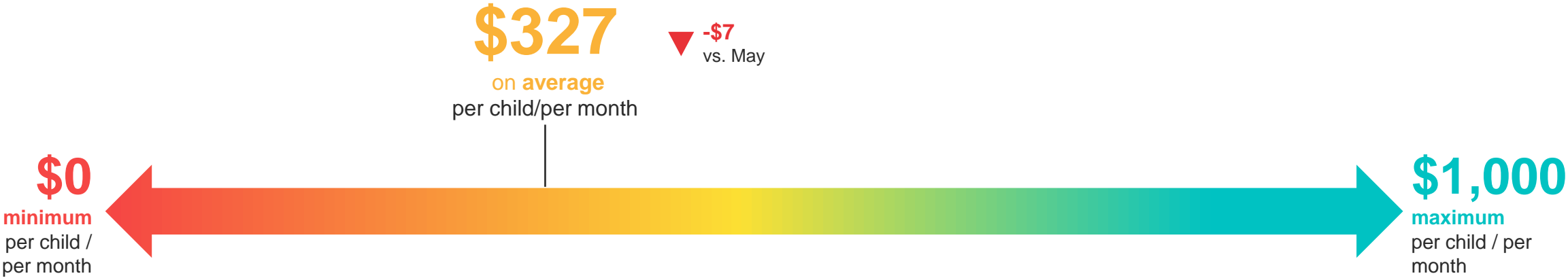


Note: Question was not asked in July 2021 and August 2021.

In June, the amount parents were willing to spend on tutoring fell slightly to about \$325 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

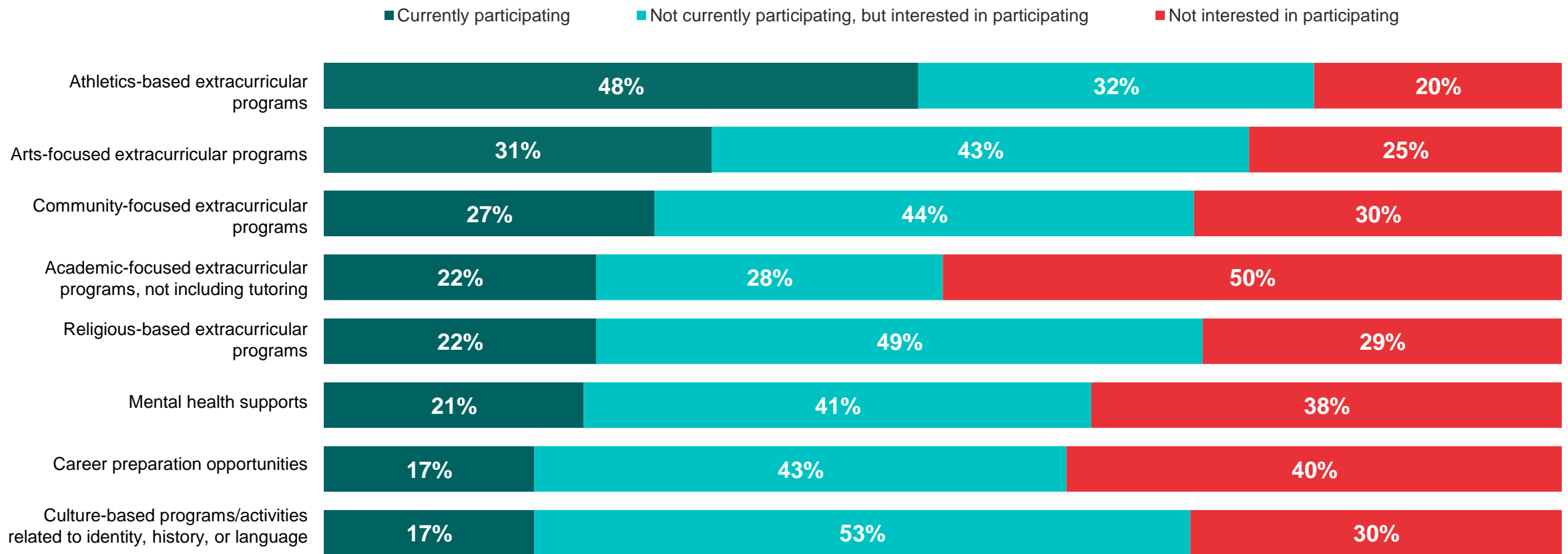


Source: Survey conducted June 5, 2024 – June 7, 2024, among U.S. adults

Almost half of parents reported their child participating in athletics programs in June, the highest participation out of any activity listed. Culture-focused programs and career preparation had the lowest levels of participation.

Some families choose to supplement their child's education, either with additional instruction or signing up their child in activities outside of regular school hours. Which of the following describes your child's or children's participation in the following supplemental activities?

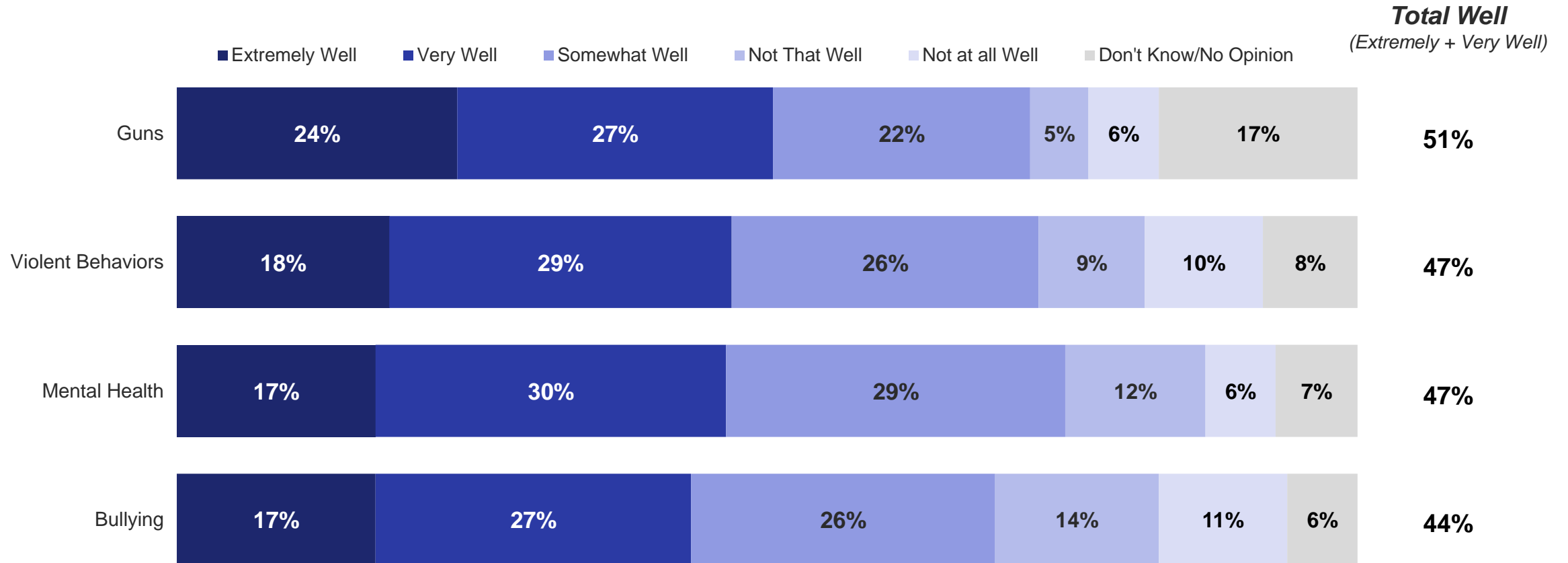
School Parents



Roughly half of school parents feel their child’s school handles the following four important safety issues at least very well. However, one-fourth say their schools address bullying “not that well” or “not at all well.”

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

School Parents

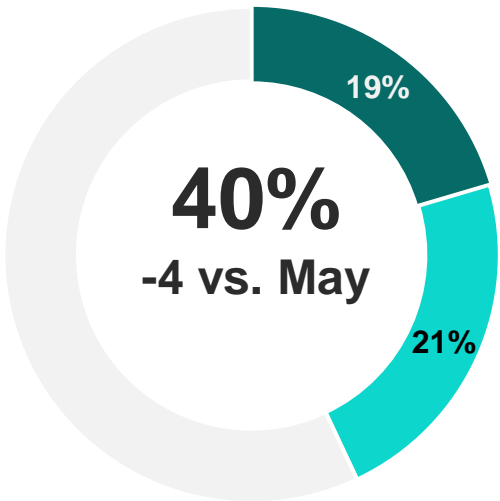


In June, 40% of parents were concerned about a violent intruder entering their child's school. This proportion has fallen since May.

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

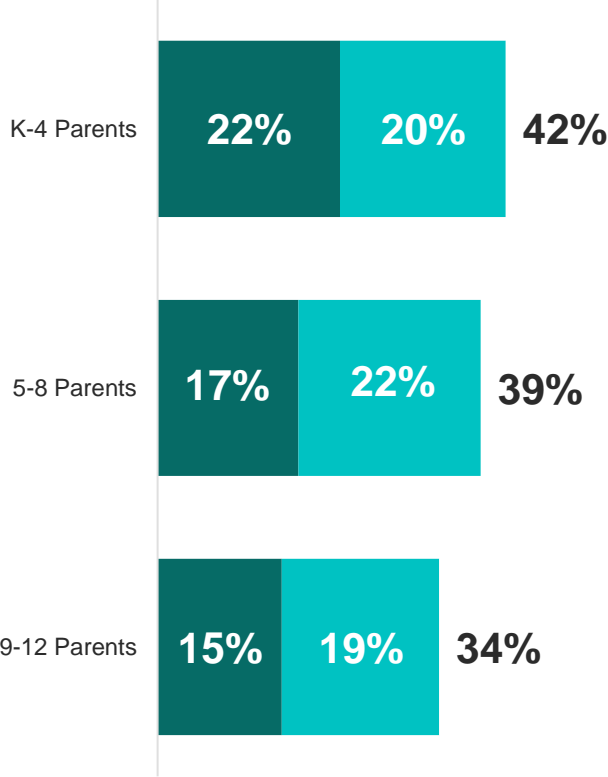
School Parents

Extremely Concerned Very Concerned



School Parents

Total Concern
(Extremely + Very Concerned)

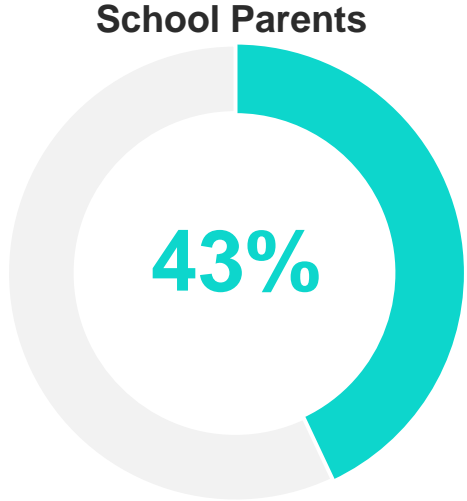


Source: Survey conducted June 5, 2024 – June 7, 2024, among U.S. adults

Just over 40% 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	6%
3	1%
4+	1%

% of parents with at least one "gifted" child

K-4 Parents	38%
5-8 Parents	46%
9-12 Parents	54%

Top % with at least one "gifted" child

Private School	58%
Education: Bachelors+	55%
High Income: \$100k+	52%
Hispanic	51%
Male	47%

Bottom % with at least one "gifted" child

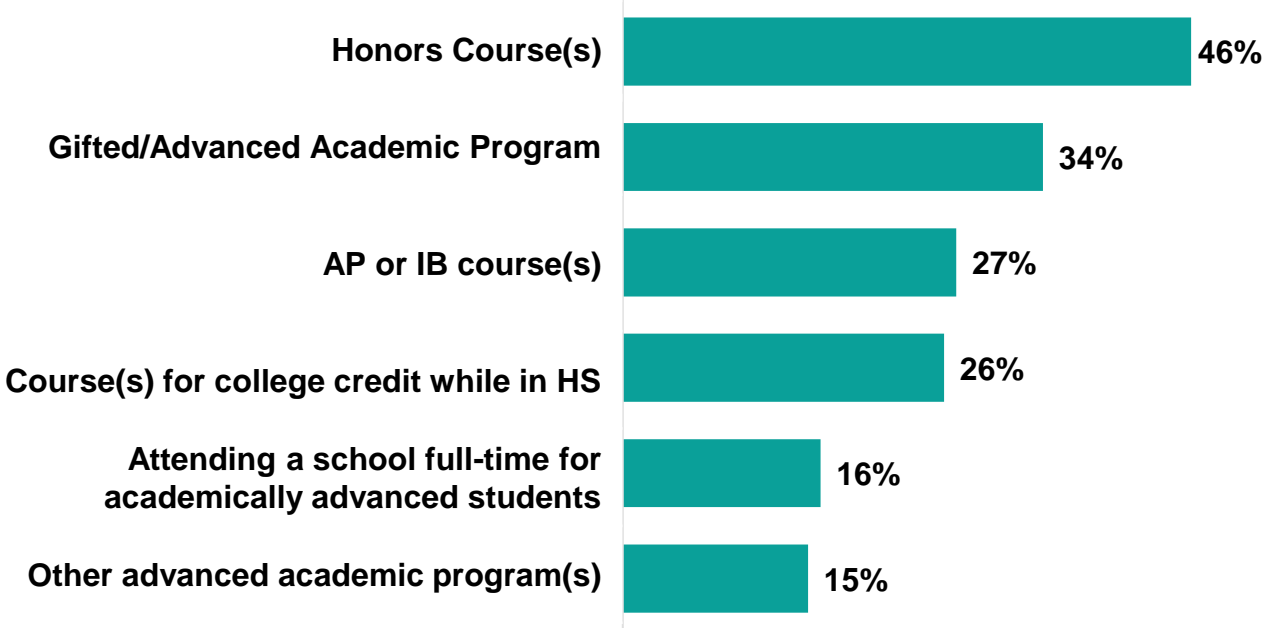
Midwest	38%
Education: <College	36%
Low Income: <\$50k	34%
Rural	34%
Small town	33%

Source: Survey conducted June 5, 2024 – June 7, 2024, among U.S. adults

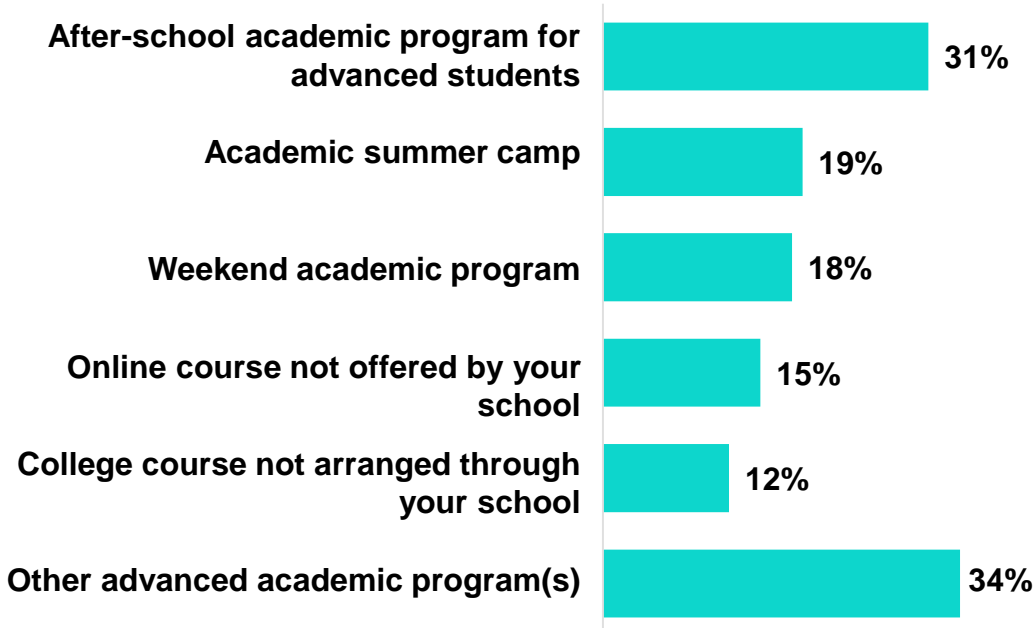
Parents of “gifted children” are most likely to say their child currently takes an honors course. About one-third of parents had their “gifted” child participate in an after-school academic program for advanced students.

Among those School Parents who have at least one “gifted” child (N=563)

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 June 5, 2024 – June 7, 2024, among U.S. adults

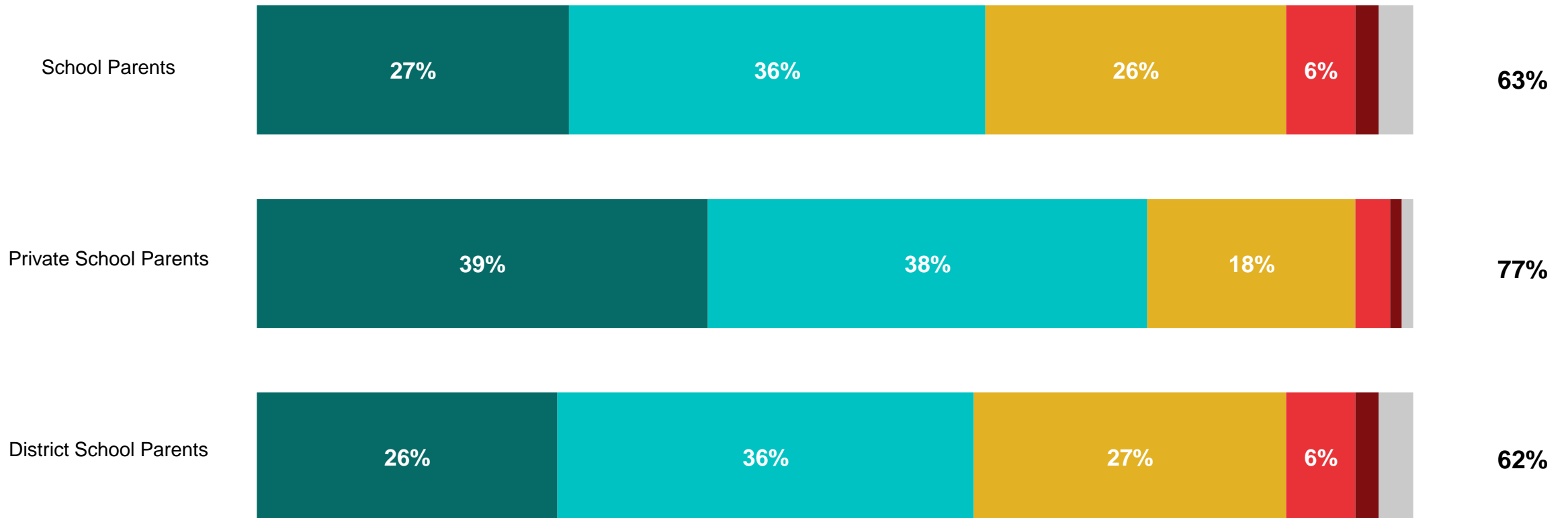
Nearly two-thirds of parents say it is important for their child’s school to offer advanced academic classes. Private school parents place more importance on these classes compared to district school parents.

How important is it that your child’s school offers advanced academic classes?

School Parents

Extremely Important Very Important Somewhat Important Not That Important Not At All Important Don't Know/No Opinion

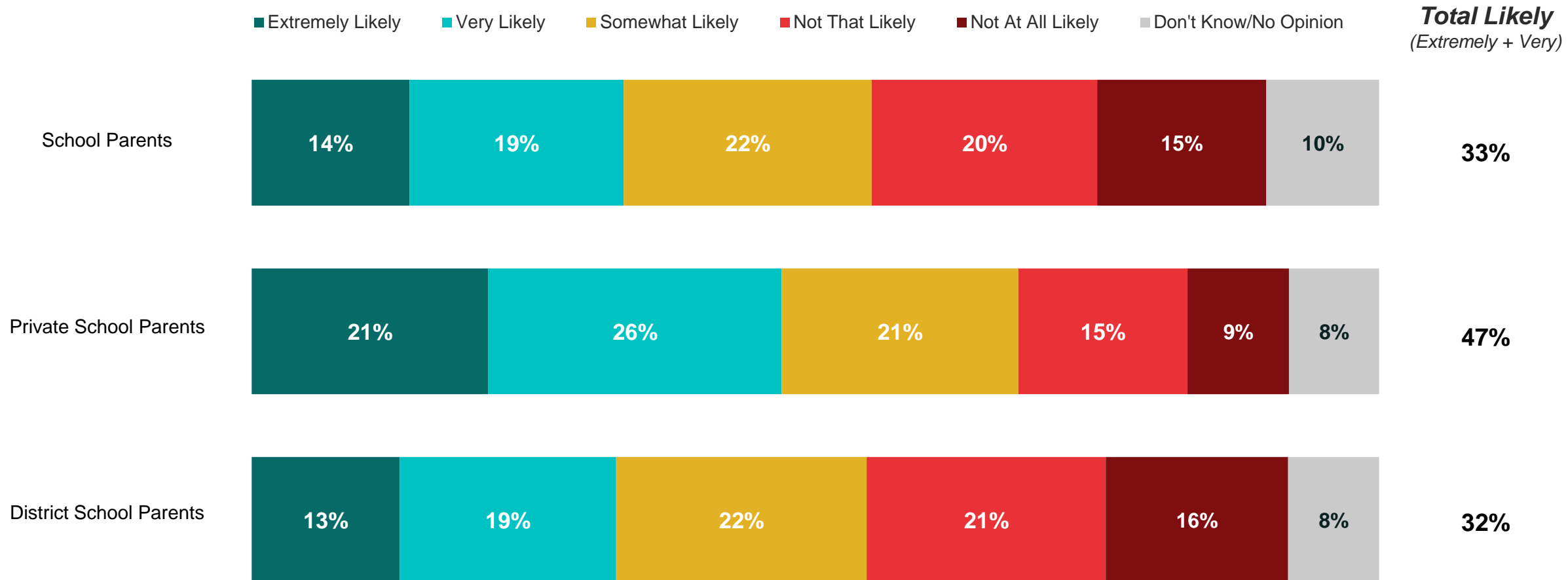
Total Important
(Extremely + Very)



One-third of school parents say they would be “extremely” or “very” likely to move their child to a different school if their school eliminated academically advanced classes.

If your child's school eliminated academically advanced classes, how likely is it that you would move your child to a different school?

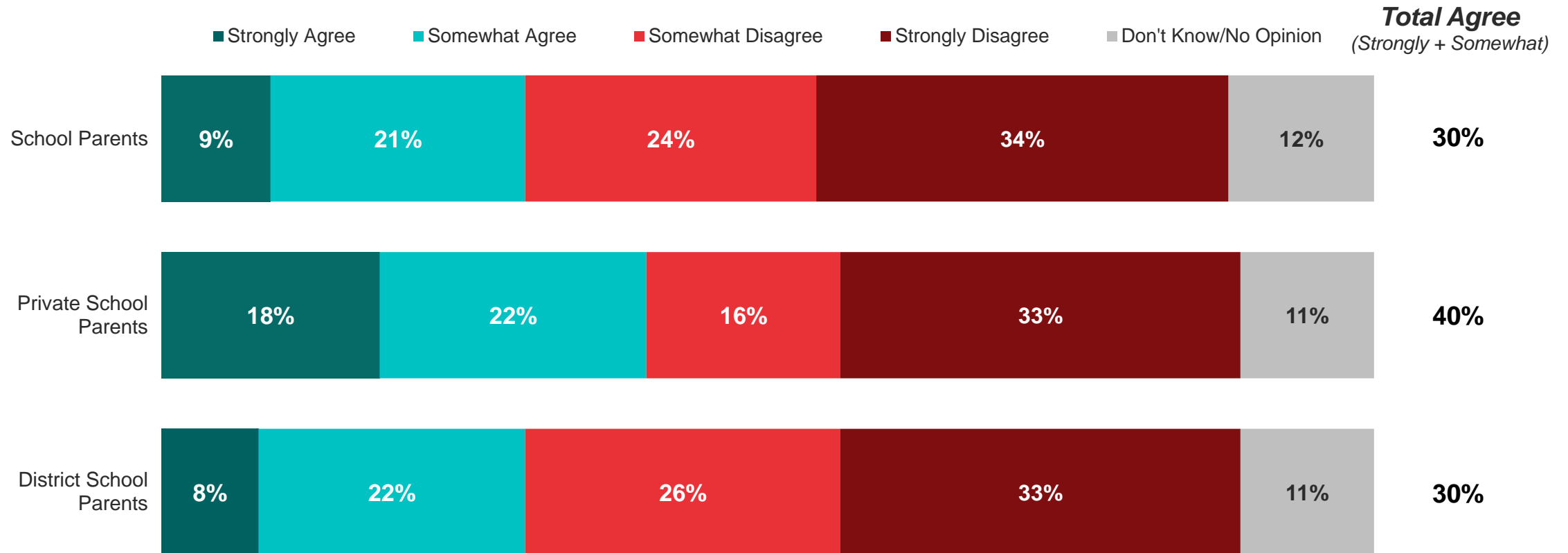
School Parents



The majority of school parents disagree that schools should eliminate advanced classes in order to mix students together.

To what extent do you agree or disagree that schools should eliminate academically advanced classes and have all students mixed together in the same classes?

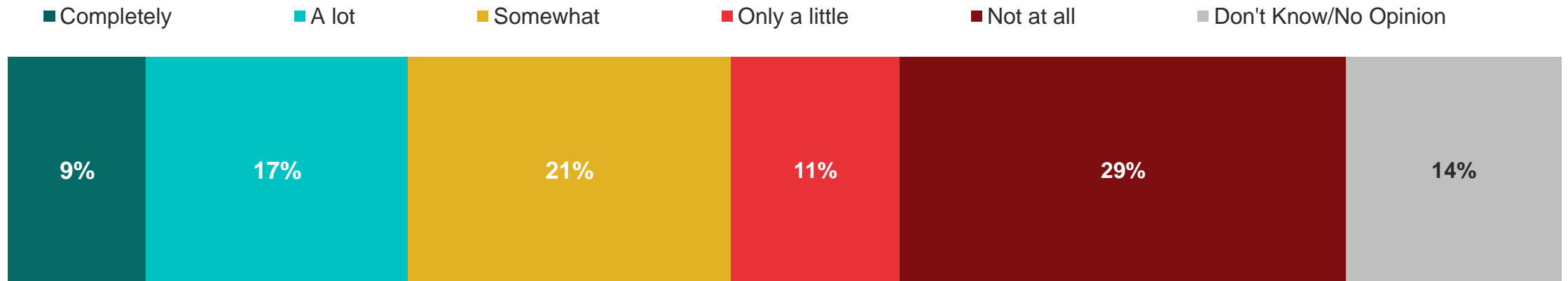
School Parents



About 1 in 4 parents say current college/university campus protests changed their thinking “completely” or “a lot” when it comes to what they want their child to do after high school.

To what extent, if at all, have the current protests on college/university campuses changed your thinking about what you would like your child/children to do after high school?

School Parents



Parents have mixed views on college/university campus protests. They are slightly more likely to say the current protests have negatively changed their views of higher education.

To what extent positively or negatively, if at all, have the current protests on college/university campuses changed your views of higher education?

School Parents

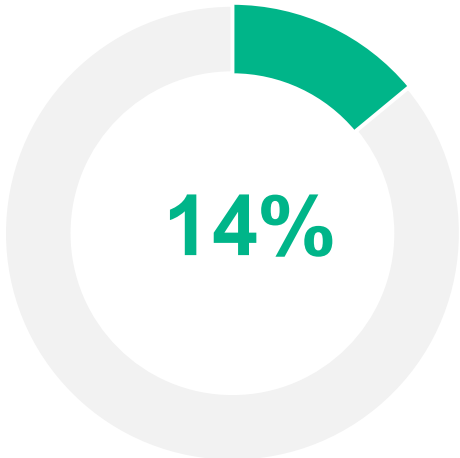
■ Strongly Positive ■ Somewhat Positive ■ No change in my views ■ Somewhat Negative ■ Strongly Negative ■ I'm not aware of the campus protests ■ Don't Know/No Opinion



School parents are much more likely than adults to have donated to K-12 schooling in the last year. One-third of adults who donated gave \$200 or more.

Have you or members of your family given a charitable donation(s) related to K-12 schooling in the last 12 months?

All Adults

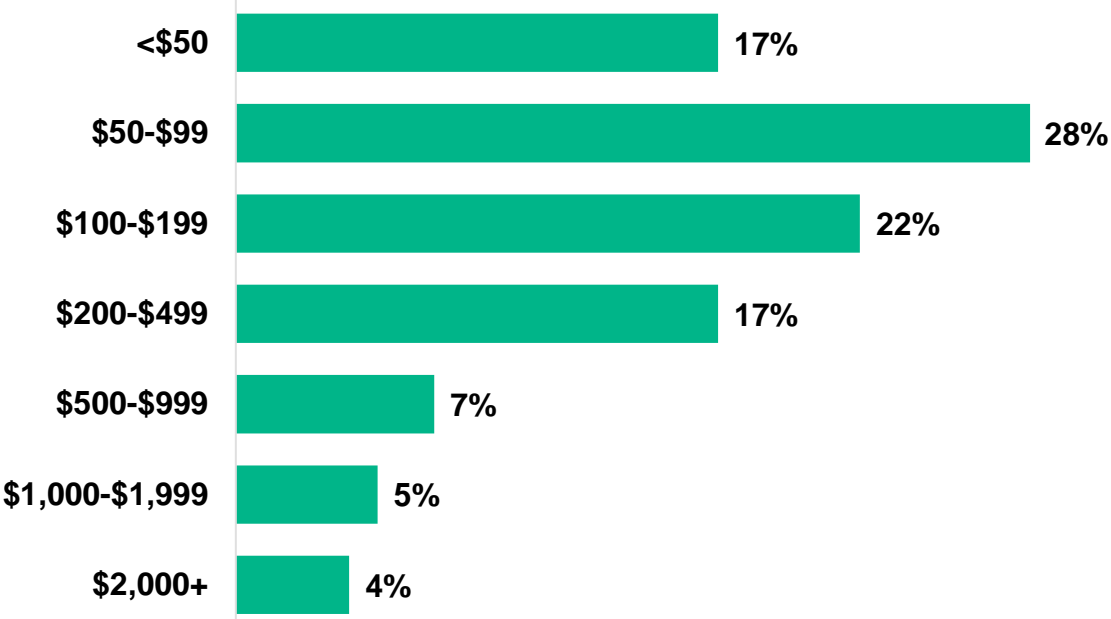


% who have given charitable donations to K-12 schooling

Top % who donated to K-12 schooling

School Parents	29%
High Income: \$100k+	21%
Small town	20%
Millennials	20%
Hispanic	19%

Altogether, what was the total dollar value of all donations you and your family made in the last 12 months towards K-12 schooling?
[Among adults who have given a charitable donation related to K-12 schooling in the last 12 months (N=310)]

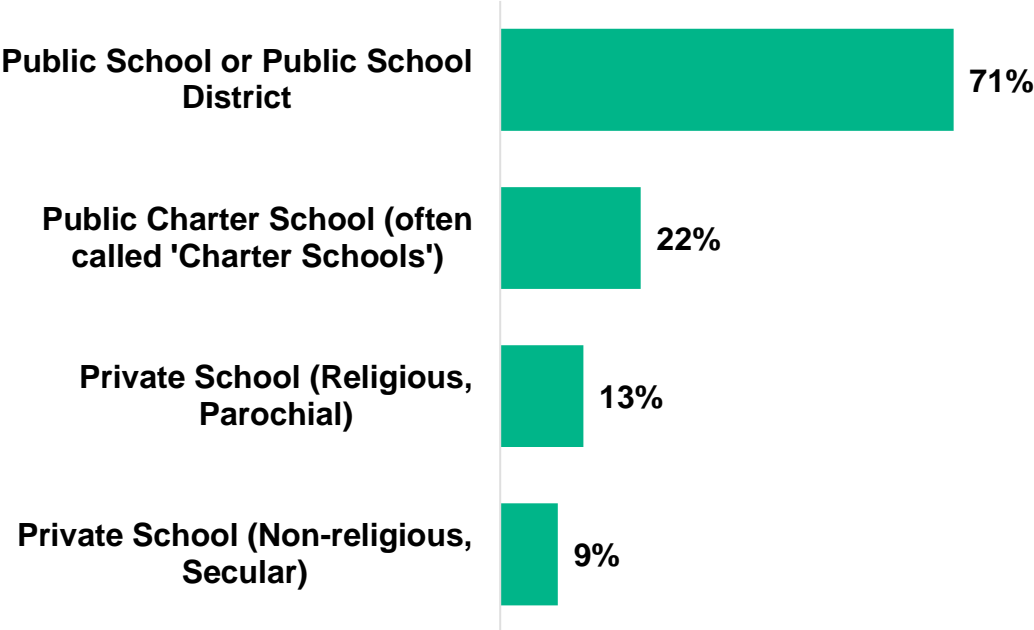


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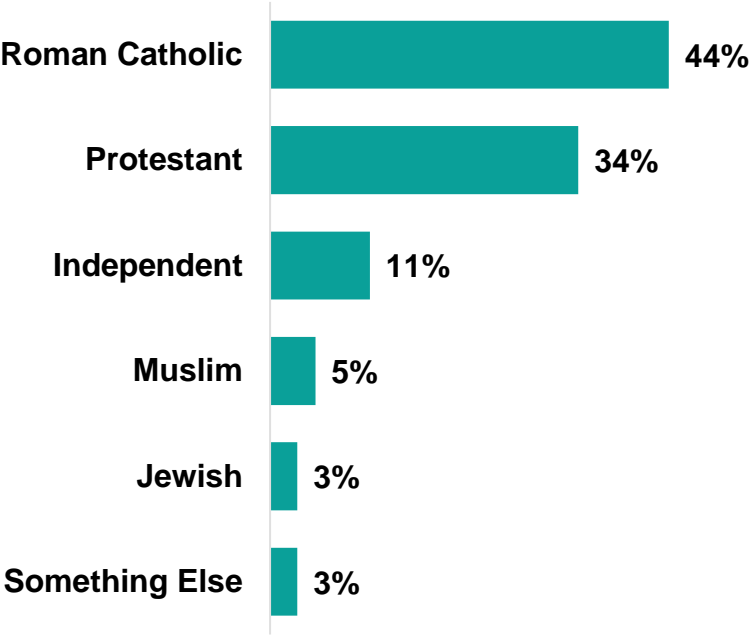
Over 70% of charitable donations related to K-12 schooling were given to public schools. Almost 80% of donations to religious schools were for Catholic or Protestant schools.

Among adults who have given a charitable donation related to K-12 schooling in the last 12 months (N=310)

Please indicate what type of school this donation(s) benefited.
Please select all that apply.



Please indicate what type of religious school this donation(s) benefited.



Source: Survey conducted June 5, 2024 – June 7, 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

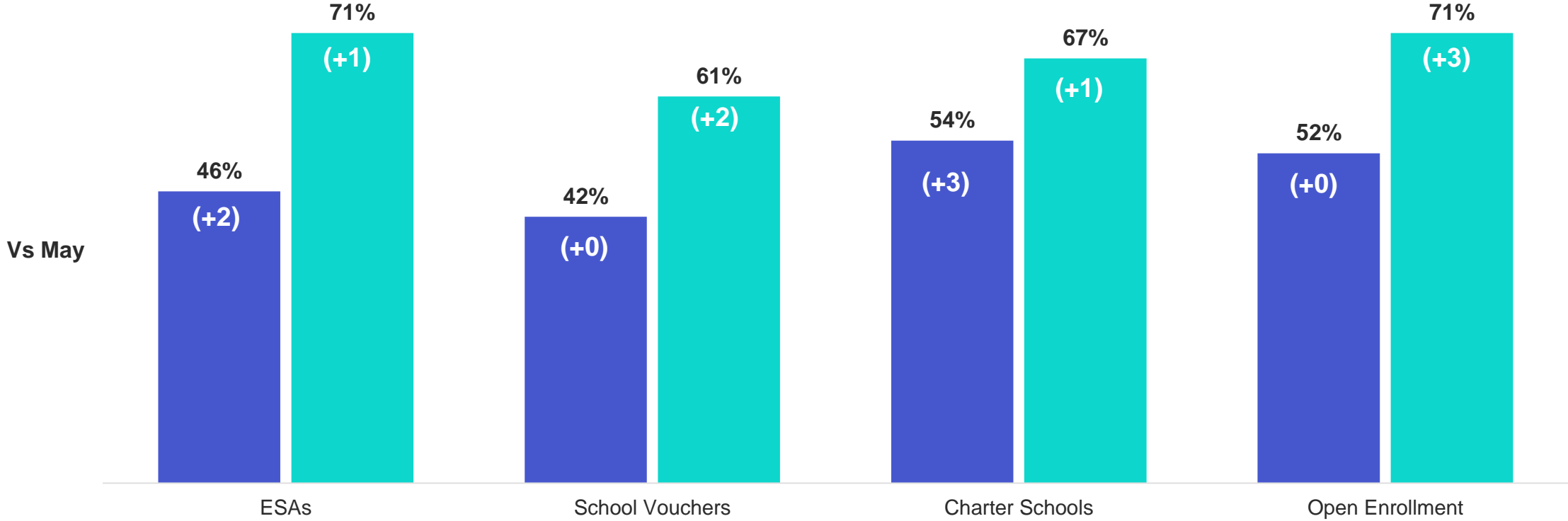
An "open enrollment" policy in K-12 education allows a student enrolled in public school to select and transfer to a public school of their choice, rather than attending a school based on where they live. A student can be allowed to transfer to a public school in another district (called "INTER-district"). 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 higher when given a brief description.

All Adults

Total Support
(Strongly Support + Somewhat Support)

■ No Description ■ With Description



Vs May

Source: Survey conducted June 5, 2024 – June 7, 2024, among U.S. adults

In June, support for ESAs was highest among school parents and high-income adults. Support was lowest among 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	71%
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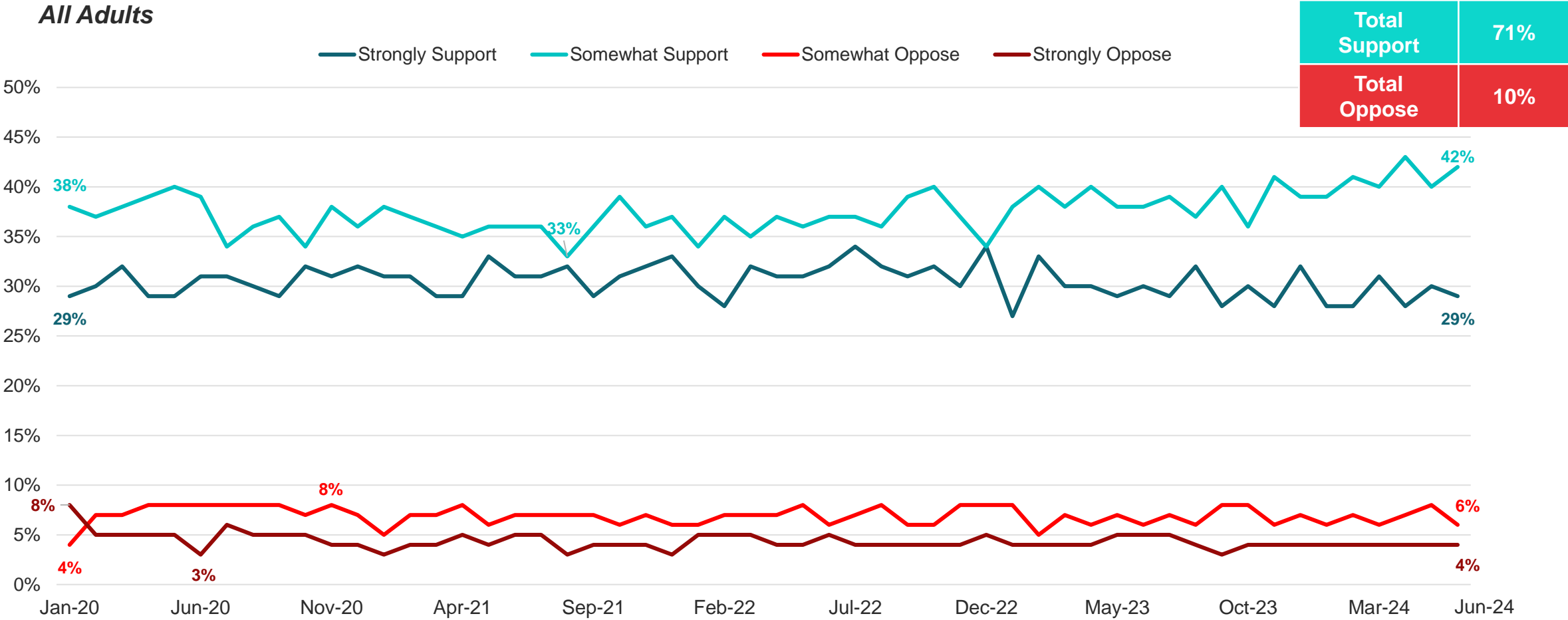
Groups most supportive		Groups least supportive	
School Parents	78%	Midwest	71%
High Income: \$100k+	76%	Independent	70%
Hispanic	76%	West	70%
Liberal	76%	Black	70%
Millennials	75%	Female	69%
Middle Income: \$50k to \$100k	75%	Low Income: <\$50k	68%
Male	74%	Small town	68%
Education: Bachelors+	74%	Rural	65%

Americans' overall support of ESAs remained roughly the same in June. The public is 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?

June 2024

All Adults



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

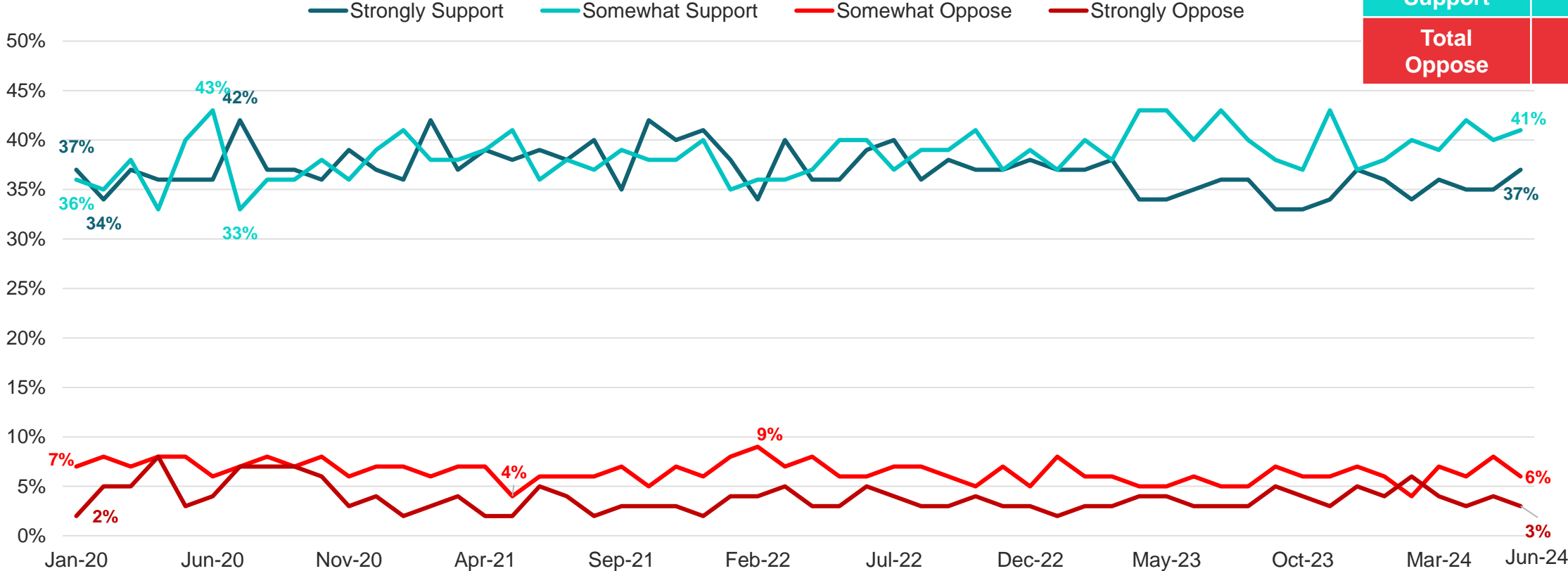
In June, school parents were more than eight times as likely to be strongly supportive of ESAs than to be strongly opposed. Total support increased since last month.

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?

June 2024

School Parents

Total Support	78%
Total Oppose	9%



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

Support for school vouchers was highest among conservatives, school parents, and Republicans. 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	
Conservative	74%	Female	60%
School Parents	73%	Moderate	60%
Republican	70%	Low Income: <\$50k	59%
Black	69%	Suburban	59%
Millennials	67%	Education: Bachelors+	59%
Middle Income: \$50k to \$100k	66%	West	57%
Gen X	66%	Democrat	57%
Northeast	65%	Liberal	52%

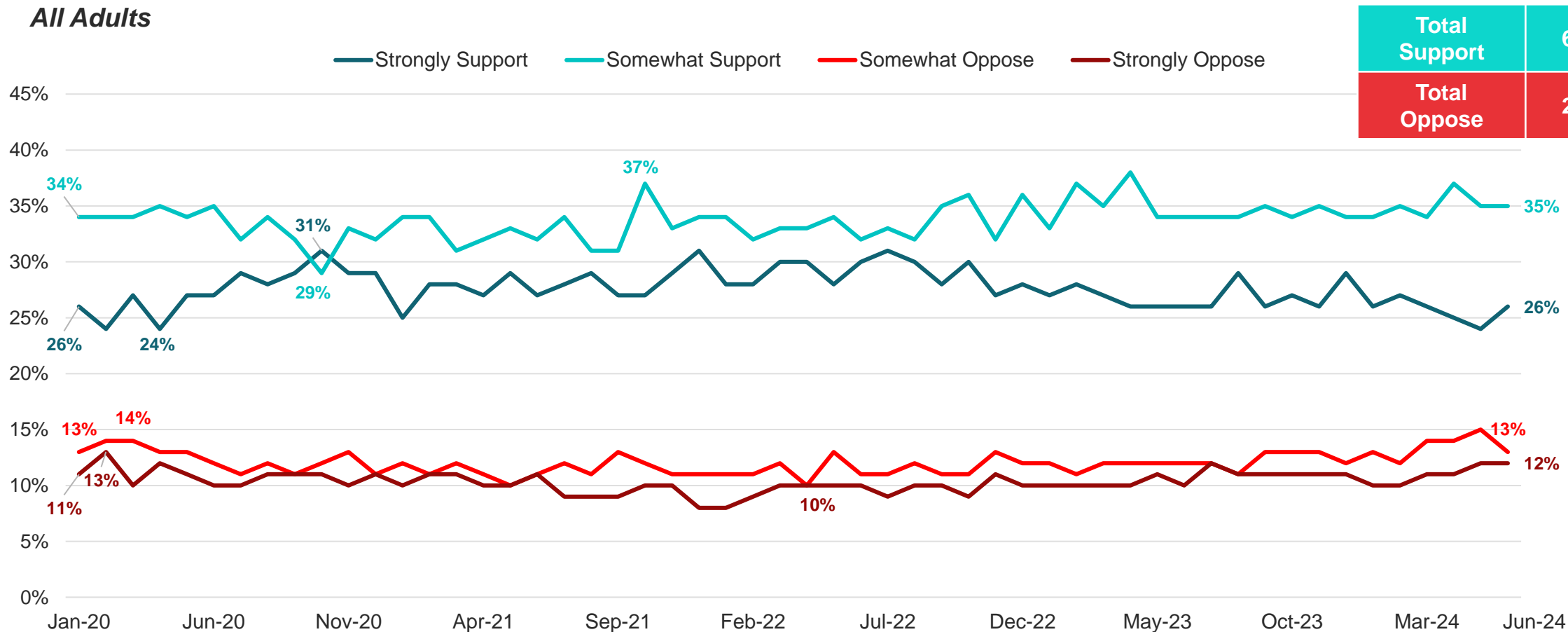
Source: Survey conducted June 5, 2024 – June 7, 2024, among U.S. adults

The public's overall support for school vouchers increased slightly in June. Americans are 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?

June 2024

All Adults



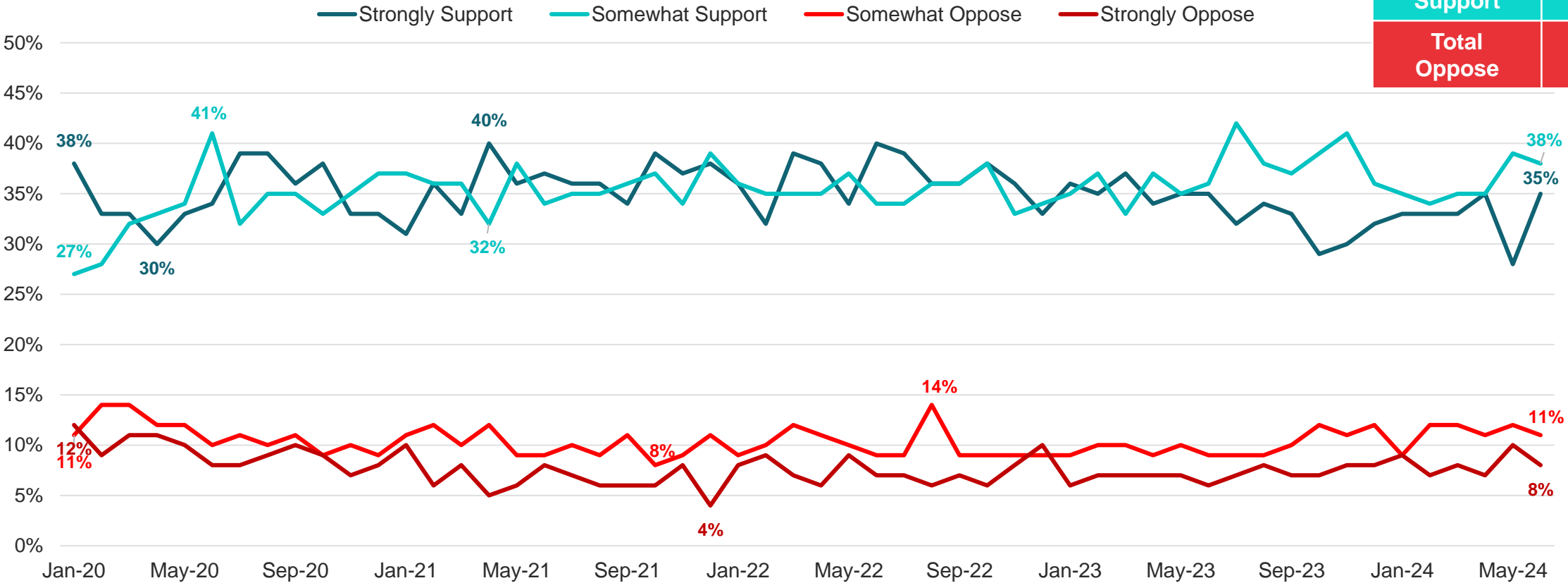
Note: Don't know/No opinion responses are not shown.

In June, support for school vouchers increased among school parents. Parents are almost 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?

June 2024

School Parents



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

Support for charter schools is highest among conservatives, Republicans, and high-income parents. Liberals 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 67%

Groups most supportive		Groups least supportive	
Conservative	78%	Female	64%
Republican	75%	Democrat	65%
High Income: \$100k+	74%	Female	65%
Middle Income: \$50k to \$100k	73%	Midwest	64%
School Parents	72%	Small town	64%
Hispanic	71%	Rural	63%
Northeast	71%	Low Income: <\$50k	62%
Black	70%	Liberal	60%

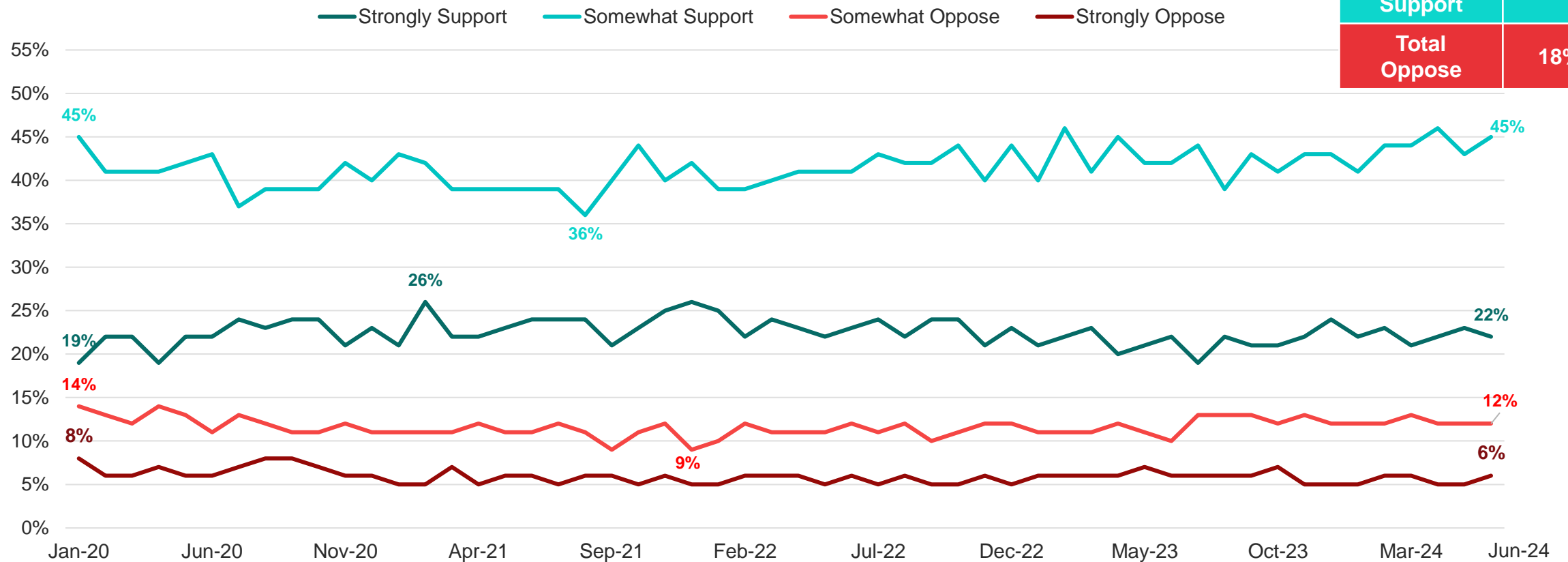
Source: Survey conducted June 5, 2024 – June 7, 2024, among U.S. adults

Americans' overall support for charter schools remained roughly level in June.

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?

June 2024

All Adults



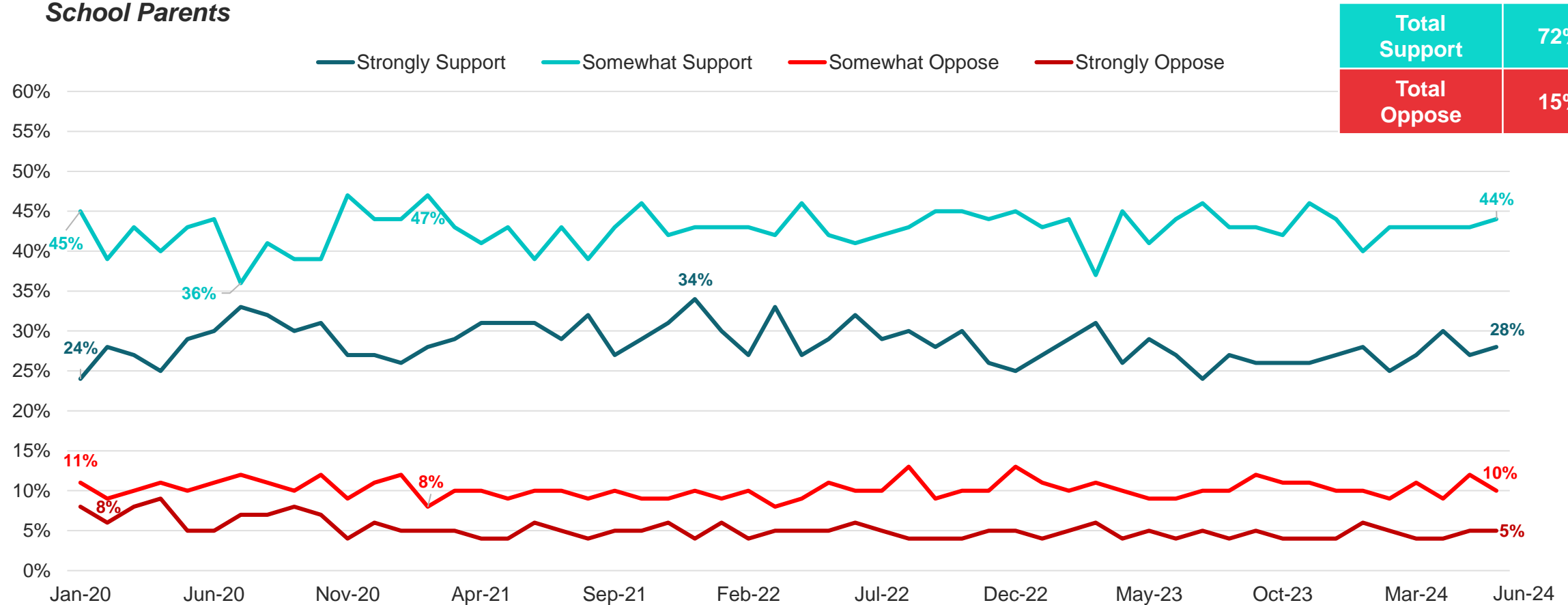
Note: Don't know/No opinion responses are not shown.

Parents' overall support for charter schools rose slightly in June. 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

June 2024



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

School parents, Hispanic adults, and Black adults are most likely to support open enrollment. Small town and rural adults 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 71%

Groups most supportive		Groups least supportive	
School Parents	80%	West	70%
Black	75%	Midwest	70%
Hispanic	75%	Low Income: <\$50k	70%
Millennials	75%	Female	69%
Democrat	75%	Non-Hispanic White	69%
High Income: \$100k+	74%	Republican	69%
Urban	74%	Rural	69%
South	73%	Small town	68%

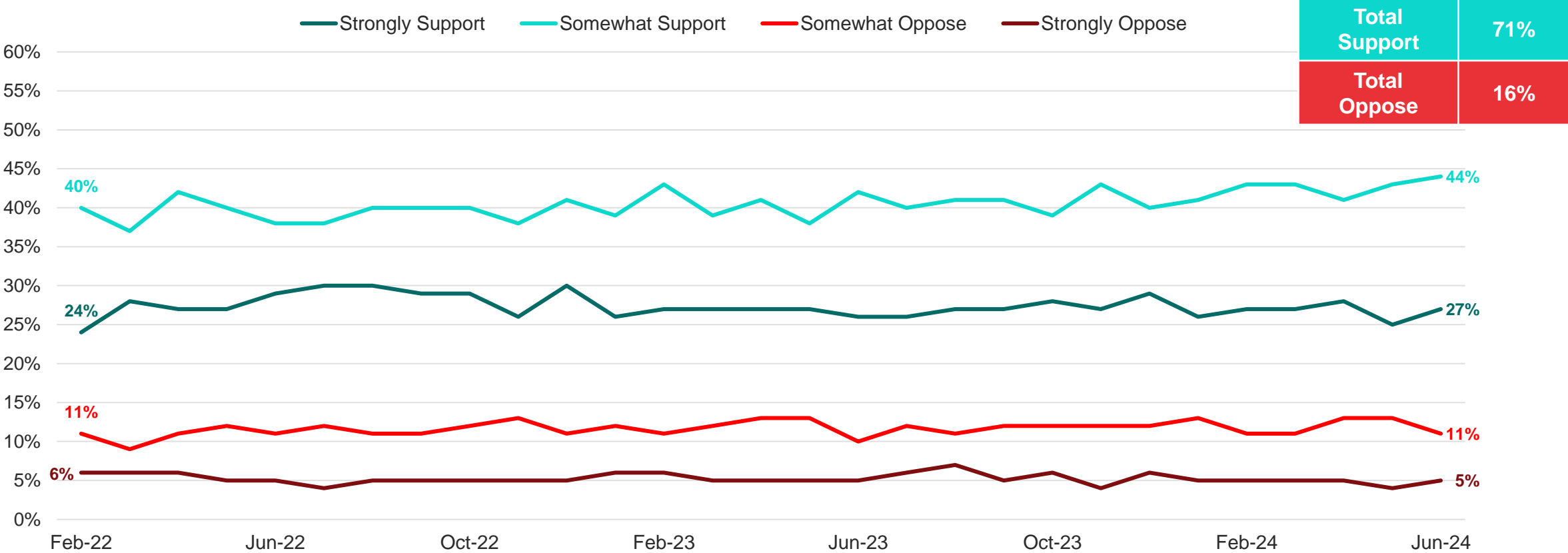
Source: Survey conducted June 5, 2024 – June 7, 2024, among U.S. adults

The public’s overall support for inter-district open enrollment increased in June. 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.

June 2024

All Adults

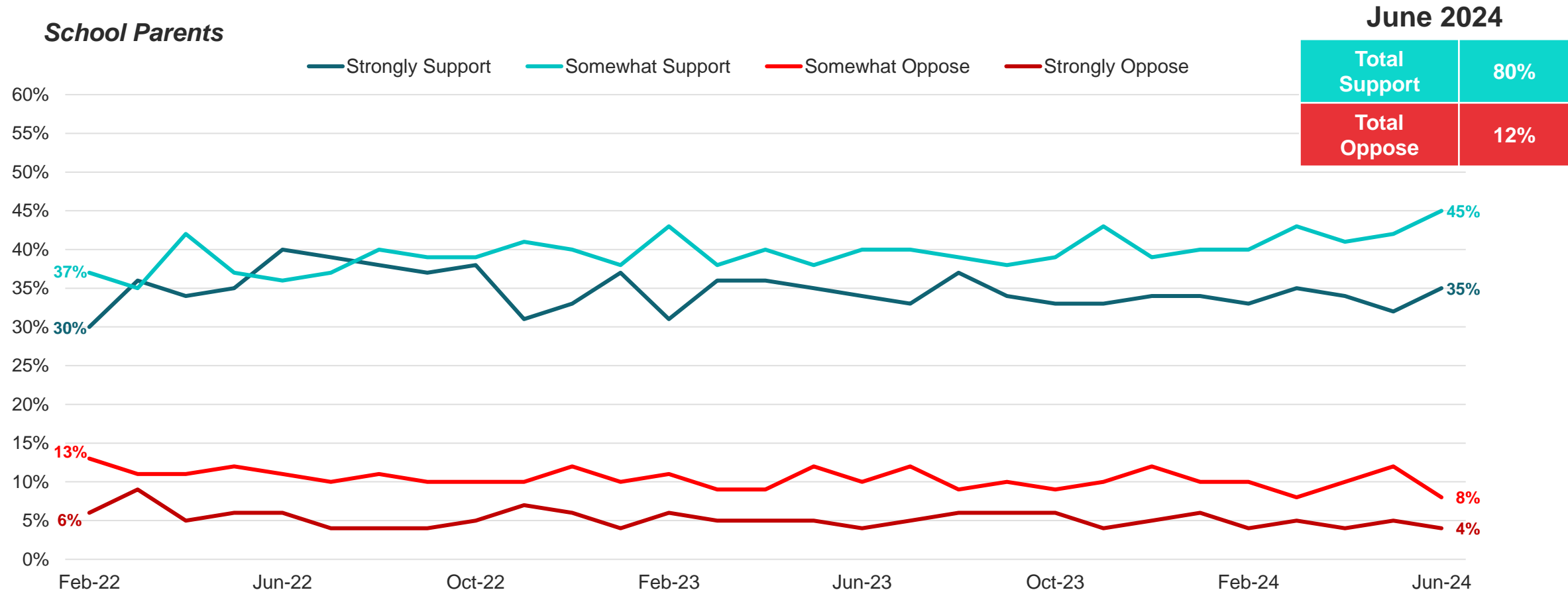


Note: Don't know/No opinion responses are not shown.

Among school parents, overall support of inter-district open enrollment increased in June. Parent support is over six 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

Dates	June 5-7, 2024
Survey Data Collection & Quality Control	Morning Consult
Survey Sponsor	EdChoice
Population	General Population (Adults, Age 18+)
Sampling Frame	National sample of adults (age 18+) living in the United States, including the District of Columbia, with an oversample of school parents
Sampling Method	Non-Probability, Stratified (based on Age, Gender)
Mode	Online Survey
Language	English

Survey Profile, 2

Survey Time	Gen Pop Median = 9.54 minutes Oversample Median = 14.07 minutes
Sample Size	N = 2,251 General Population N= 1,312 Total School Parents
Oversampling	N = 850 School Parents
Quotas	Age, Gender
Weighting	Age, Race, Ethnicity, Gender, Education, Census Region
Measure of Precision (adjusted for weighting)	± 2.44 percentage points (Gen Pop), ± 3.14 percentage points (Oversample)
Participation Rate	30.66% (Gen Pop), 22.93% (Oversample)
Methods Page	https://edchoice.morningconsultintelligence.com/methodology
Project Contact	Paul DiPerna, paul@edchoice.org

Total Sample Demographics

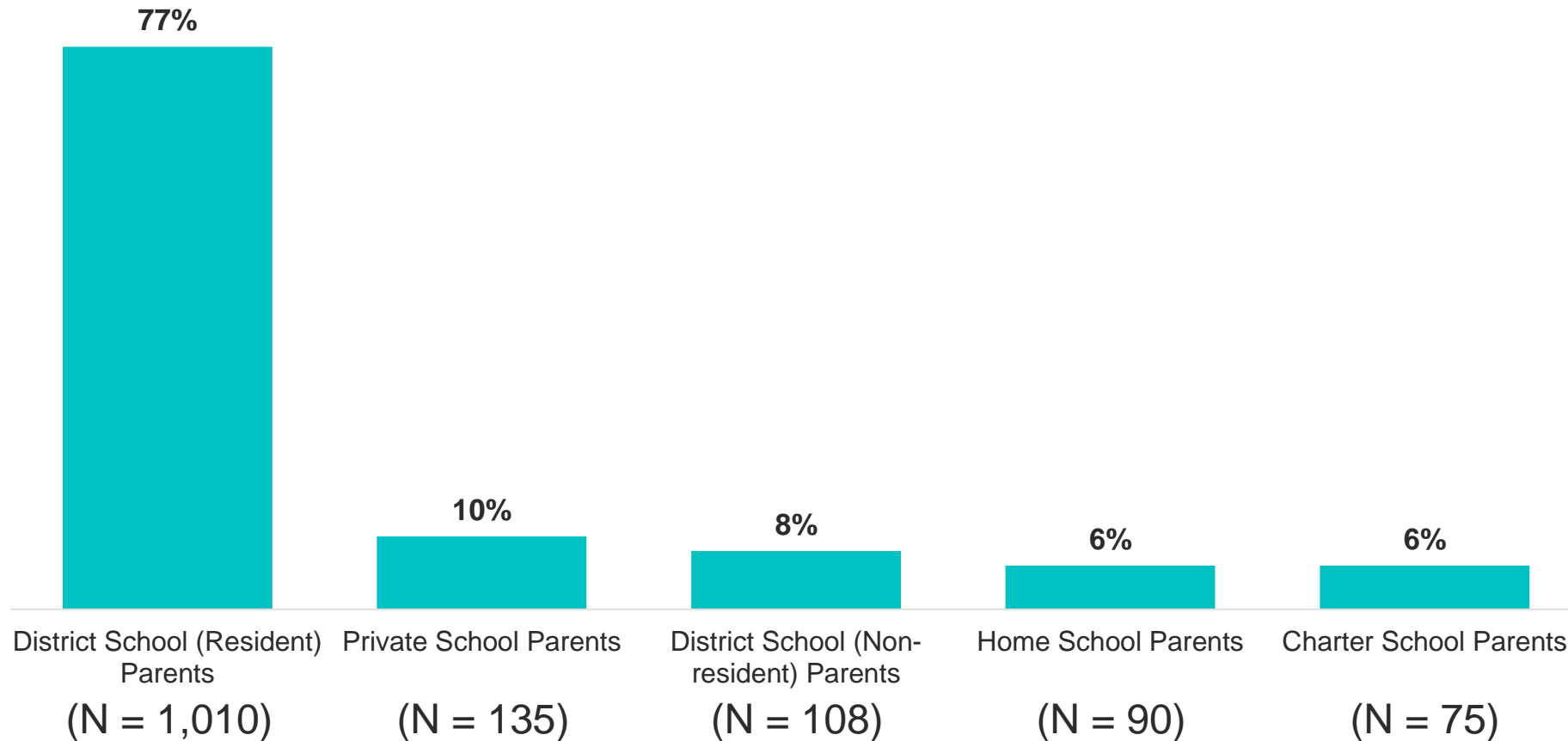
Demographics	Unweighted (N =)
Hispanic	340
Non-Hispanic White	1,533
Black	300
Other	96
Generation Z	325
Millennial	656
Generation X	525
Boomers	697
Male	1,119
Female	1,132
< College	1,464
College +	787
Northeast	432
Midwest	494
South	870
West	455

Demographics	Unweighted (N =)
Total School Parents*	1,312
K-4 Parents*	691
5-8 Parents*	536
9-12 Parents*	479
Non-Parents	991
Liberal	678
Moderate	693
Conservative	763
Democrat	833
Independent	583
Republican	703
Urban	601
Suburban	1,100
Small Town	191
Rural	359
Low Income <\$50K	1,100
Middle Income \$50K to <\$100K	778
High Income \$100K+	373

* Denotes the sample came from school parents

Demographics	Unweighted	Weighted	Target (%)
Hispanic	15%	17%	16%
White	68%	61%	78%
Non-Hispanic White	68%	n/a	n/a
Black	13%	13%	12%
Other	4%	7%	9%
Age: 18-34	29%	29%	30%
Age: 35-54	29%	31%	31%
Age: 55+	41%	40%	40%
Age: 65+	23%	23%	20%
Male	50%	49%	48%
Female	50%	51%	52%
< College	65%	65%	69%
College +	35%	35%	31%
Northeast	19%	17%	18%
Midwest	22%	21%	21%
South	39%	38%	37%
West	20%	24%	24%

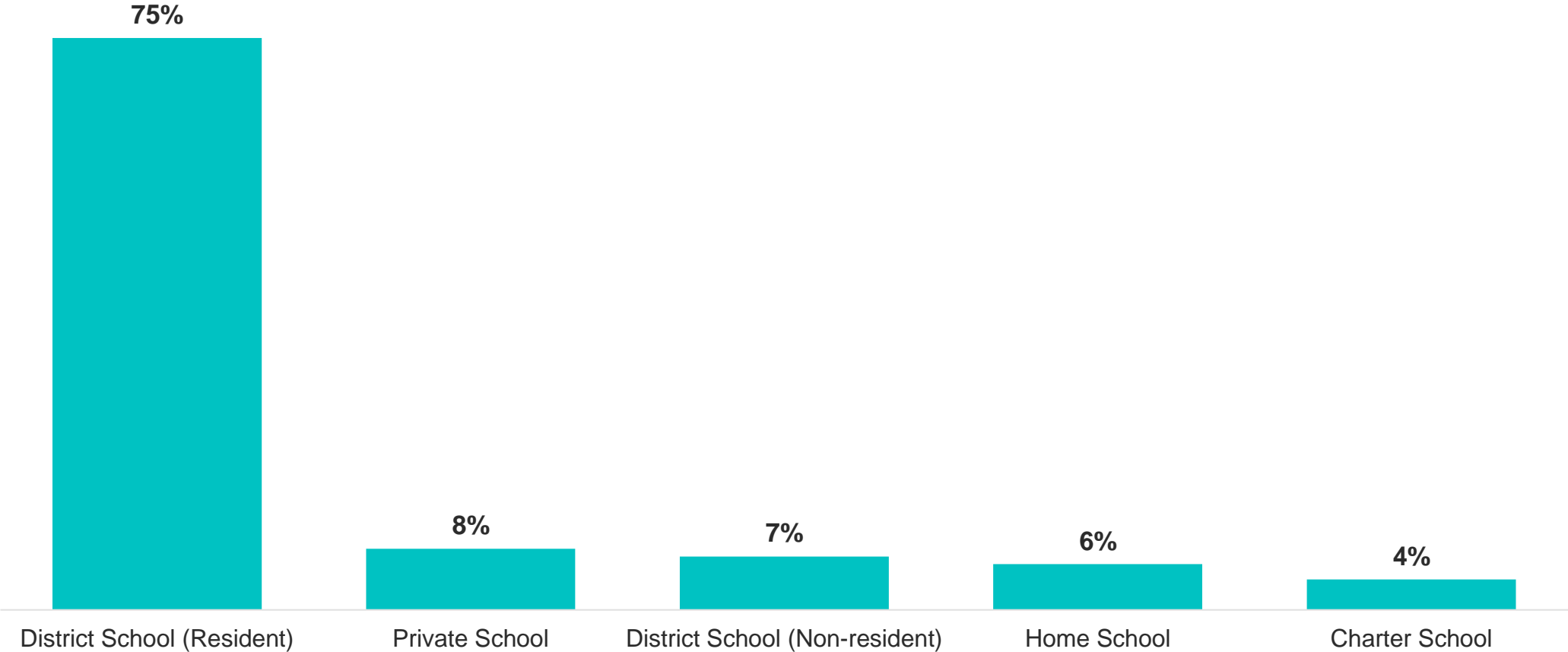
Parent groups based on estimated school type attendance for the 2023-2024 school year



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**[®]

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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