

 edCHOICE

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

**A National Polling Report
October 2024**

KEY FINDINGS

1. In October, half of Americans said that K-12 education is on the wrong track nationwide. About half of parents think K-12 education is on the wrong track at the national level, though they are more positive about their local schools.
2. School parents place the most trust in teachers, principals, and other parents to make good decisions about education. They trust state legislatures and governors the least.
3. Parents are much more likely than other adults to have participated in civic engagement activities related to K-12 education in the past year.
4. When it comes to voting in federal elections, adults and school parents care most about economic issues. School parents place much higher importance on education issues than other adults. Similar to federal elections, both adults and parents care most about economic issues when voting in state elections. Over half of school parents see education issues as a top issue to vote on in state elections.
5. More than two-thirds of the general public and school parents believe teacher salaries in their state should increase, though they are less supportive than teachers.
6. Roughly 60% of parents feel that their children should be able to have cell phones in schools. But they are much less likely to support cell phone use in the classroom.
7. More than one-third of parents say their children are on social media at least “very often.” Over half of high school parents say the same about their kids.
8. The general public and school parents greatly underestimate per-student spending in public schools. They both are much less likely to say their state’s per-student spending is “too low” when given a publicly reported statistic – by 18 points each.
9. Overall support levels for choice-based policies remain high among school parents and the general public. Small increases were observed in October.
 - Education savings accounts (ESAs) – 74% / 68%
 - School vouchers – 68% / 60%
 - Charter schools – 69% / 62%
 - Open enrollment – 73% / 66%

Methodology

This poll was conducted between October 10-13, 2024 among a sample of 2,253 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 2.33 percentage points..

AGENDA

VIEWS ON K-12 EDUCATION

SCHOOLING AND EXPERIENCES

K-12 CHOICE POLICIES

SURVEY PROFILE AND DEMOGRAPHICS

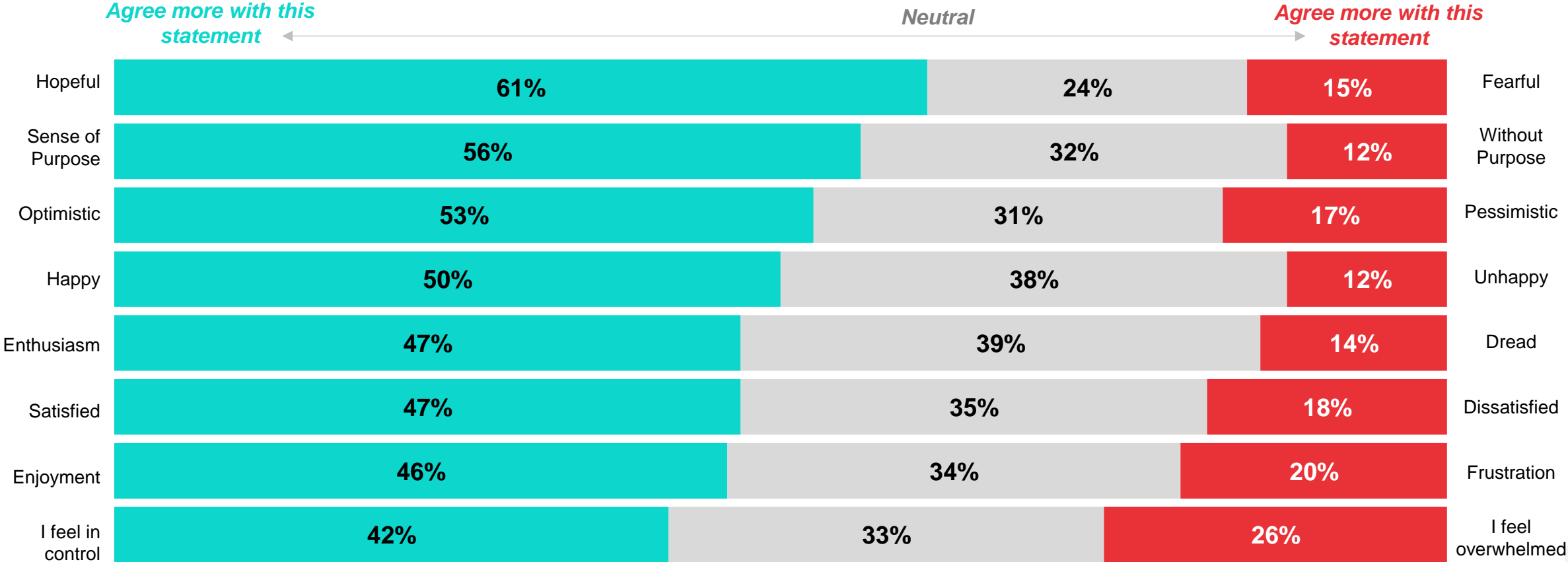


Nearly two-thirds of parents feel “hopeful” about the future, and at least half feel “a sense of purpose,” “optimistic,” and “happy.” Parents are much more likely than non-parents to have a positive outlook.

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

Non-Parents	
Hopeful	52%
Sense of Purpose	47%
Optimistic	43%

School Parents



Source: Survey conducted October 10, 2024 – October 13, 2024, among U.S. adults

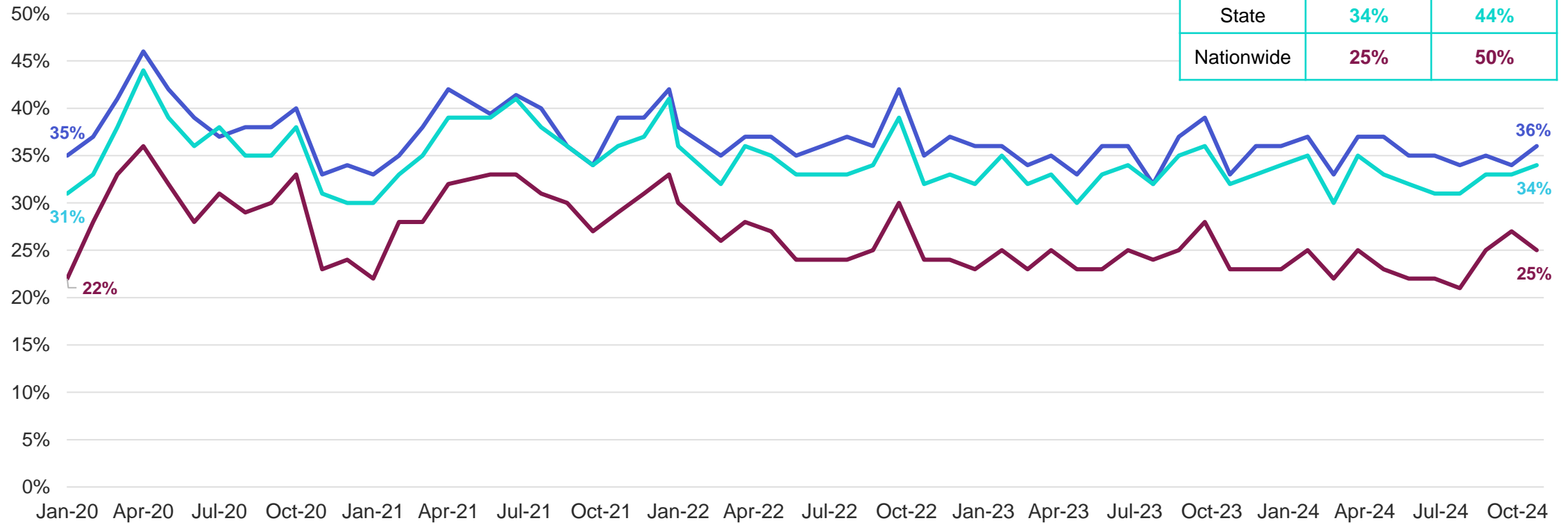
In October, half of Americans said that K-12 education is on the wrong track nationwide.

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

% Right Direction

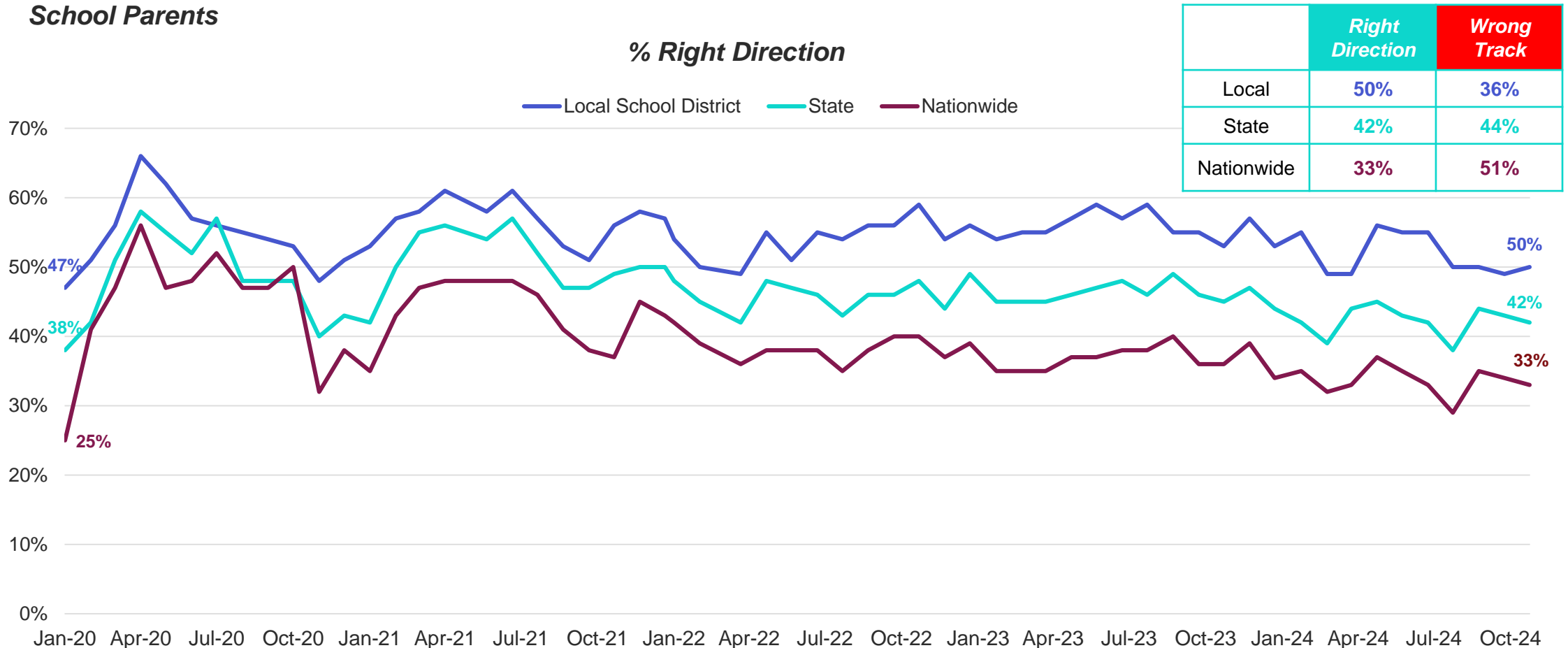
Local School District State Nationwide



About half of parents think K-12 education is on the wrong track at the national level, though they are more positive about their local schools.

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?

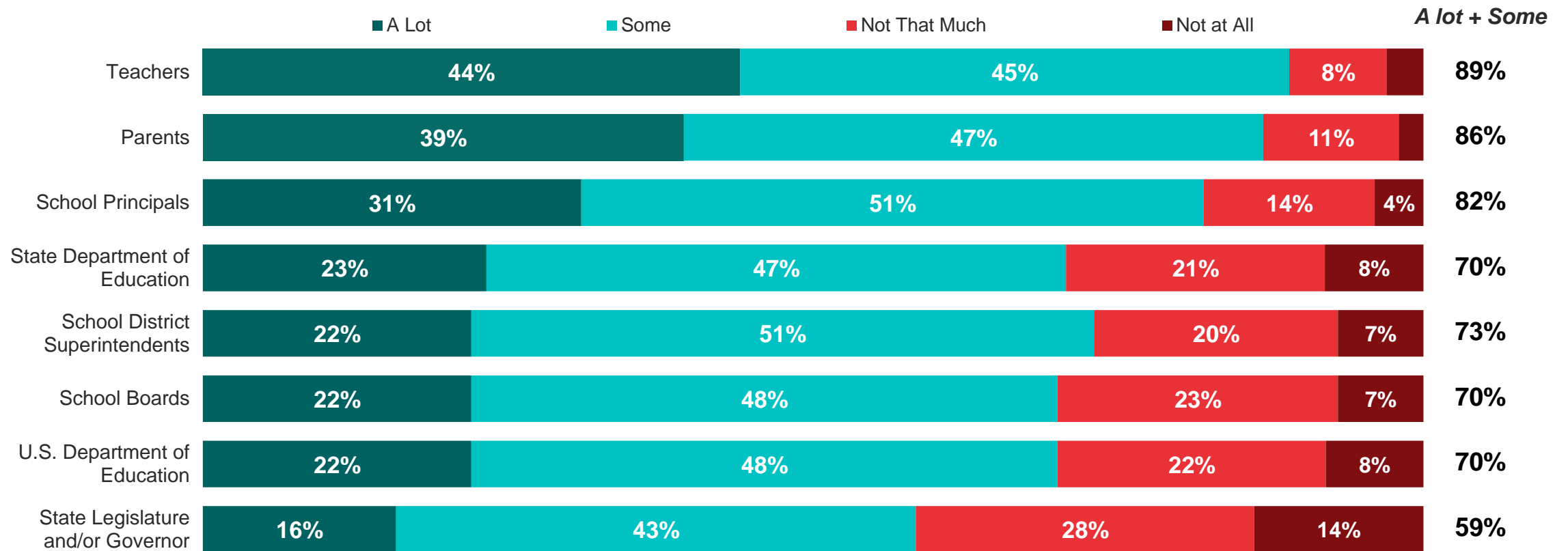
School Parents



School parents place the most trust in teachers, principals, and themselves to make good decisions about education. They trust state legislatures and governors the least.

How much, if at all, do you trust the following to make good decisions about K-12 education?

School Parents



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 **46%**

-  Core academic subjects (58%)
-  To become independent thinkers (50%)
-  Socialization (49%)
-  How to be good citizens (49%)
-  Skills for future employment (49%)
-  Values, moral character, religious virtues (43%)
-  To fix social problems (27%)

Grades 9-12

Average % selected Extremely Important **54%**

-  Skills for future employment (64%)
-  Core academic subjects (60%)
-  To become independent thinkers (60%)
-  How to be good citizens (56%)
-  Socialization (52%)
-  Values, moral character, religious virtues (48%)
-  To fix social problems (35%)

School parents are most likely to say core academic subjects are extremely important for K-8 education. They see skills for future employment as the most important purpose of high school.








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...

School Parents

% Extremely Important








Grades K-8

Average % selected Extremely Important **48%**

-  Core academic subjects (55%)
-  To become independent thinkers (53%)
-  Skills for future employment (52%)
-  Socialization (52%)
-  How to be good citizens (52%)
-  Values, moral character, religious virtues (45%)
-  To fix social problems (28%)

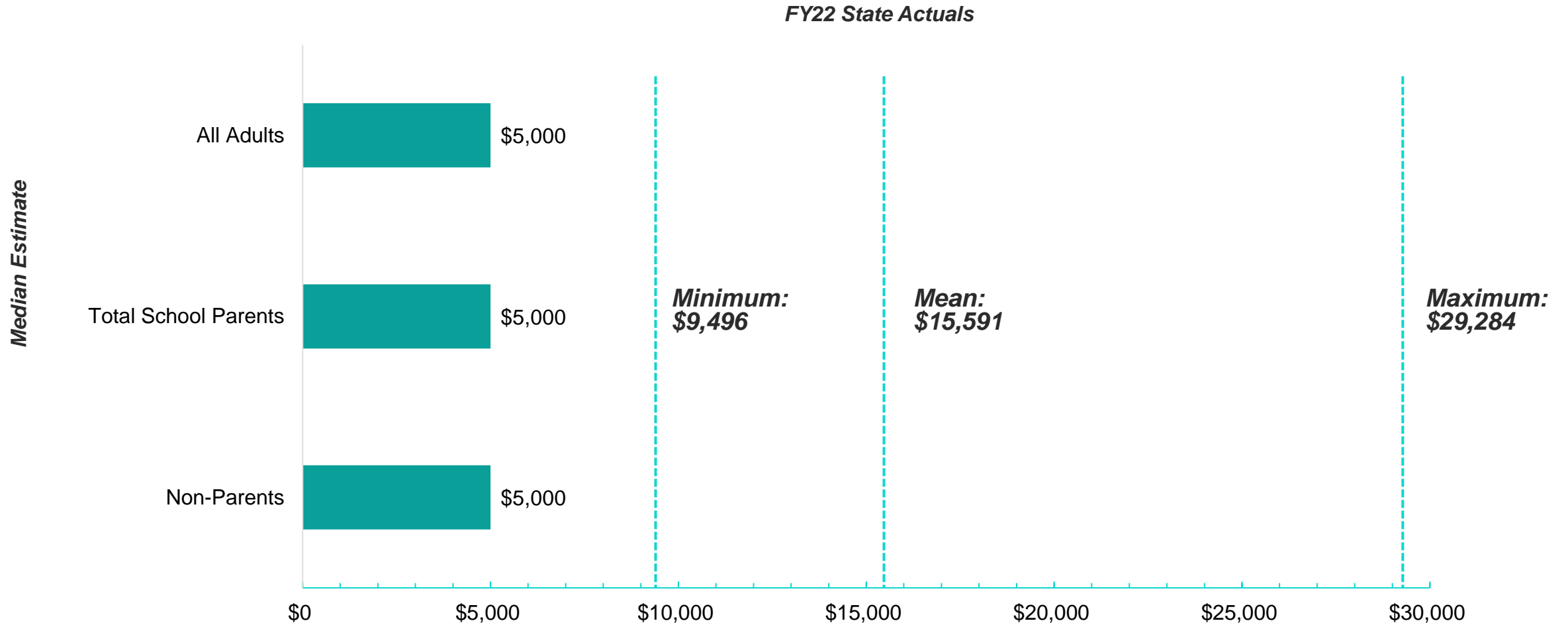
Grades 9-12

Average % selected Extremely Important **51%**

-  Skills for future employment (61%)
-  To become independent thinkers (58%)
-  Core academic subjects (58%)
-  How to be good citizens (53%)
-  Socialization (48%)
-  Values, moral character, religious virtues (46%)
-  To fix social problems (32%)

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.



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 18 points each.

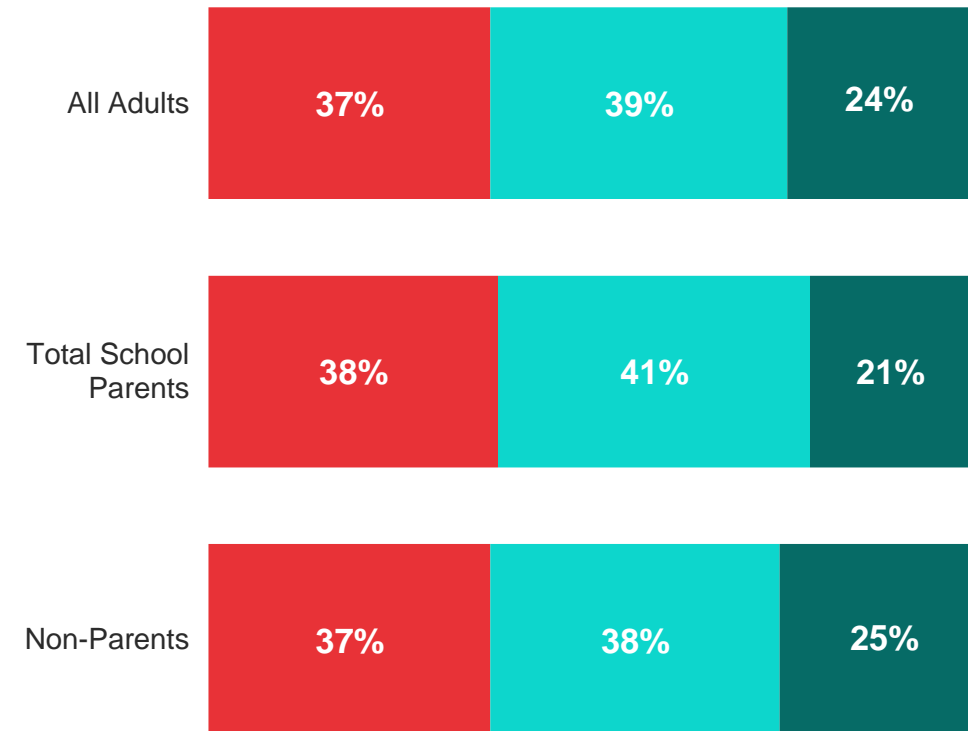
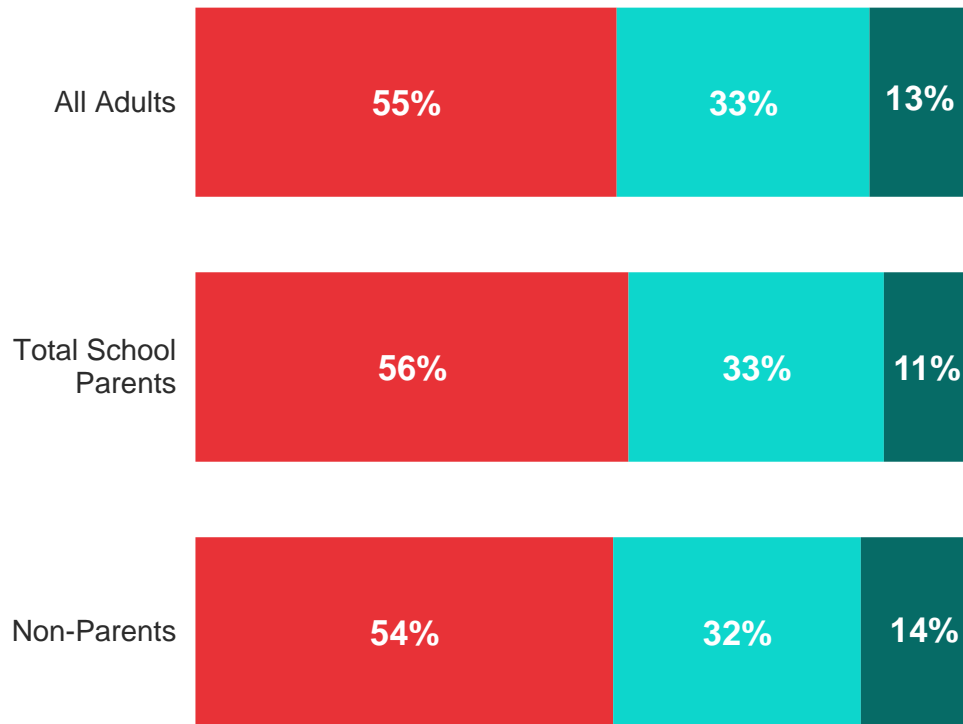
Do you believe public school funding in [STATE] is:

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



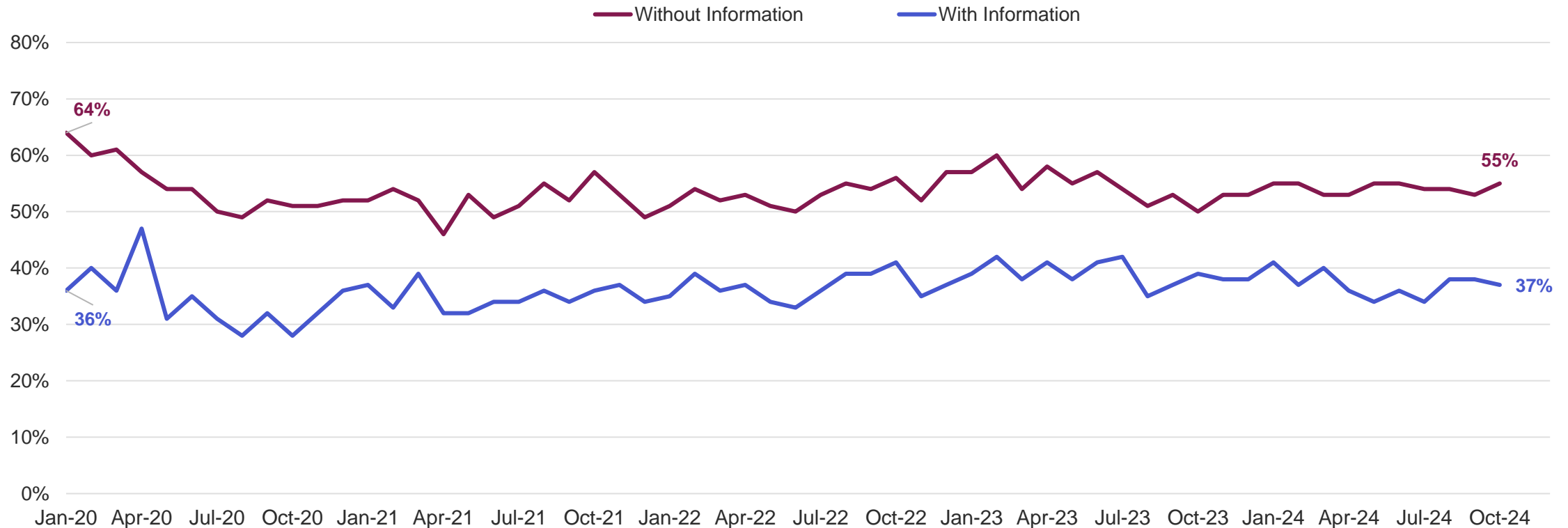
Providing respondents with a government-reported spending statistic consistently decreases their tendency to say school spending is “too low.”

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:

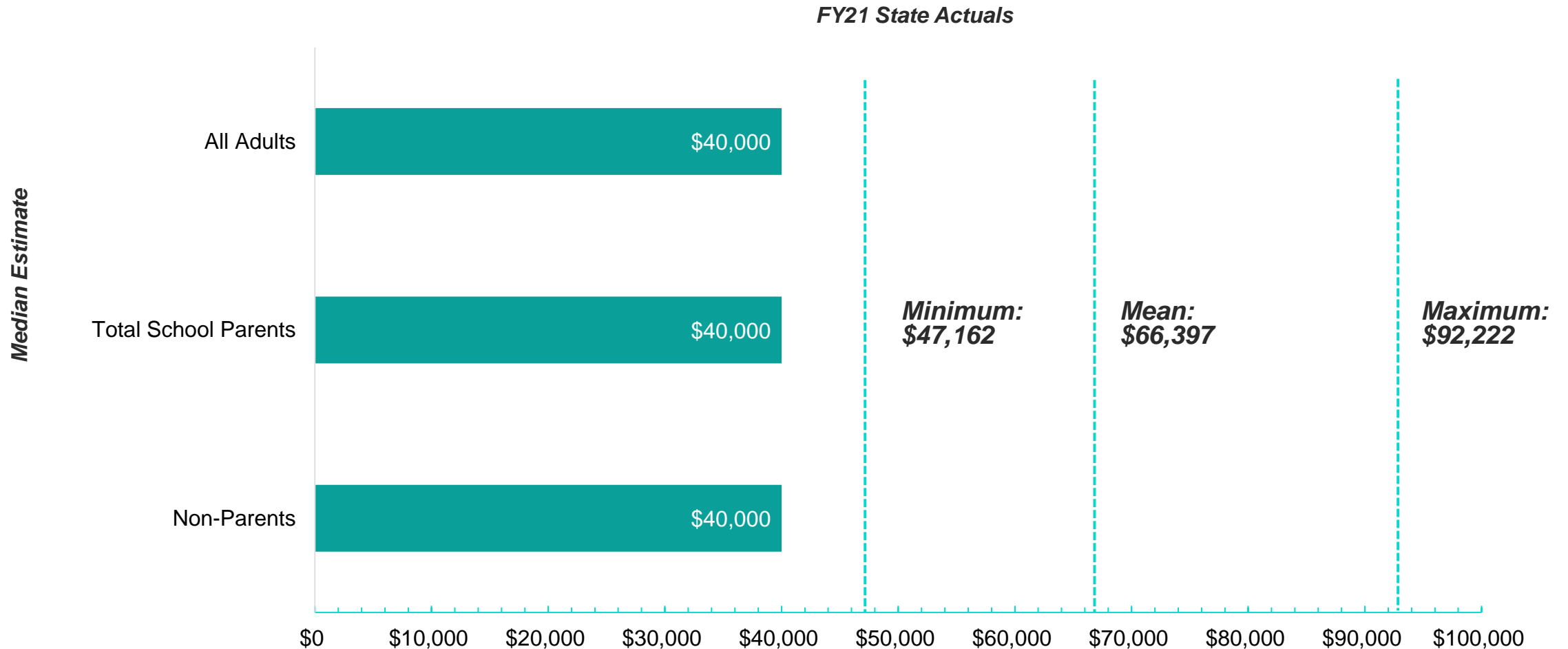
All Adults

% Too Low



The general public and school parents underestimate the average teacher salary across states.

How much do you think is the average teacher salary in your state's **public schools**?

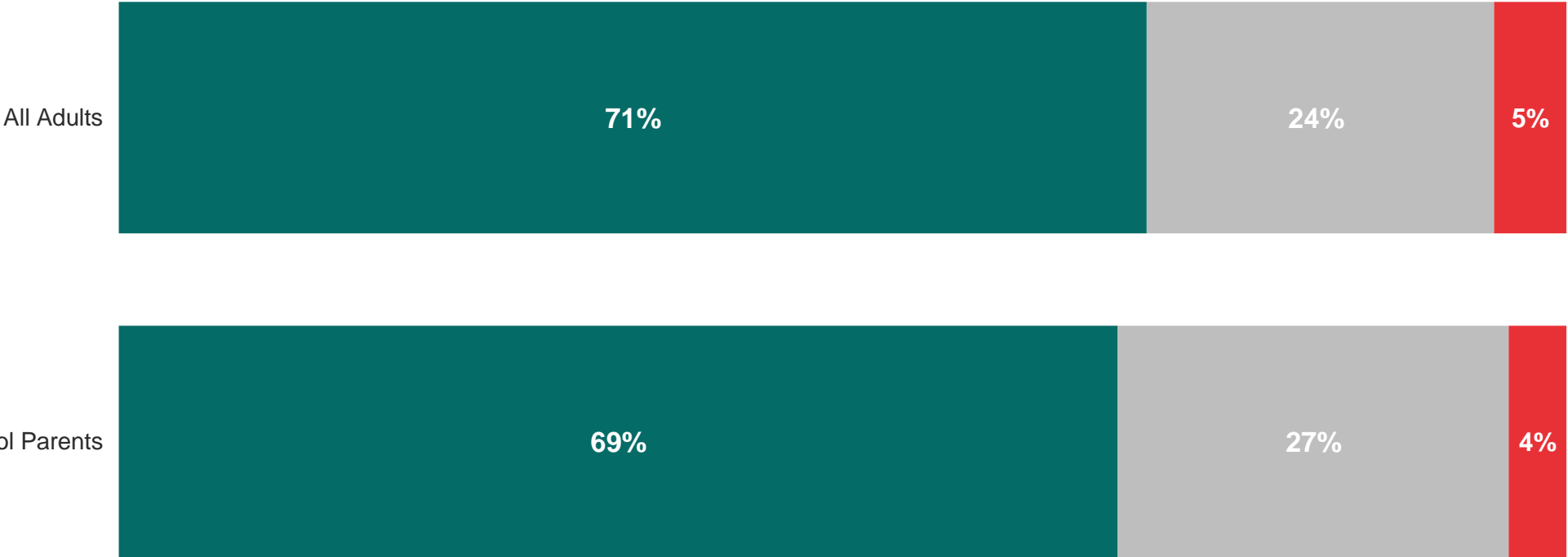


More than two-thirds of the general public and school parents believe teacher salaries in their state should increase, though they are less supportive than teachers themselves.

Do you think that public school teacher salaries in your state should:

Teachers	
Increase	92%
Stay About the Same	7%
Decrease	1%

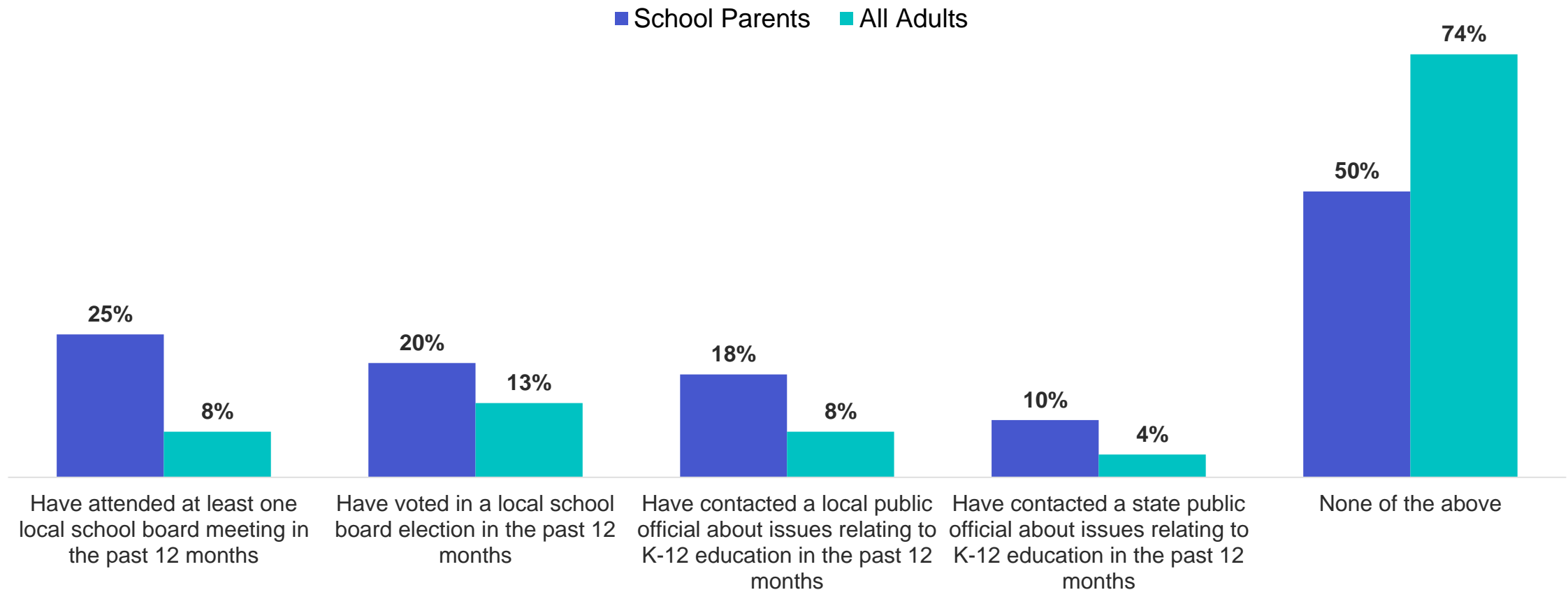
■ Increase ■ Stay About the Same ■ Decrease



Teachers Source: April 2024 Teachers Survey
 Source: Survey conducted October 10, 2024 – October 13, 2024, among U.S. adults

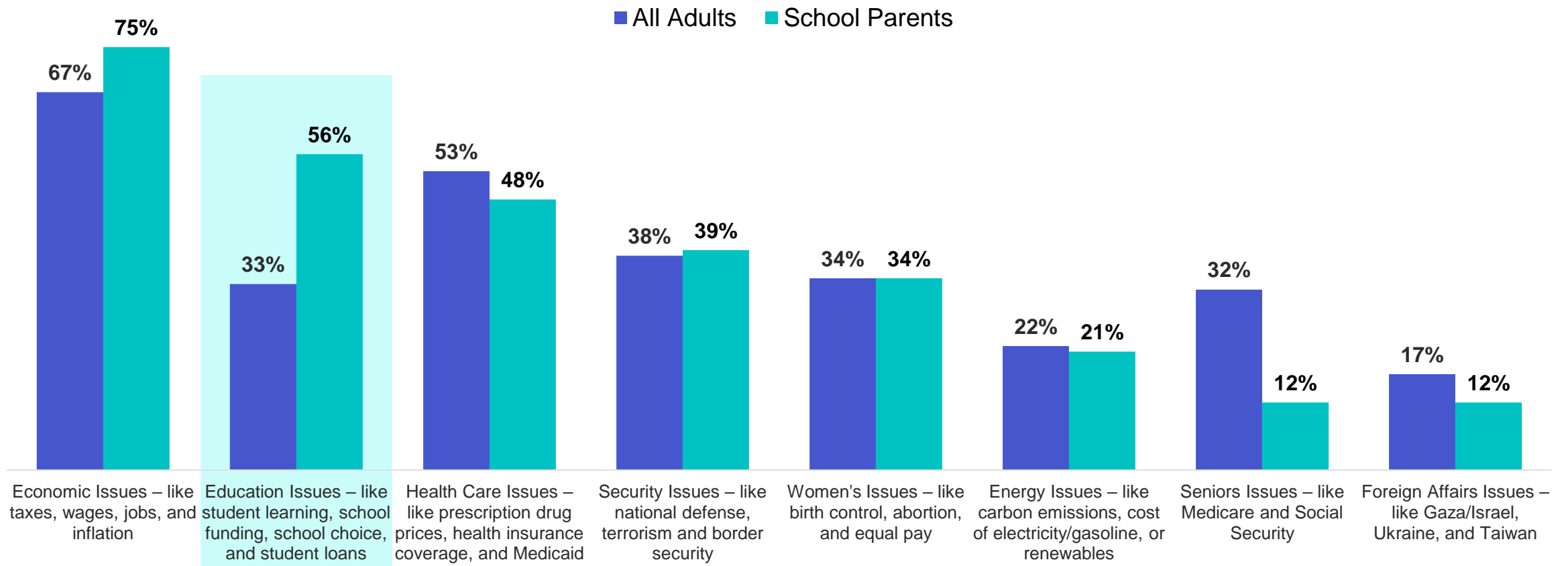
Parents are much more likely than other adults to have participated in civic engagement related to K-12 education in the past year.

Which of the following apply to you? Select all that apply.



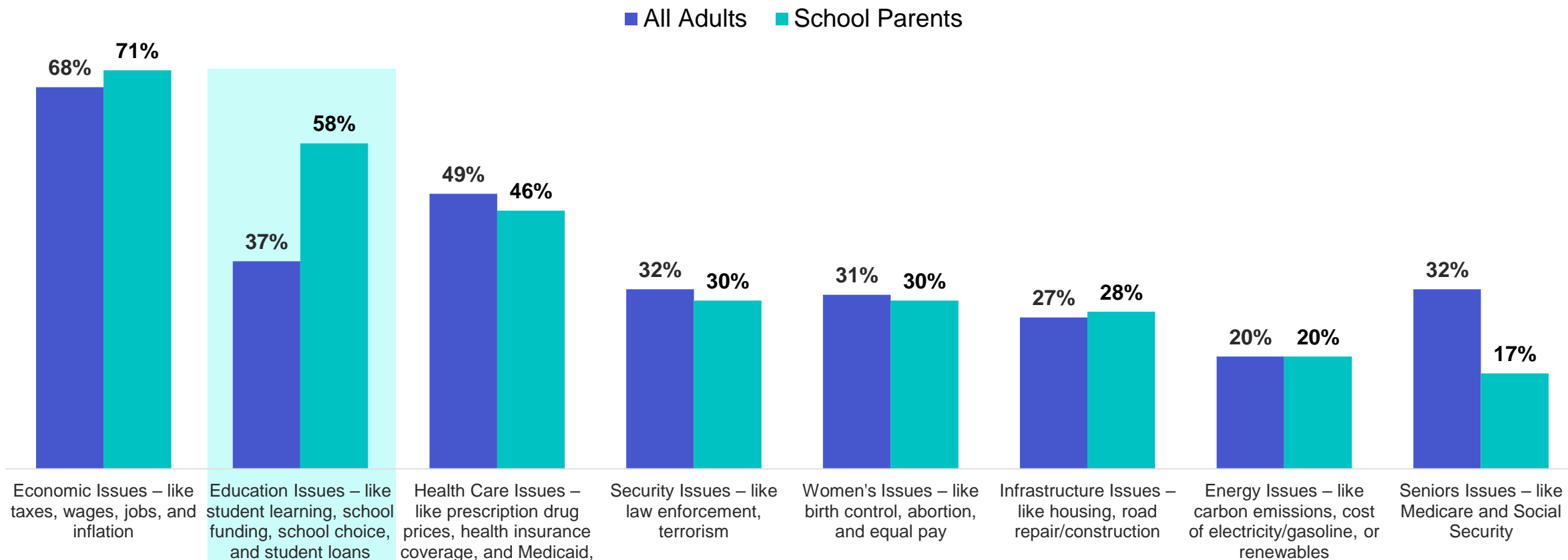
When it comes to voting in federal elections, adults and school parents care most about economic issues. School parents place much higher importance on education issues than adults.

Now, thinking about your vote, what would you say are the top 3 issues on your mind when you cast your vote for federal offices such as **U.S. Senate or Congress**?



Similar to federal elections, both adults and parents care most about economic issues when voting in state elections. Over half of school parents see education issues as a top issue to vote on in state elections.

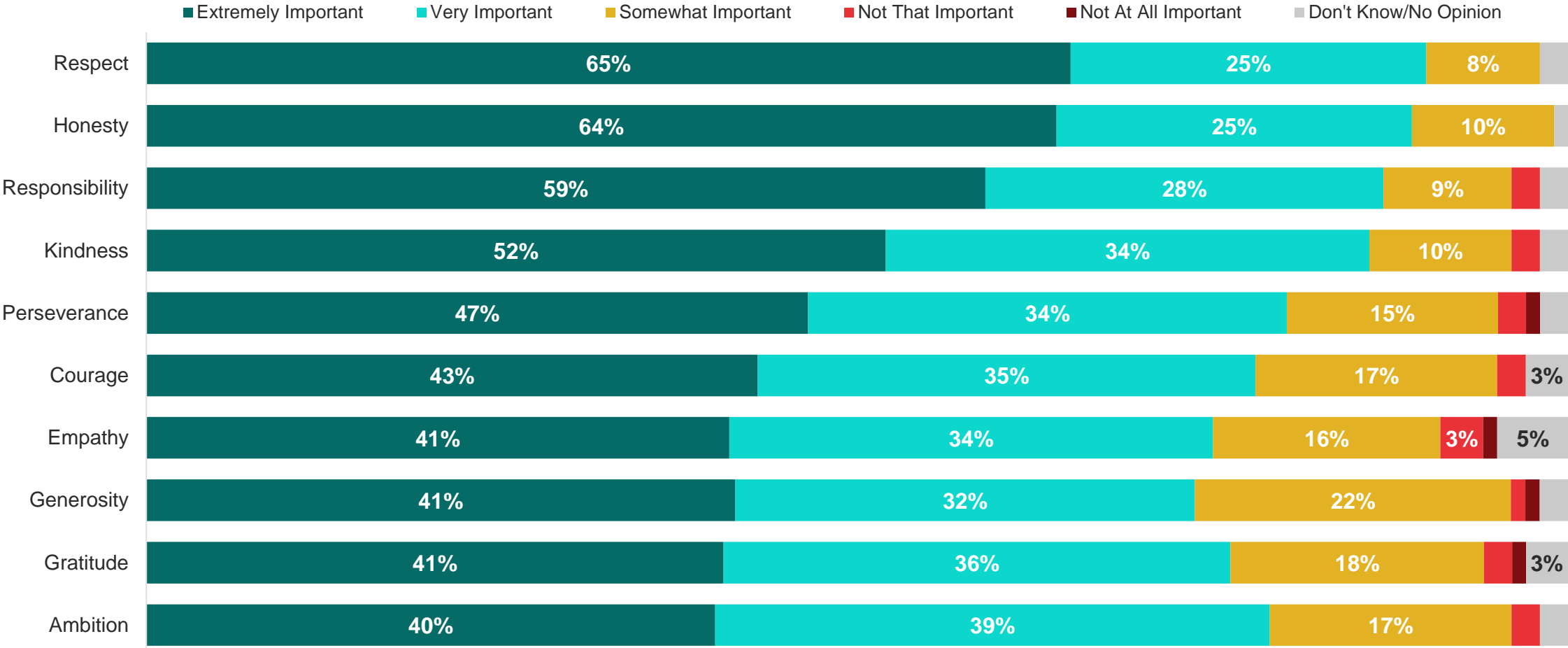
Now, thinking about your vote, what would you say are the top 3 issues on your mind when you cast your vote for state offices such as **Governor or the State legislature?**



School parents think it is most important that their children’s schools instill values of respect, honesty, and responsibility in their students.

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

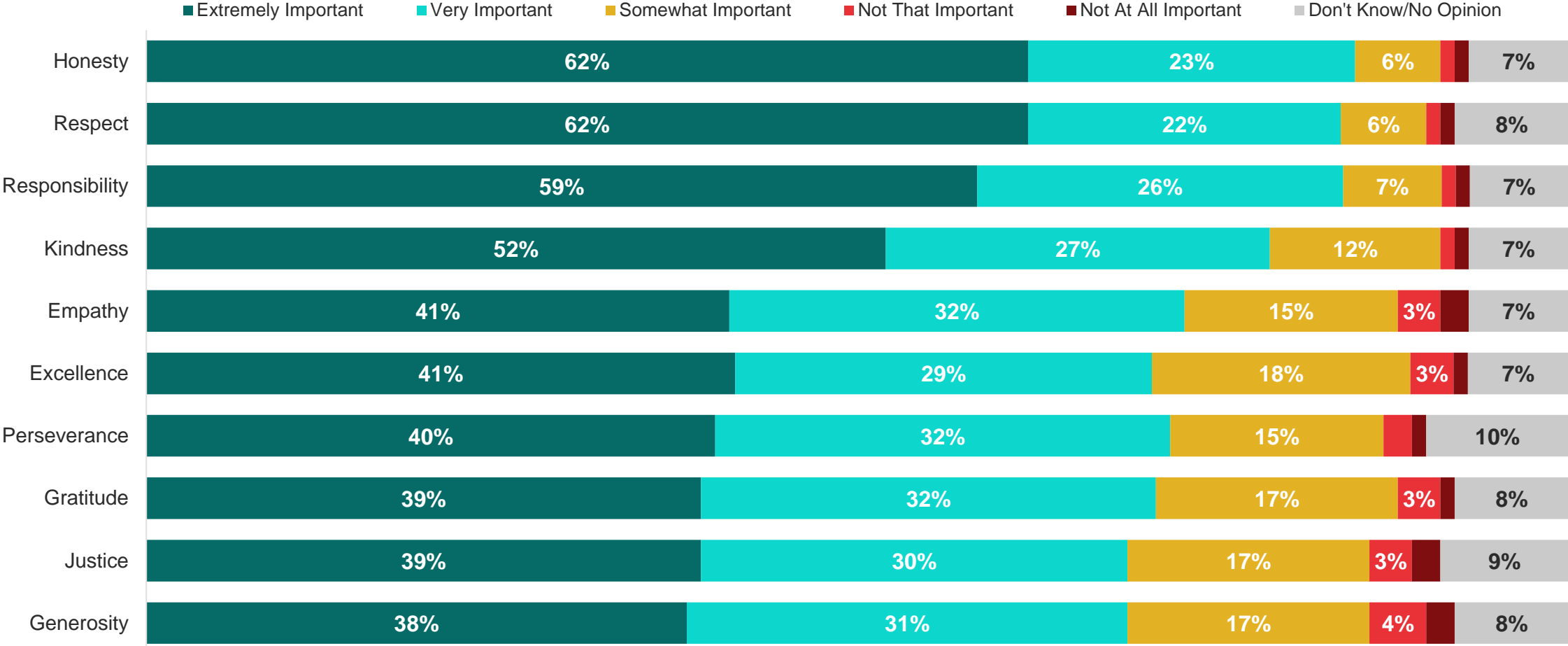


Source: Survey conducted October 10, 2024 – October 13, 2024, among U.S. adults

Similarly, non-school parents think it is most important that K-12 schools emphasize the same three values for their students.

For this current school year, to what extent is it important that schools in K-12 education emphasize the following values for students?

Non-School Parents – Top 10 Values



Source: Survey conducted October 10, 2024 – October 13, 2024, among U.S. adults

AGENDA

VIEWS ON K-12 EDUCATION

SCHOOLING AND EXPERIENCES

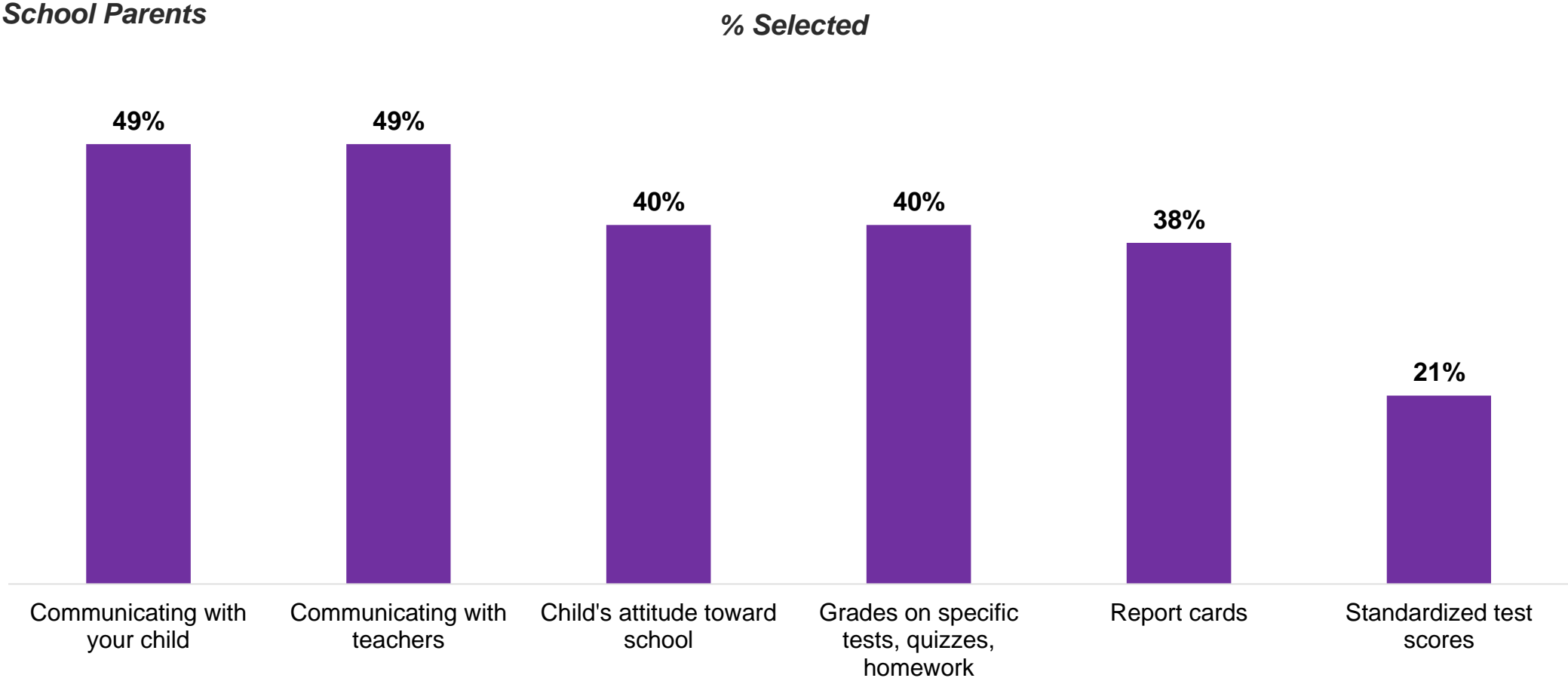
K-12 CHOICE POLICIES

SURVEY PROFILE AND DEMOGRAPHICS



Parents are most likely to measure success of a school year based on their communications with their child and teachers. 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?



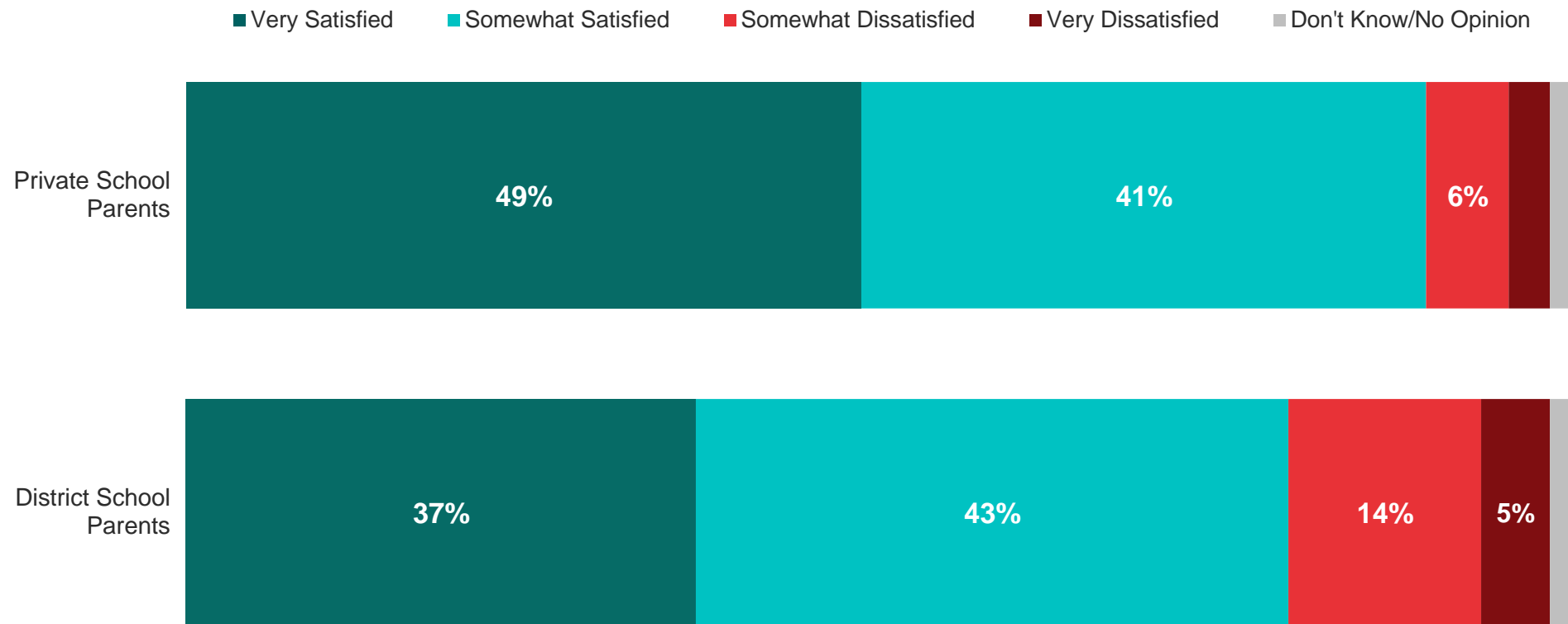
Note: Results are composite numbers between those who were asked about their youngest child and those who were asked about their oldest child.

Source: Survey conducted October 10, 2024 – October 13, 2024, among U.S. adults

Private school parents are 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

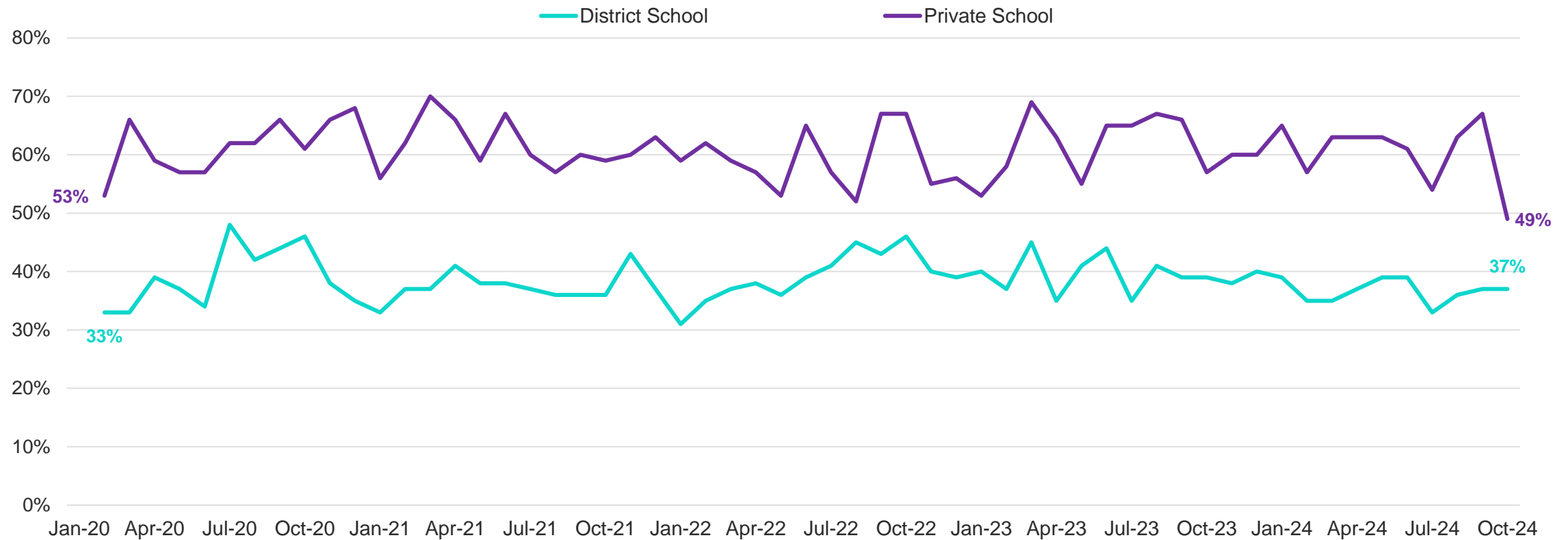


Strong satisfaction among private school parents has fallen sharply since last month, but their total satisfaction remains high.

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

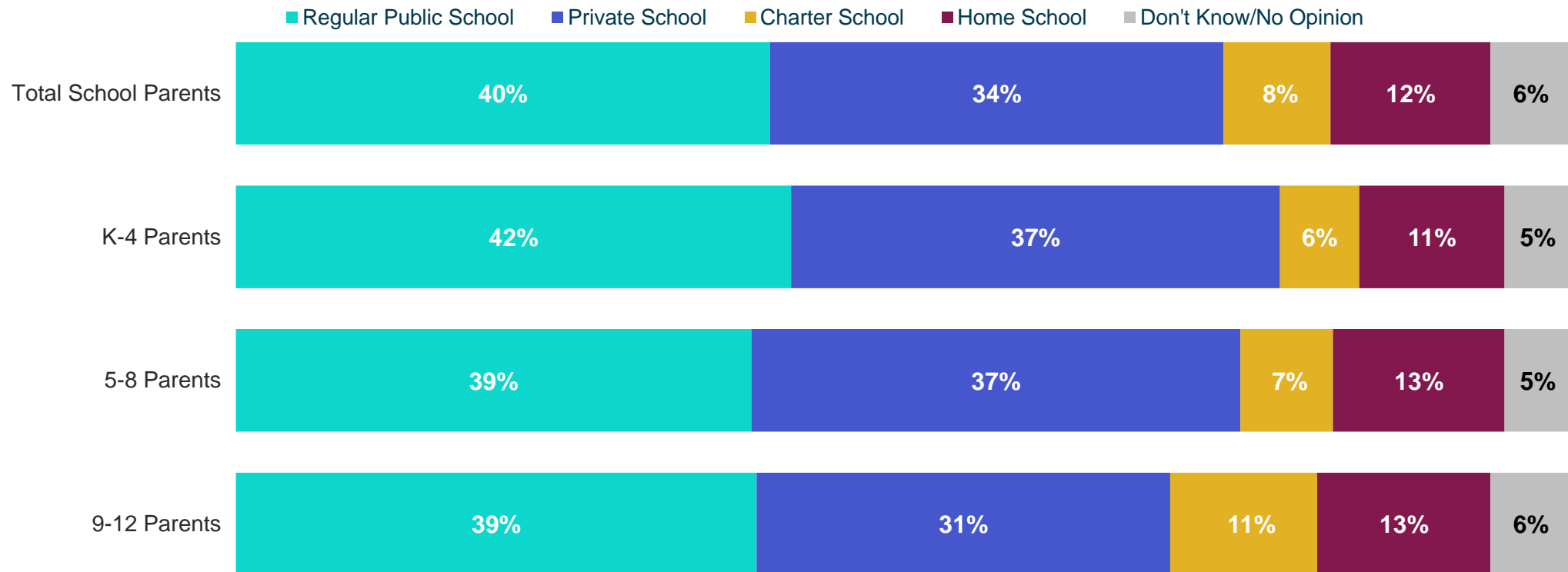


Note: Parent groups based on child/children school type attendance in SY24-25.

Parents have a diverse range of schooling preferences. By a small margin, parents favor 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



Note: "Regular Public School" includes "Public District School – Inside your school district" and "Public District School – Outside of your school district."

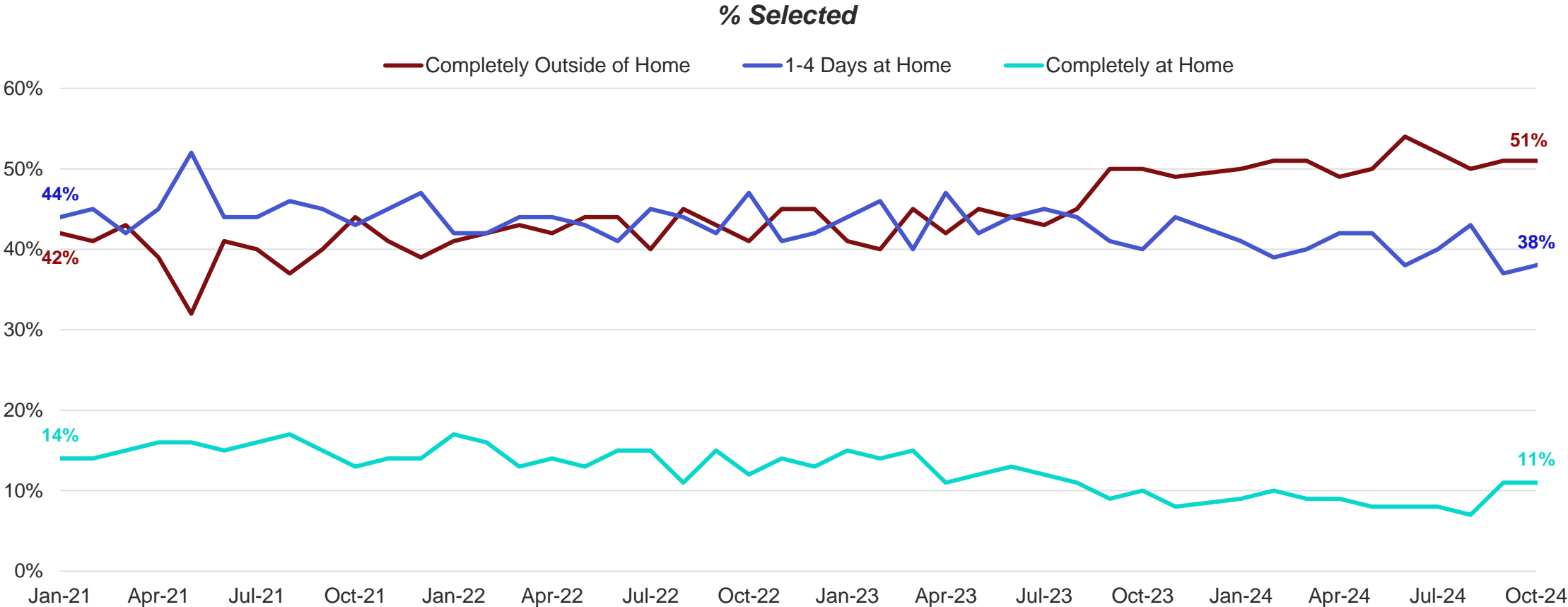
"Private School" includes "Private School – Religious, Parochial" and "Private School – Non-religious, Secular."

Source: Survey conducted October 10, 2024 – October 13, 2024, among U.S. adults

Roughly half of parents would prefer having their child learn at home at least one day per week, while half say they want all schooling to occur outside the home.

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



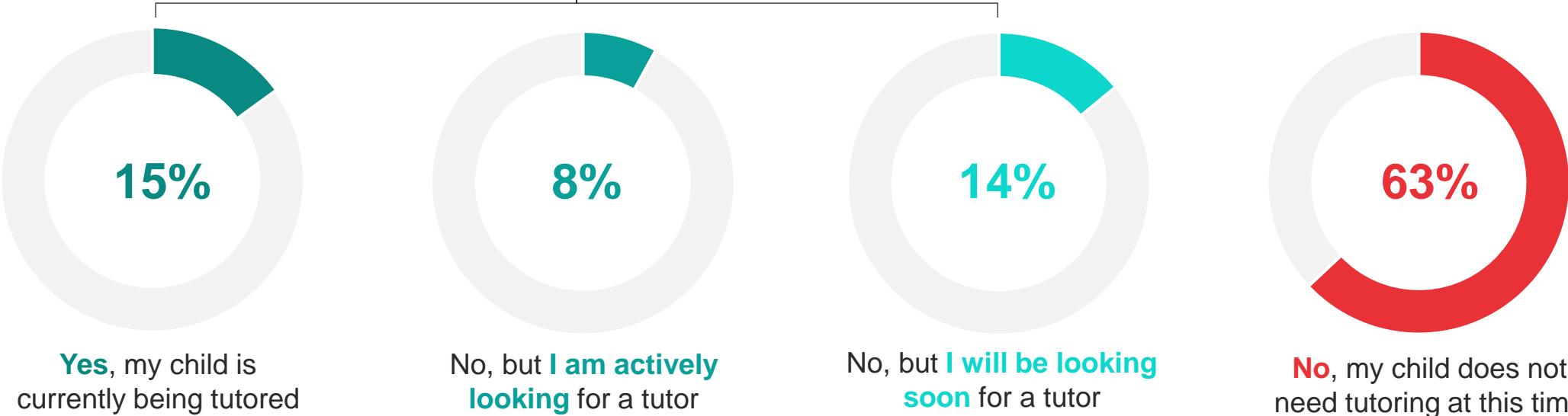
In October, over one-third of parents were currently using a tutor or were interested in finding tutoring for their children – roughly level with the September survey.

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

School Parents

37% (+1 point vs. September)

currently have a tutor or looking for a tutor



Source: Survey conducted October 10, 2024 – October 13, 2024, among U.S. adults

In October, 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	55%
Special Needs	53%
Black	47%
Liberal/Progressive	46%
Democrat	45%
Education: Bachelors+	44%
West	44%

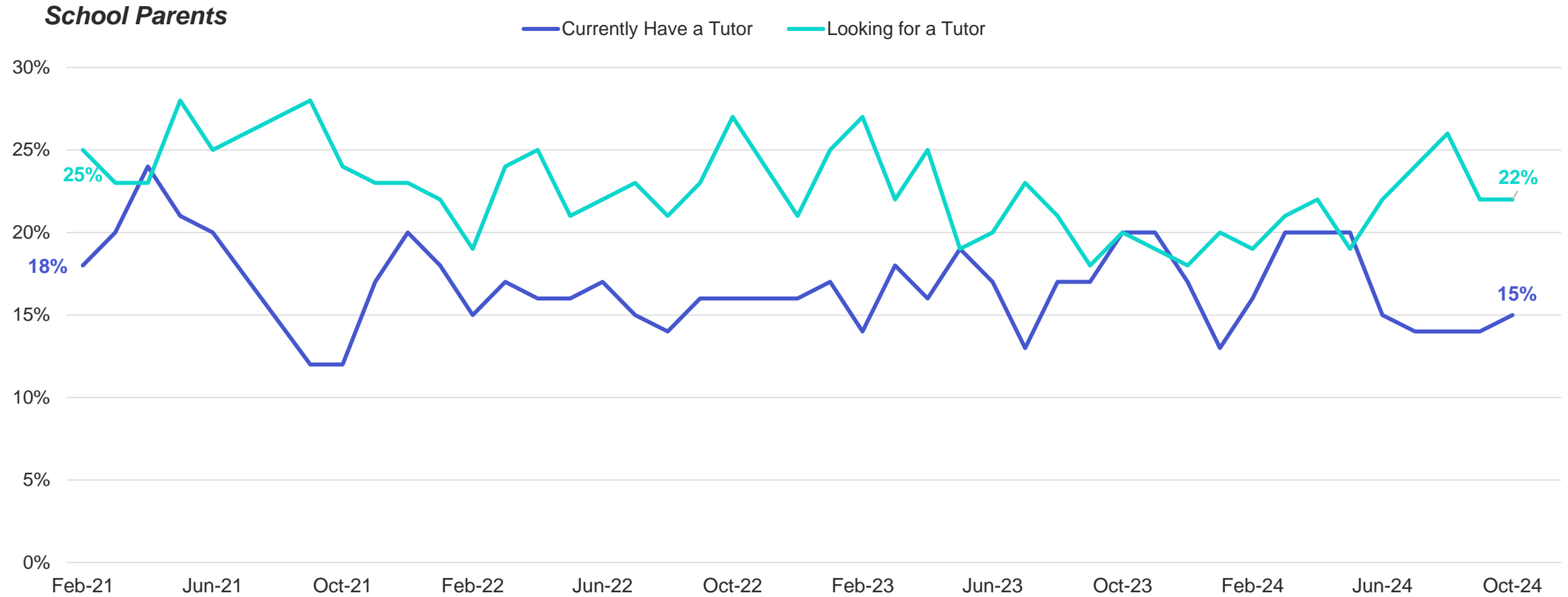
Groups **least** likely to be looking for / already having tutoring

Rural	32%
Low Income: <\$50k	31%
Education: <College	31%
Conservative	30%
Republican	30%
Midwest	26%
Small town	23%

Source: Survey conducted October 10, 2024 – October 13, 2024, among U.S. adults

The percentage of school parents interested in a tutor for their child has remained consistent after months of steady increases.

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

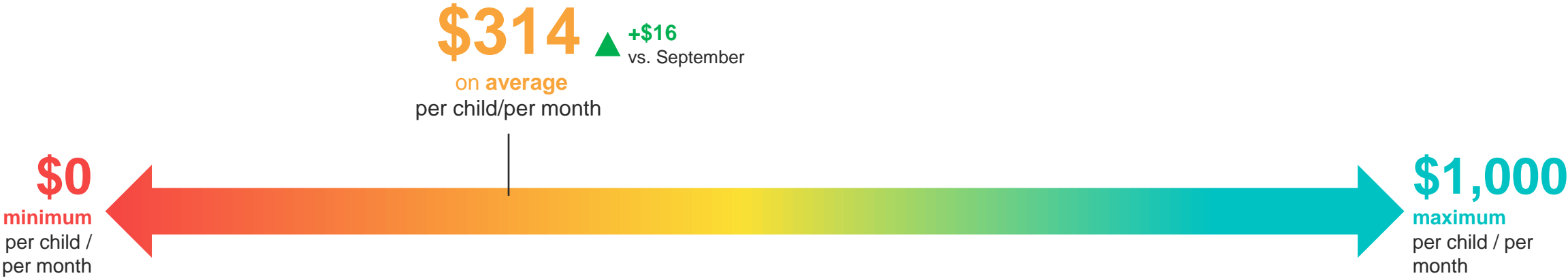


Note: Question was not asked in July 2021 and August 2021.

In October, the amount parents were willing to spend on tutoring rose to around \$315 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



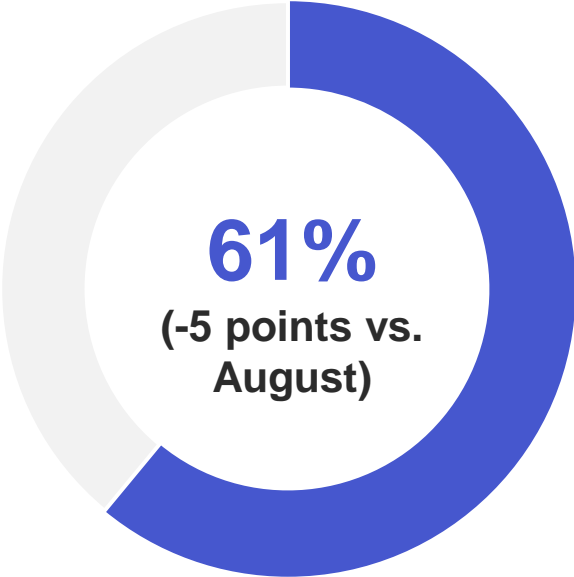
Source: Survey conducted October 10, 2024 – October 13, 2024, among U.S. adults

Roughly 60% of parents feel that their children should be able to have cell phones in schools. But they are much less likely to support cell phone use in the classroom.

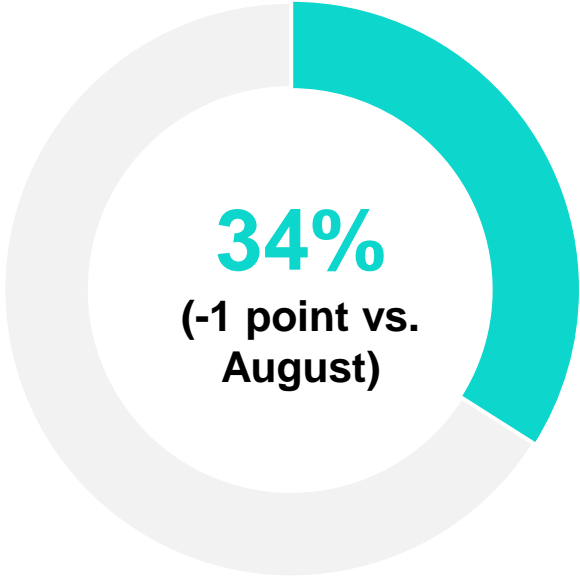
When it comes to cell phones, do you feel child/children should be allowed to have...

School Parents

Total % "Yes"



Cell phones in school



Cell phones in the classroom

Source: Survey conducted October 10, 2024 – October 13, 2024, among U.S. adults

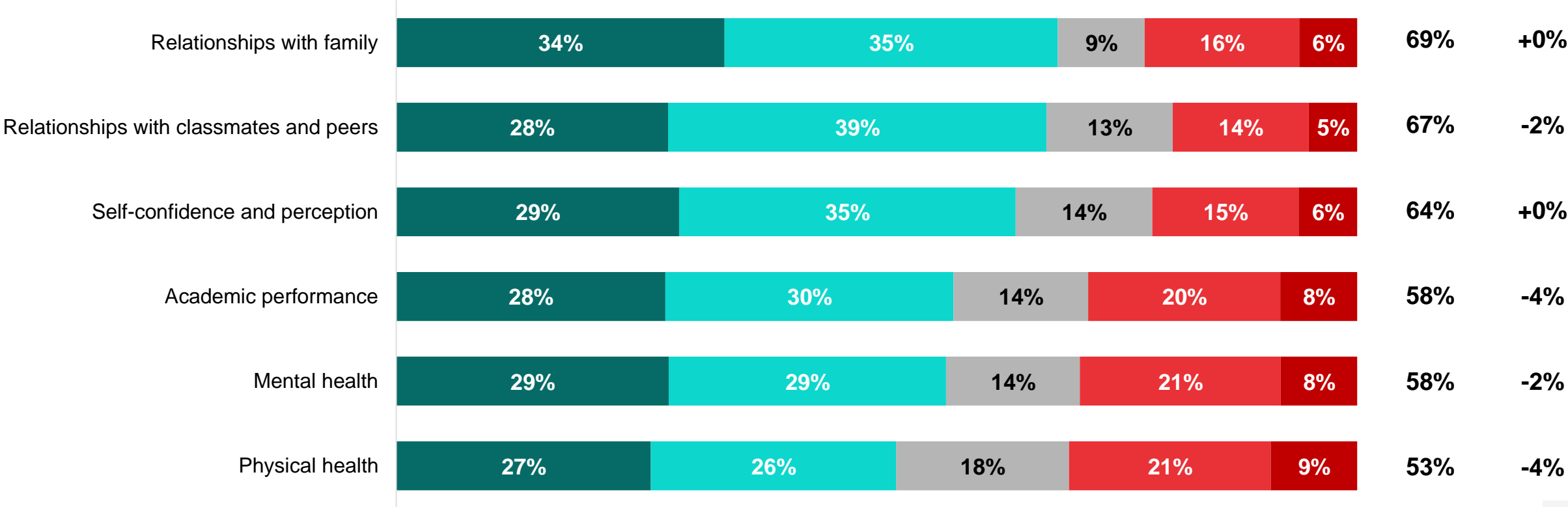
School parents report that cell phone access has had the most positive impact on their child’s relationships, but more negative impact on their health and academics.

What kind of impact do you think cell phone access has had on your child in each of the following?

School Parents

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

Total Positive
(Very + Somewhat Positive) vs. Aug.



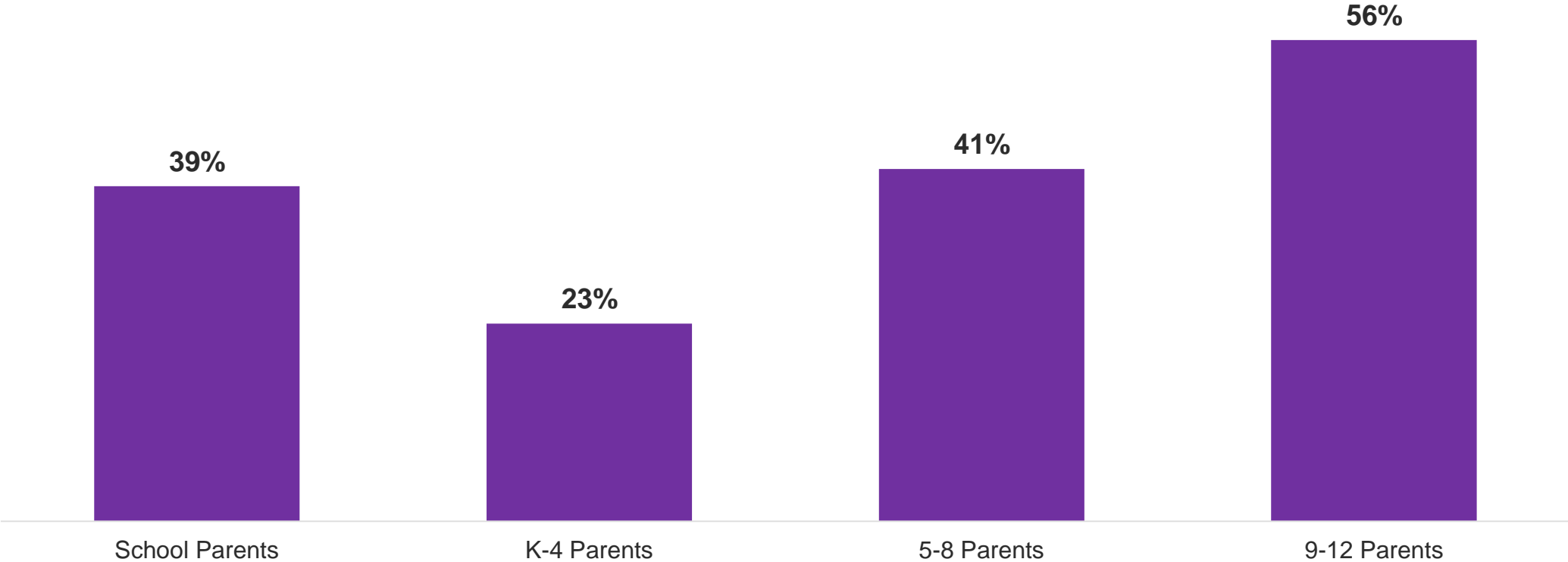
Source: Survey conducted October 10, 2024 – October 13, 2024, among U.S. adults

More than one-third of parents say their children are on social media at least “very often.” Over half of high school parents say the same about their kids.

School Parents

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

Total Often
(Extremely Often + Very Often)



Source: Survey conducted October 10, 2024 – October 13, 2024, among U.S. adults

School parents report that social media access has the most positive impact on their child’s relationships but the most negative impact on their health.

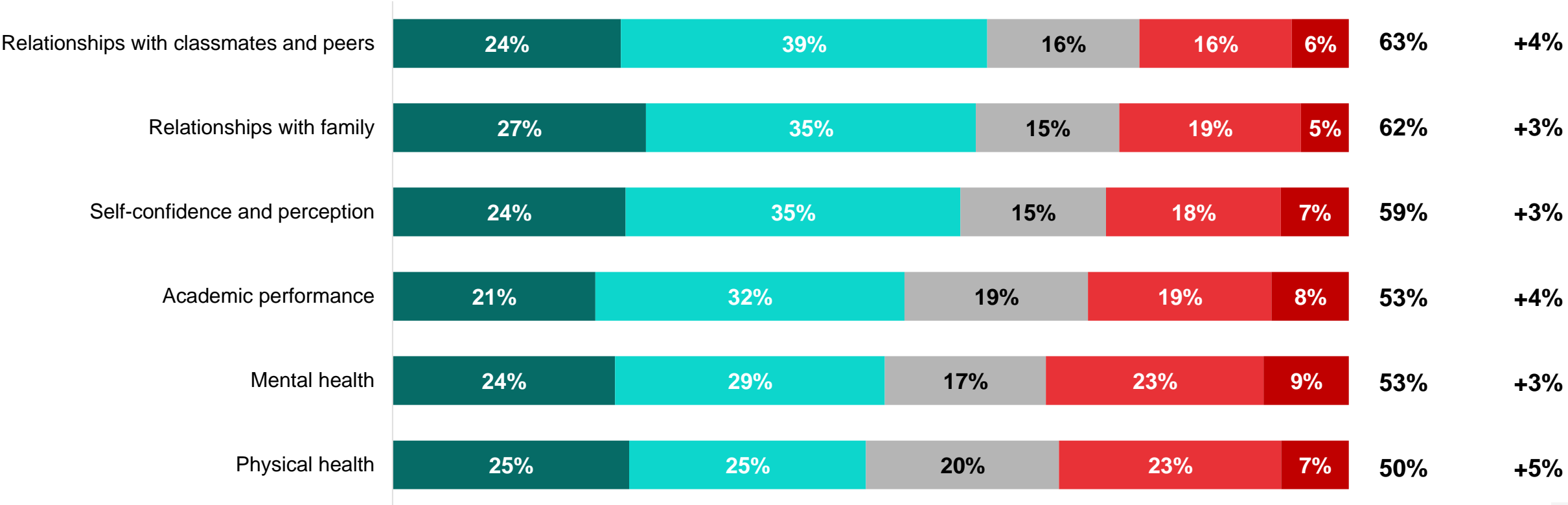
What kind of impact do you think social media access has had on your child in each of the following?

School Parents

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

Total Positive
(Very + Somewhat Positive)

vs. Aug.



Source: Survey conducted October 10, 2024 – October 13, 2024, among U.S. adults

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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

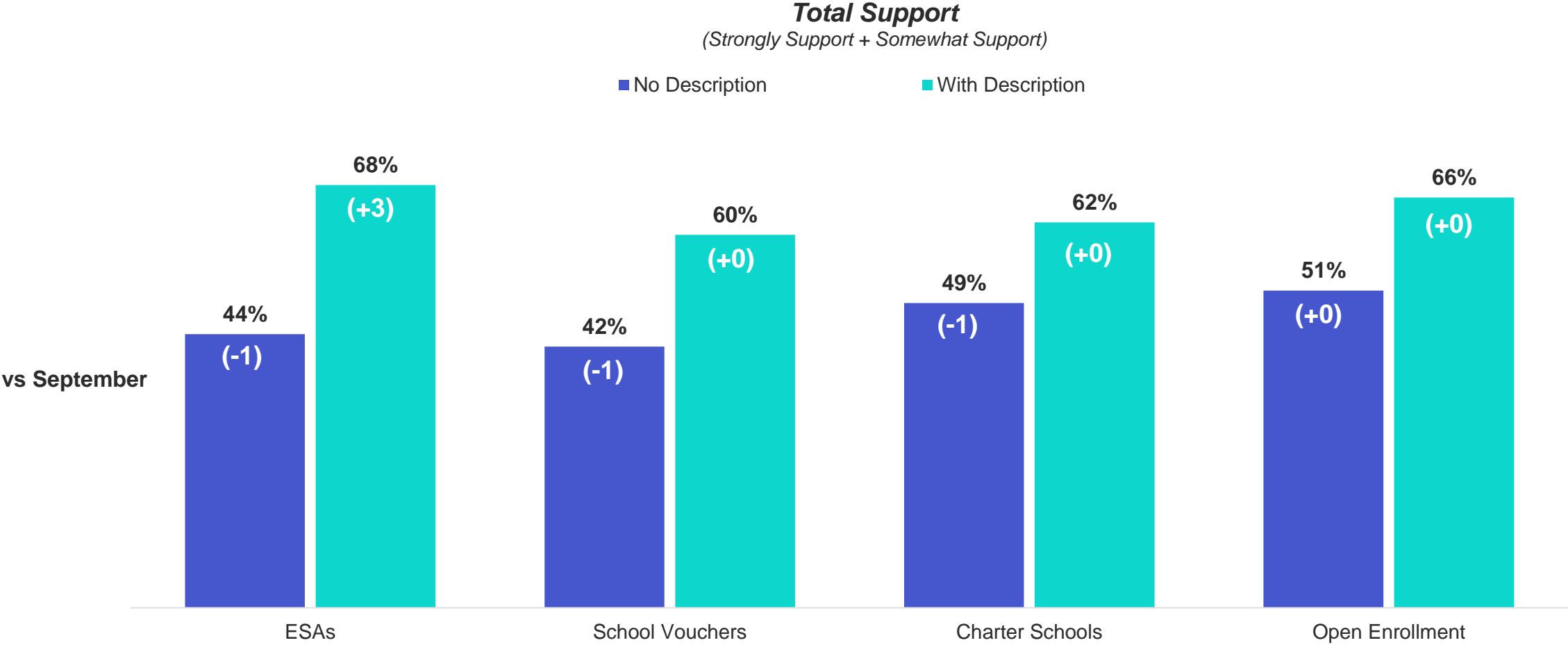
A school voucher system allows parents the option of sending their child to the school of their choice, whether that school is public or private, including both religious and non-religious schools. If this policy were adopted, tax dollars currently allocated to a school district would be allocated to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



Source: Survey conducted October 10, 2024 – October 13, 2024, among U.S. adults

In October, support for ESAs was highest among liberal/progressive adults and middle-income adults. Support was lowest among those living in small towns and 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 68%

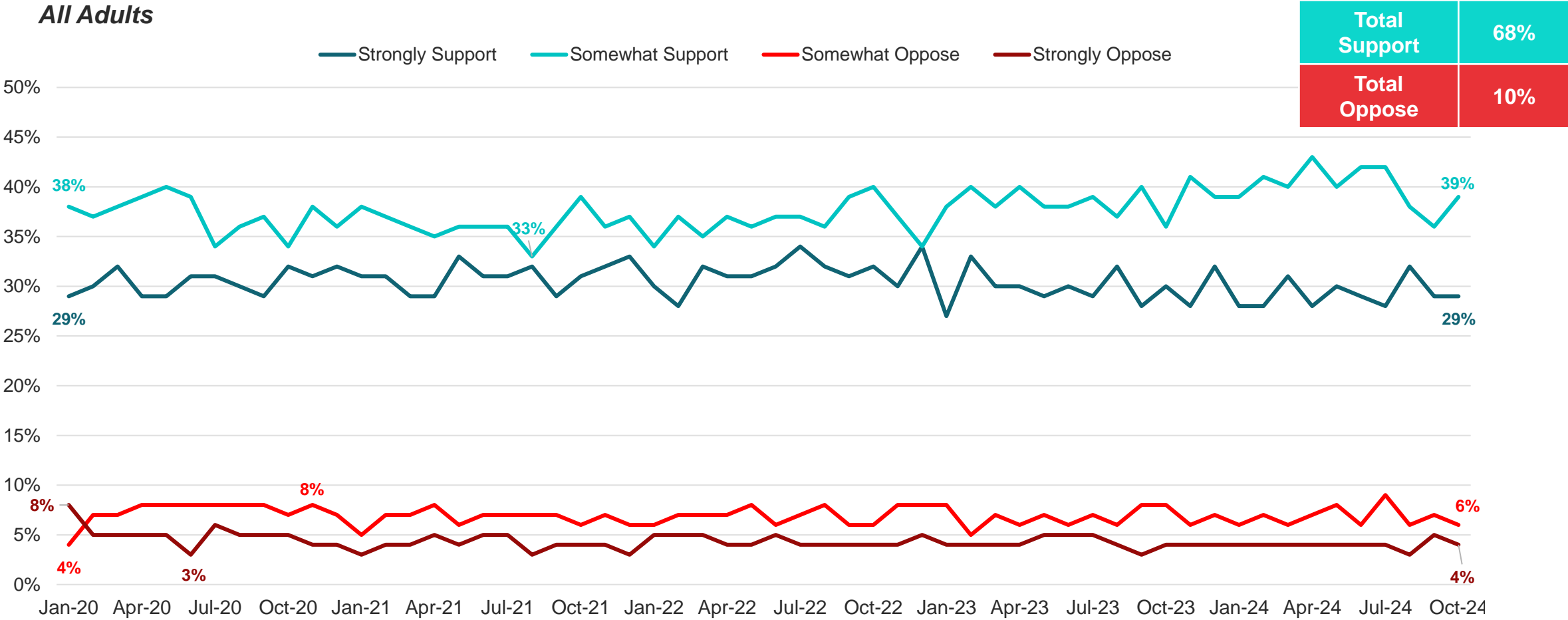
Groups most supportive		Groups least supportive	
Liberal/Progressive	75%	Black	67%
Middle Income: \$50k to \$100k	75%	Independent	65%
Education: Bachelors+	74%	Female	65%
School Parents	74%	Education: <College	65%
Democrat	73%	Midwest	65%
Conservative	73%	Low Income: <\$50k	64%
Republican	72%	Rural	63%
Urban	71%	Small town	63%

The public is nearly seven times as likely to support ESAs than oppose them, as Americans' overall support of ESAs increased in October.

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?

October 2024

All Adults

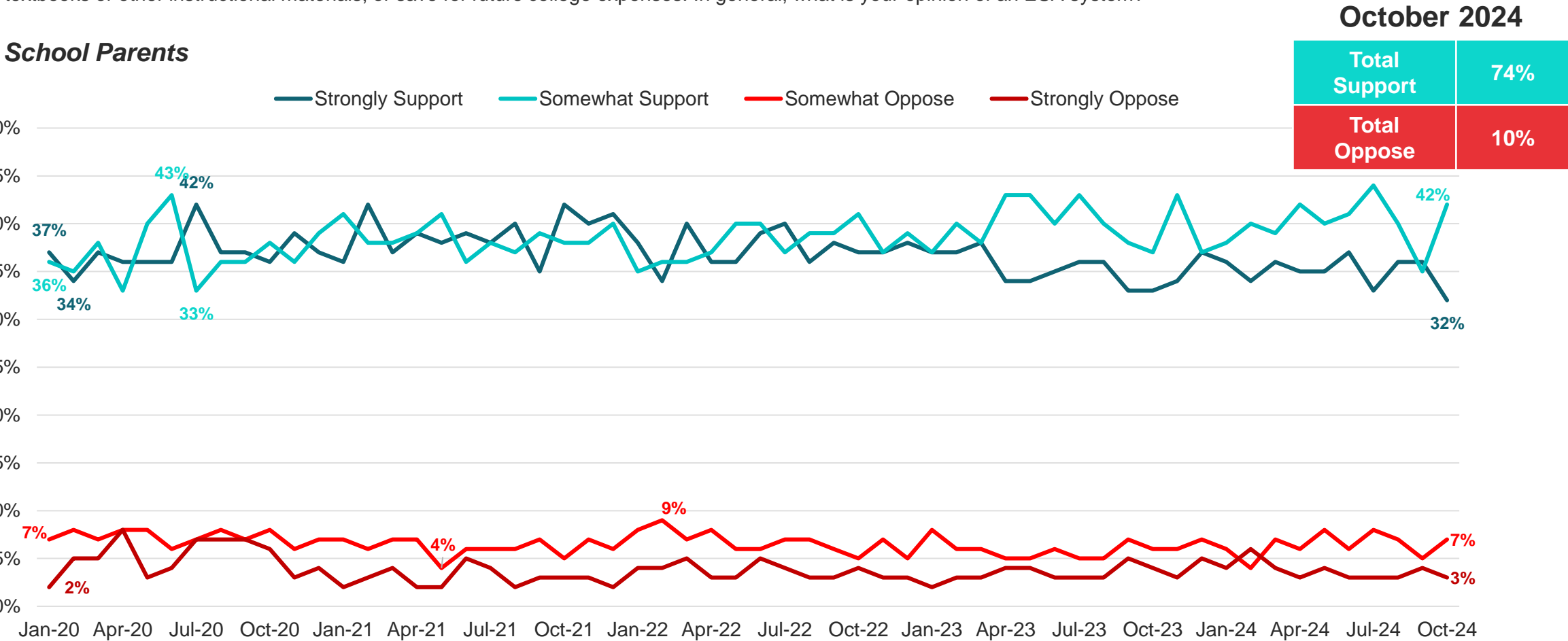


Note: Don't know/No opinion responses are not shown.

In October, school parents were over seven times as likely to be supportive of ESAs than to be opposed. Strong support decreased 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?

School Parents



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

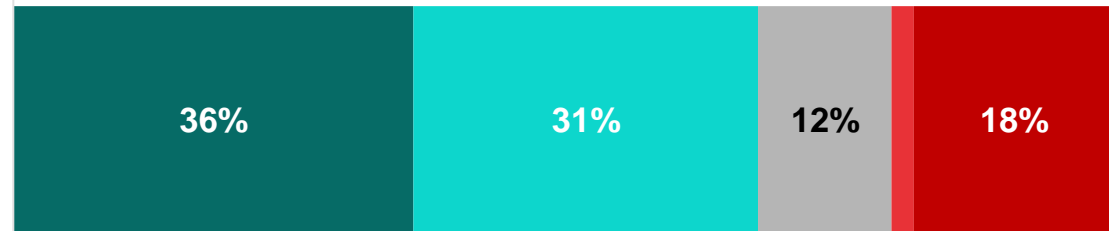
Roughly two-thirds of school parents believe ESAs should be available to all families regardless of income or special needs. That is nearly 10-points higher than the percentage of parents who want ESA eligibility determined by financial need.

School Parents

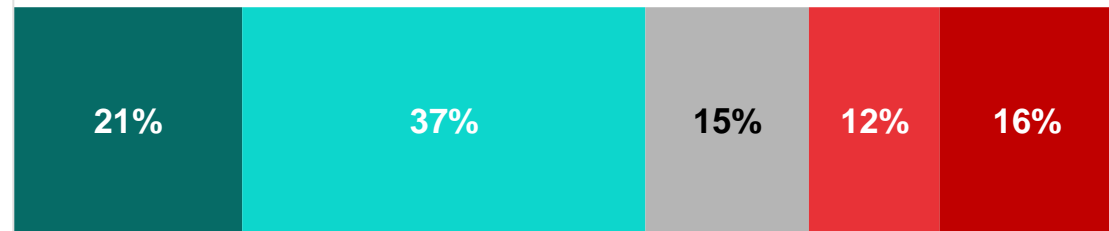
■ Strongly Agree
 ■ Somewhat Agree
 ■ Somewhat Disagree
 ■ Strongly Disagree
 ■ Don't Know/ No Opinion

Total Agree
(Strongly + Somewhat Agree)

Some people believe that ESAs should be available to all families, regardless of incomes and special needs. Do you agree or disagree with that statement?



Some people believe that ESAs should only be available to families based on financial need. Do you agree or disagree with that statement?



Support for school vouchers was highest among conservatives, Republicans, and school parents. It was lowest among small town adults and liberals and progressives.

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	
Conservative	72%	West	58%
Republican	69%	High Income: \$100k+	58%
School Parents	68%	Low Income: <\$50k	57%
Male	65%	Female	55%
Middle Income: \$50k to \$100k	65%	Rural	55%
Age: 35-54	65%	Democrat	55%
Urban	64%	Liberal/Progressive	53%
Hispanic	63%	Small town	53%

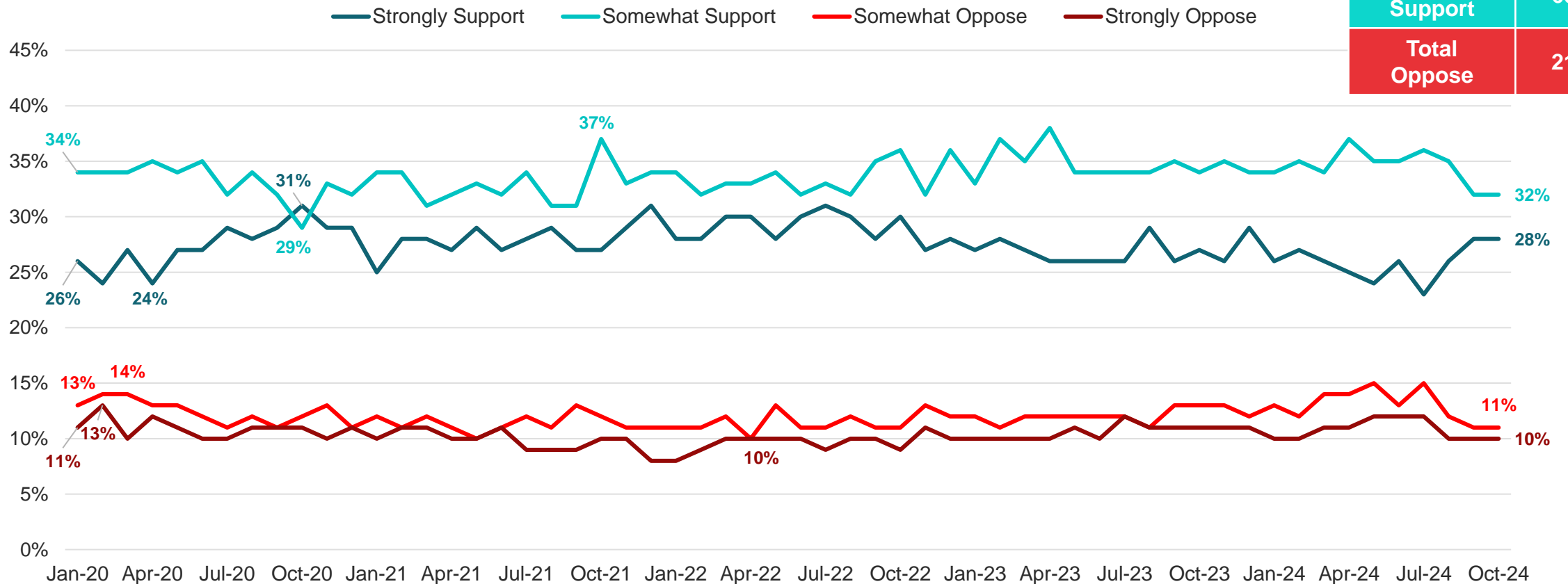
Source: Survey conducted October 10, 2024 – October 13, 2024, among U.S. adults

Americans are more than twice as likely to support school vouchers than oppose them. The public's overall support for school vouchers remained unchanged in October.

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?

October 2024

All Adults



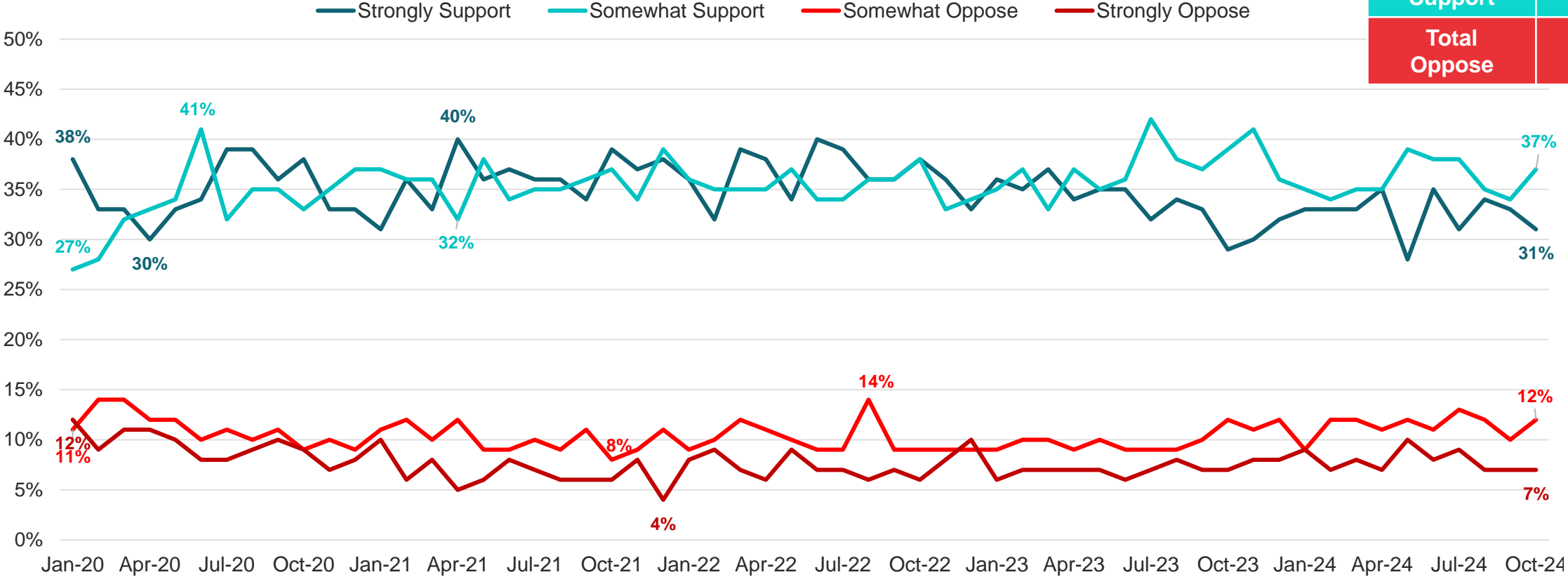
Note: Don't know/No opinion responses are not shown.

Parents are more than three times as likely to support school vouchers than oppose them. In October, support for school vouchers rose slightly among school parents.

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?

October 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. Adults living in small towns and rural areas 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

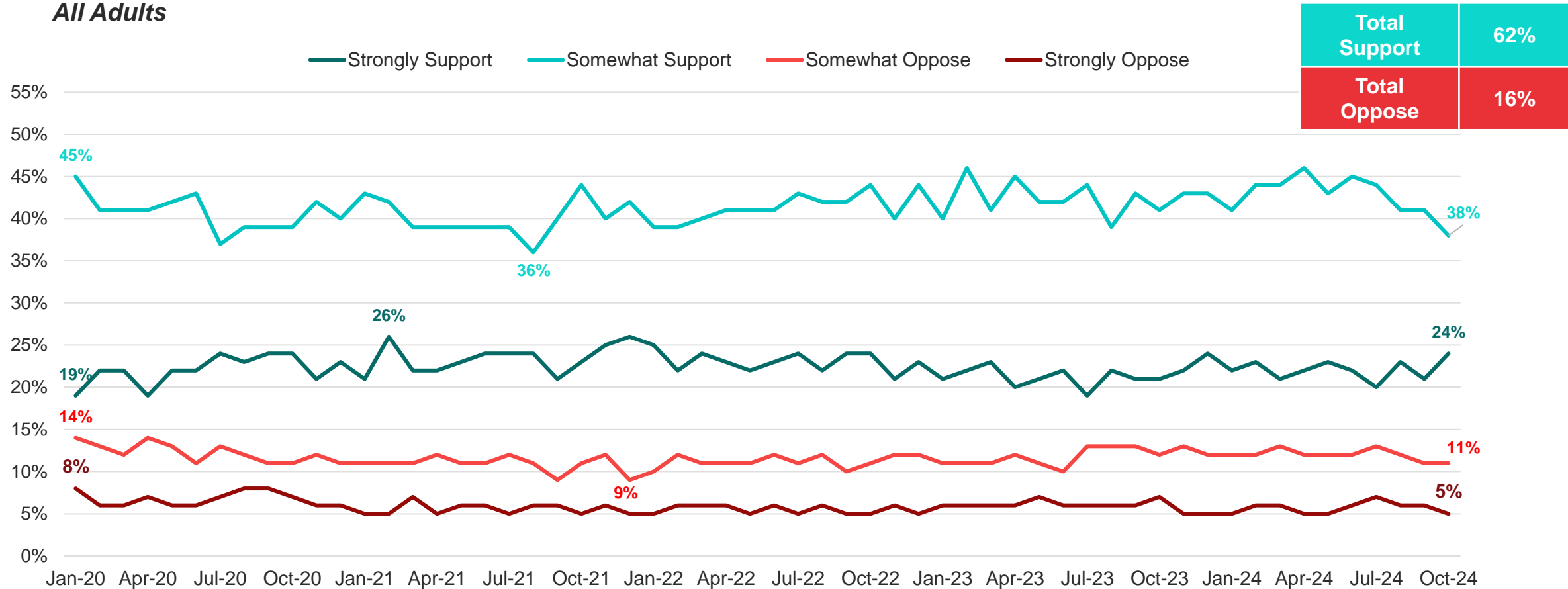
Public Support	Groups most supportive		Groups least supportive	
	Group	Support %	Group	Support %
62%	Conservative	74%	Black	61%
	Republican	73%	Low Income: <\$50k	60%
	School Parents	69%	Midwest	60%
	Urban	67%	Independent	59%
	High Income: \$100k+	66%	Liberal/Progressive	58%
	Middle Income: \$50k to \$100k	66%	Female	58%
	Male	66%	Rural	55%
	Millennials	65%	Small town	54%

Americans are more than three times as likely to support charter schools than oppose them. Strong support for charter schools increased in October.

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?

October 2024

All Adults



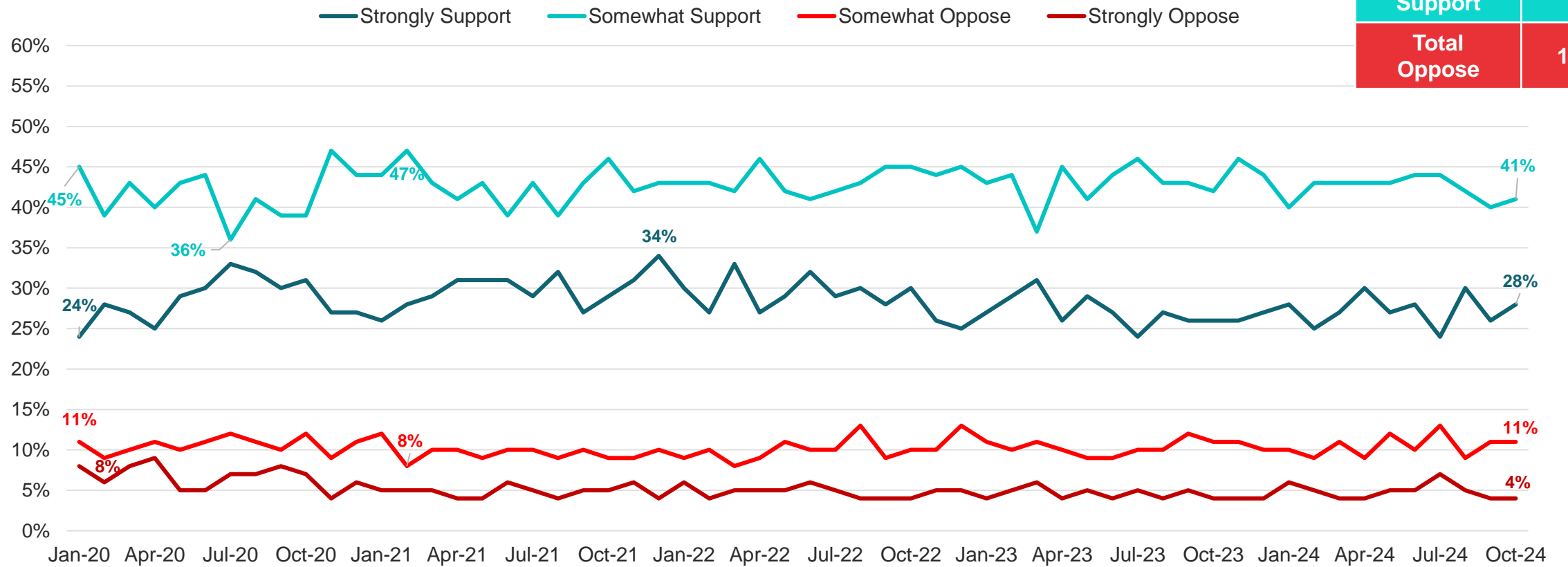
Note: Don't know/No opinion responses are not shown.

Parents are over four times as likely to support charter schools than oppose them. Overall support for charter schools increased in October.

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

October 2024	
Total Support	69%
Total Oppose	15%



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

School parents, Hispanic adults, and urban adults are most likely to support open enrollment. Small-town adults and adults living in the Midwest 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 66%

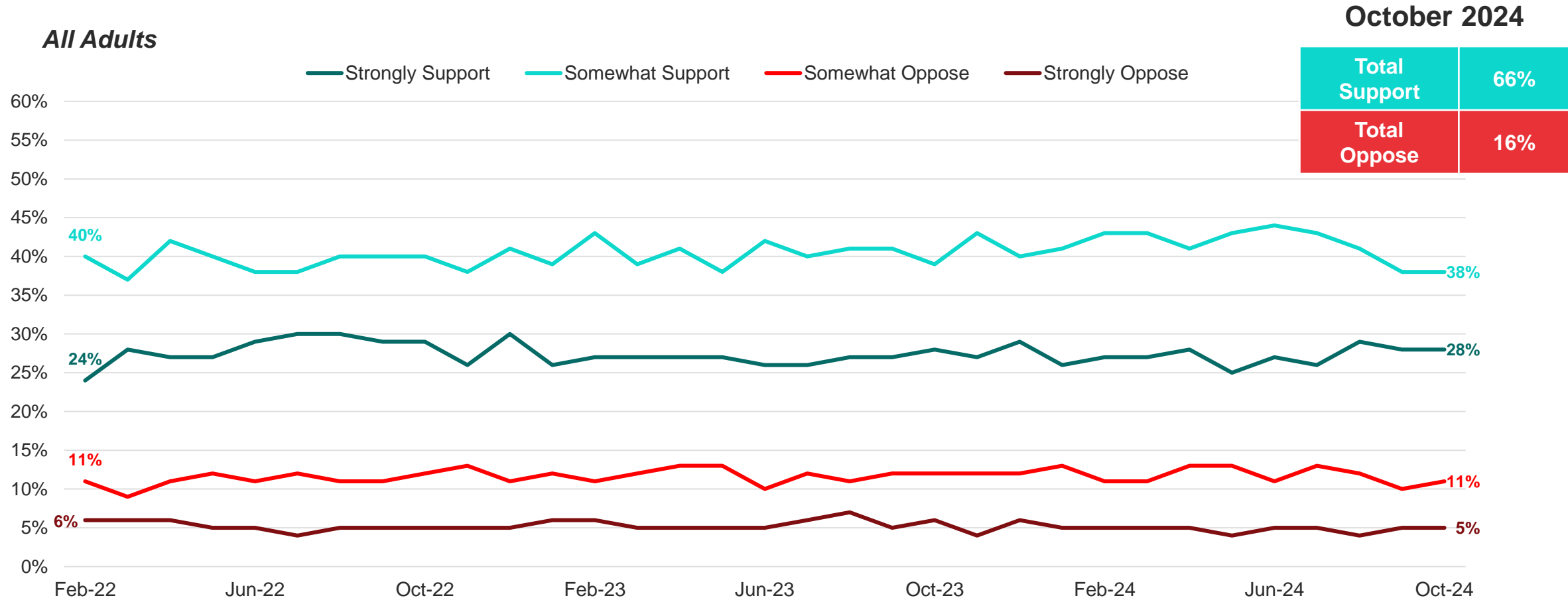
Groups most supportive		Groups least supportive	
School Parents	73%	Northeast	65%
Hispanic	73%	Independent	64%
Urban	73%	Female	64%
Middle Income: \$50k to \$100k	72%	Low Income: <\$50k	64%
West	70%	Suburban	64%
Millennials	70%	Rural	64%
Republican	70%	Midwest	63%
Moderate	69%	Small town	63%

Source: Survey conducted October 10, 2024 – October 13, 2024, among U.S. adults

The public's support for inter-district open enrollment is over four times as large as opposition. Overall support remained unchanged in October.

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.

All Adults

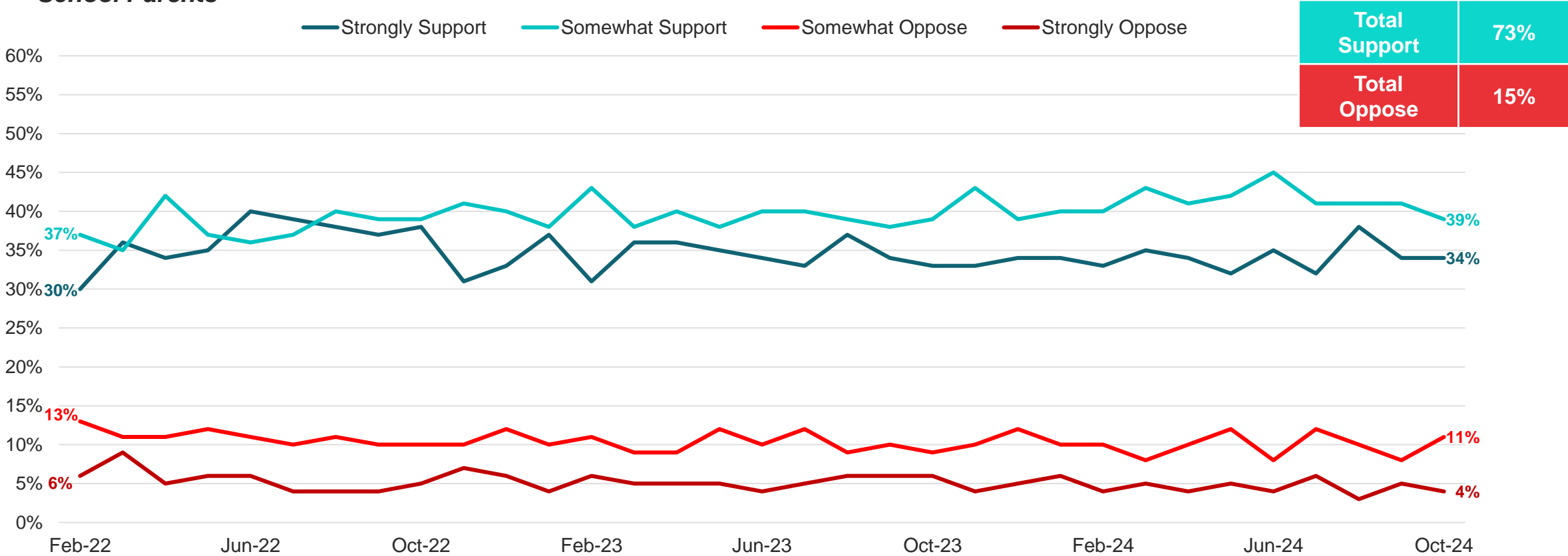


Note: Don't know/No opinion responses are not shown.

Among school parents, support for inter-district open enrollment is nearly five times as large as opposition. Overall support decreased in October.

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	October 10-13, 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 = 11.31 minutes Oversample Median = 14.83 minutes
Sample Size	N = 2,253 General Population N= 1,295 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)	± 2.33 percentage points (Gen Pop), ± 3.51 percentage points (Oversample)
Participation Rate	45.32% (Gen Pop), 52.24% (Oversample)
Methods Page	https://edchoice.morningconsultintelligence.com/methodology
Project Contact	Paul DiPerna, paul@edchoice.org

Total Sample Demographics

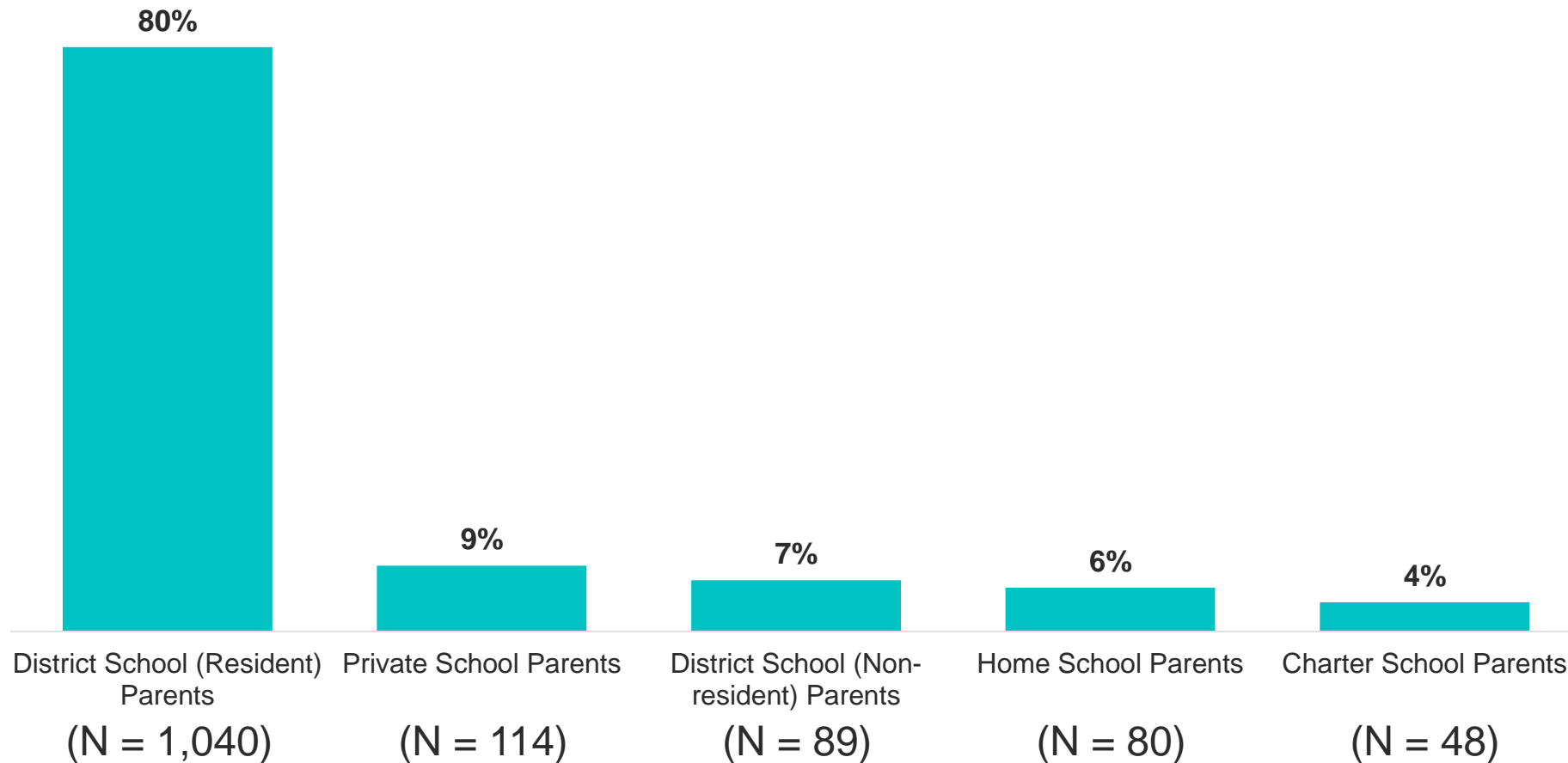
Demographics	Unweighted (N =)
Hispanic	342
Non-Hispanic White	1,411
Black	417
Other	109
Generation Z	279
Millennial	718
Generation X	555
Boomers	647
Male	1,095
Female	1,158
< College	1,478
College +	775
Northeast	420
Midwest	489
South	967
West	377

Demographics	Unweighted (N =)
Total School Parents*	1,295
K-4 Parents*	658
5-8 Parents*	542
9-12 Parents*	523
Non-Parents	960
Liberal/Progressive	561
Moderate	765
Conservative	678
Democrat	840
Independent	579
Republican	679
Urban	643
Suburban	959
Small Town	234
Rural	417
Low Income <\$50K	1,272
Middle Income \$50K to <\$100K	671
High Income \$100K+	310

* Denotes the sample came from school parents

Demographics	Unweighted	Weighted	Target (%)
Hispanic	15%	17%	16%
White	63%	61%	78%
Non-Hispanic White	63%	n/a	n/a
Black	19%	13%	12%
Other	5%	8%	9%
Age: 18-34	28%	29%	30%
Age: 35-54	33%	32%	31%
Age: 55+	39%	39%	40%
Age: 65+	23%	23%	20%
Male	49%	49%	48%
Female	51%	51%	52%
< College	67%	64%	69%
College +	34%	36%	31%
Northeast	19%	17%	18%
Midwest	22%	21%	21%
South	43%	38%	37%
West	17%	24%	24%

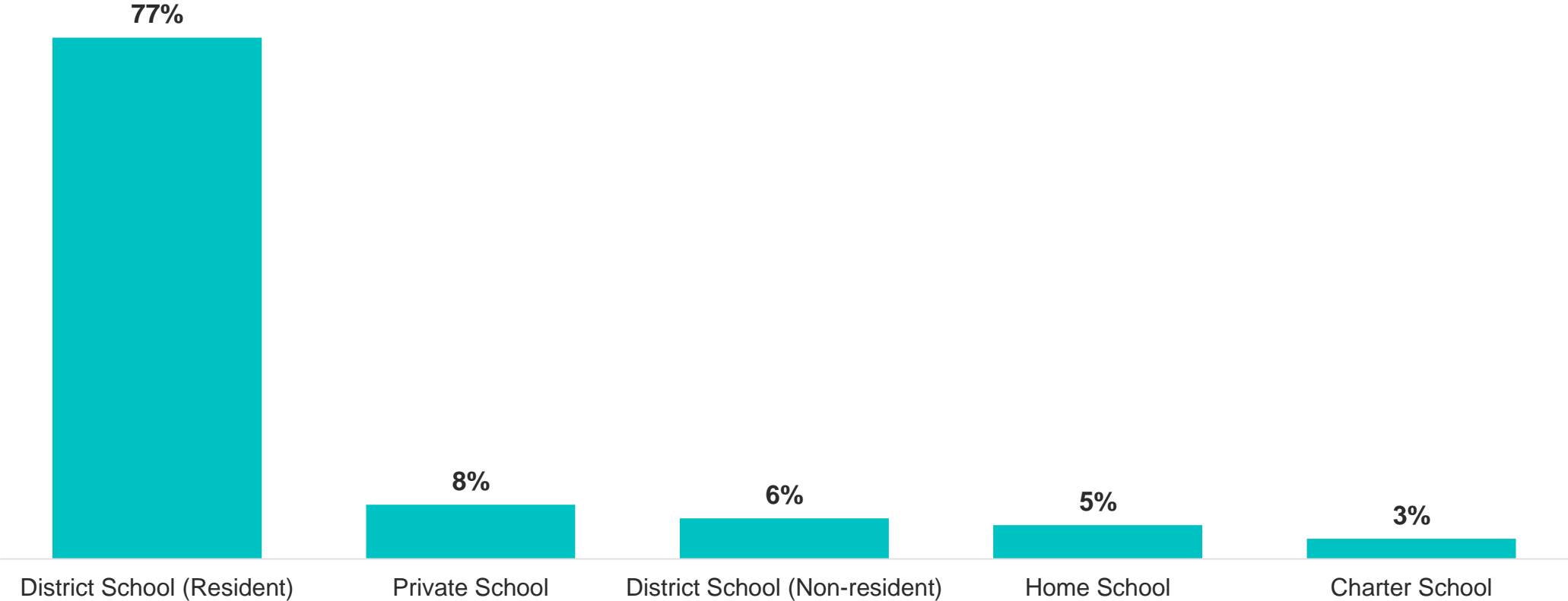
Parent groups based on estimated school type attendance for the 2024-2025 school year



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 2024-2025 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 2022 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 2024-2025 school year
Charter School Parents	Have at least one child enrolled in a charter school for the 2024-2025 school year
District/Public School Parents	Have at least one child enrolled in a district/public school for the 2024-2025 school year
Private School Parents	Have at least one child enrolled in a private school for the 2024-2025 school year
Home School Parents	Have at least one child enrolled in home school for the 2024-2025 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)



[MORNINGCONSULT.COM](https://morningconsult.com)