

 edCHOICE

THE PUBLIC, PARENTS, AND K-12 EDUCATION

A National Polling Report

JULY 2022

KEY FINDINGS

1. Parents most frequently reported their children participating in athletics-based programs in July. The least common activities were culture-based programs and those related to career preparation.
2. Parents indicate they spend the most money on career-focused activities (\$637/month), and the least amount on arts programming (\$445/month). Parents in lower-income households spend half as much on extracurricular activities compared to those in higher-income households. Lower-income parents are also much more likely to say they don't spend any money on extracurriculars.
3. Parents who have children interested but unable to participate in an extracurricular point to not having enough information, high prices, and inconvenient locations for reasons why they do not participate.
4. School parents tend to point to location, a safe environment, and academic quality as the main reasons why their child is enrolled in a specific school type. More specifically, home school parents prioritize one-on-one attention and a safe environment. Private school parents emphasize academic quality in addition to a safe environment. District school parents most frequently say location as a main reason.
5. Overall interest in learning pods continued to increase in July, returning to a level similar to early 2022. Tutoring interest held steady. The monthly amounts parents would be willing to spend on those activities were also relatively unchanged compared to June (pod: \$433/child/month; tutoring: \$364/child/month).
6. In July, the general public placed increasing priority on education issues at the state and federal levels. Women's issues saw the largest increases at the local and state levels.
7. Overall support for school choice policies remains high among both school parents and the general public, respectively:
 - Education savings accounts (ESAs) – 77% / 71%
 - School vouchers – 73% / 64%
 - Charter schools – 71% / 67%
 - Open enrollment – 76% / 68%

Methodology:

This poll was conducted between July 14-July 15, 2022 among a sample of 2,200 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

VIEWS ON SCHOOLING

EXTRACURRICULAR ACTIVITIES

SCHOOL CHOICE POLICIES

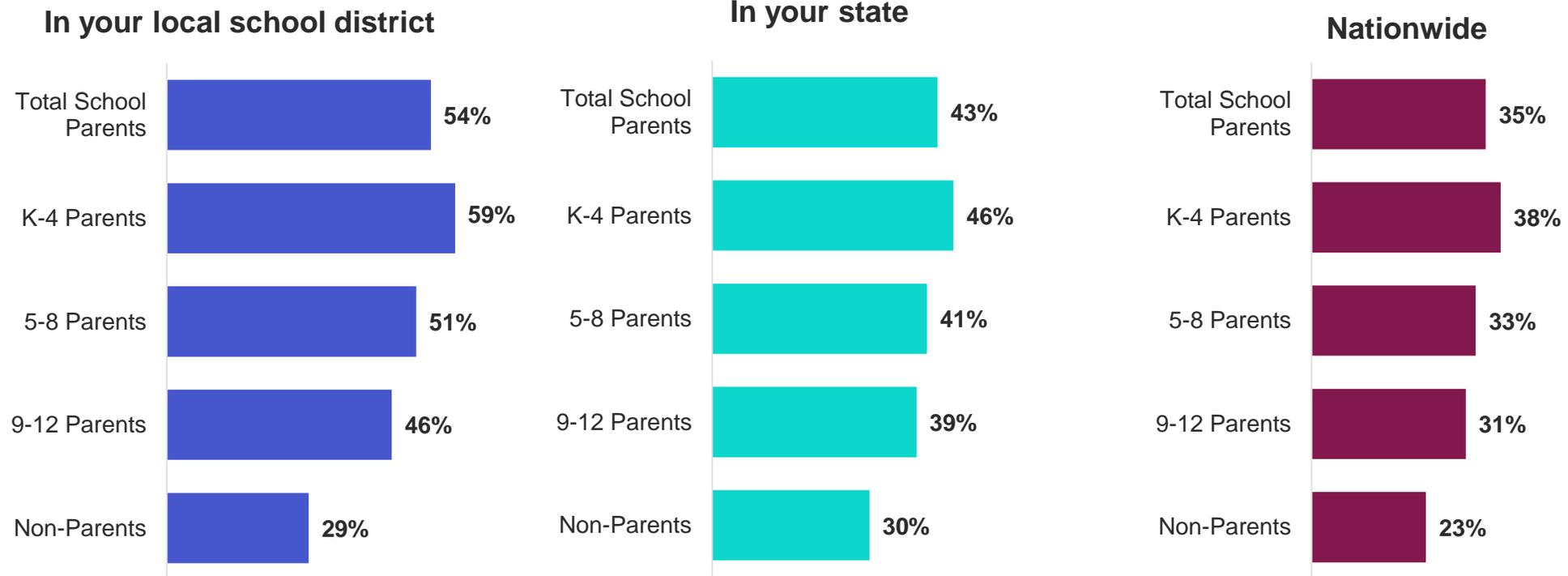
SURVEY PROFILE AND DEMOGRAPHICS



School parents, especially on a local level, remain much more optimistic about the direction of K-12 education than 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?

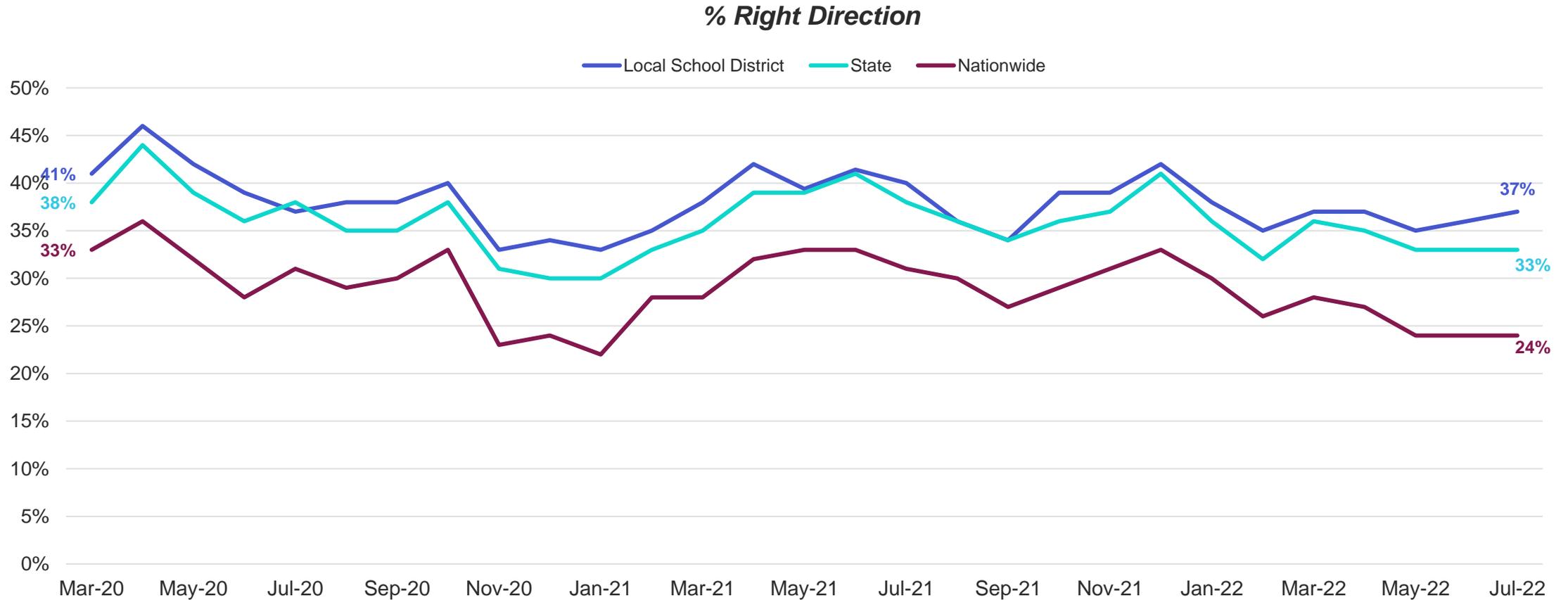
% Right Direction



In July, the public's positive views about the direction of K-12 education held steady.

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?

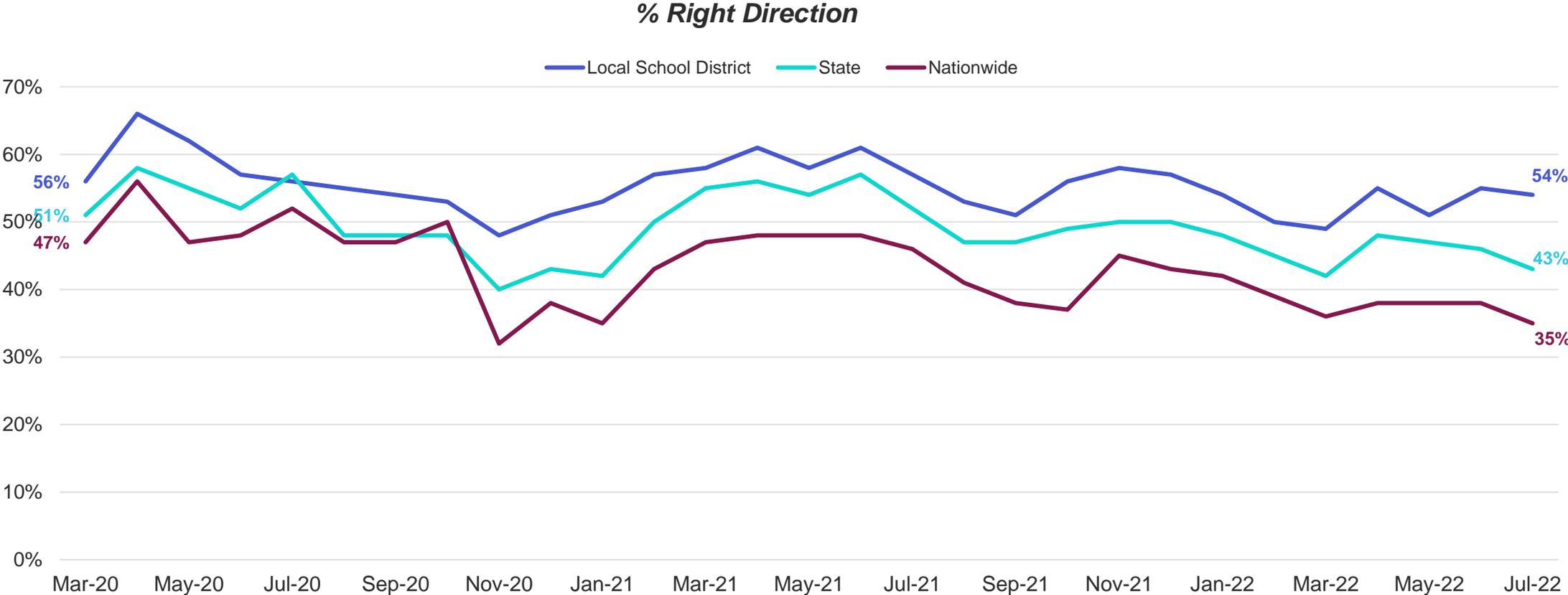
All Adults



In July, school parents were less optimistic about K-12 education compared to the previous month – decreasing three points each on the national and state levels.

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

School Parents



Americans are most likely to say core academic subjects are extremely important for grades K-8. At the high school level, parents prioritize skills for future employment.

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 (59%)
-  Become independent thinkers (50%)
-  Socialization (49%)
-  How to be good citizens (48%)
-  Skills for future employment (47%)
-  Values, moral character, religious virtues (40%)
-  To fix social problems (26%)

Grades 9-12

Average % selected Extremely Important **47%**

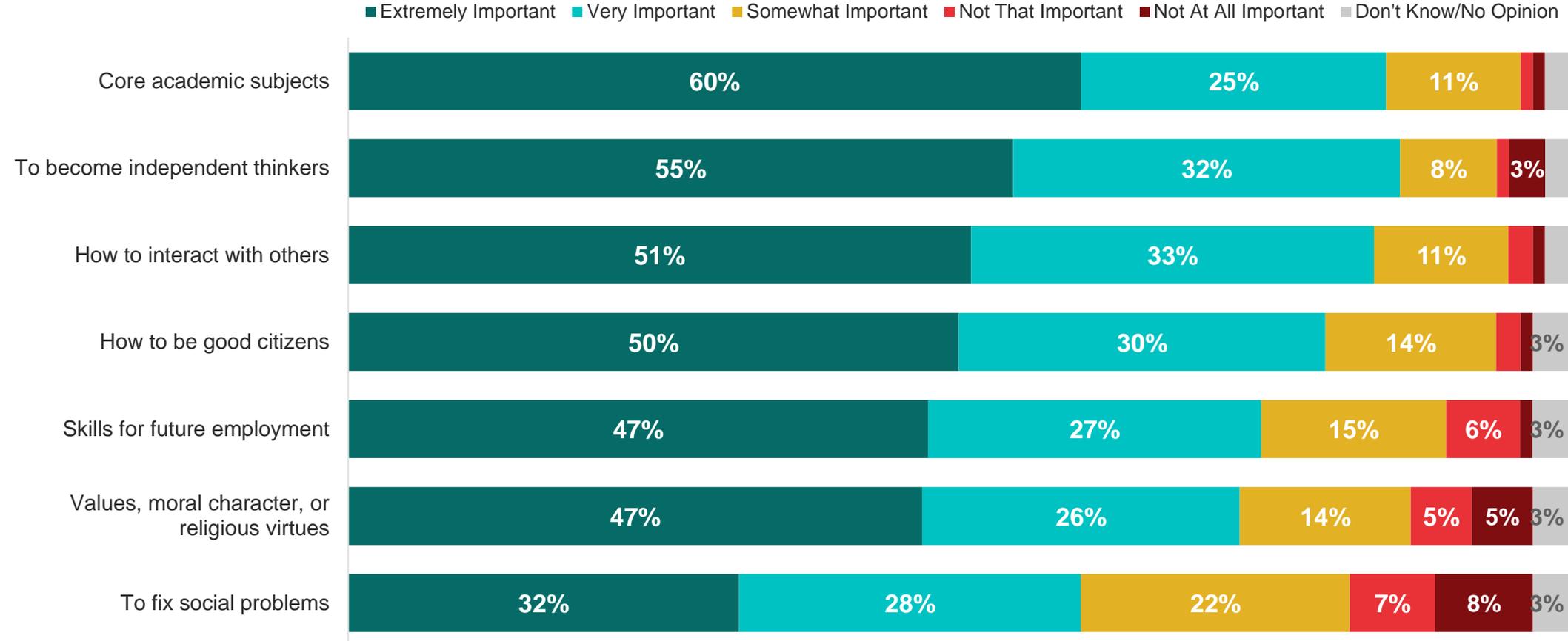
-  Skills for future employment (61%)
-  Core academic subjects (56%)
-  Become independent thinkers (54%)
-  How to be good citizens (49%)
-  Socialization (45%)
-  Values, moral character, religious virtues (37%)
-  To fix social problems (26%)

Source: Survey conducted July 14, 2022 – July 15, 2022, among U.S. adults

School parents are most likely to say core academic subjects are an extremely important purpose of K-8 education.

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

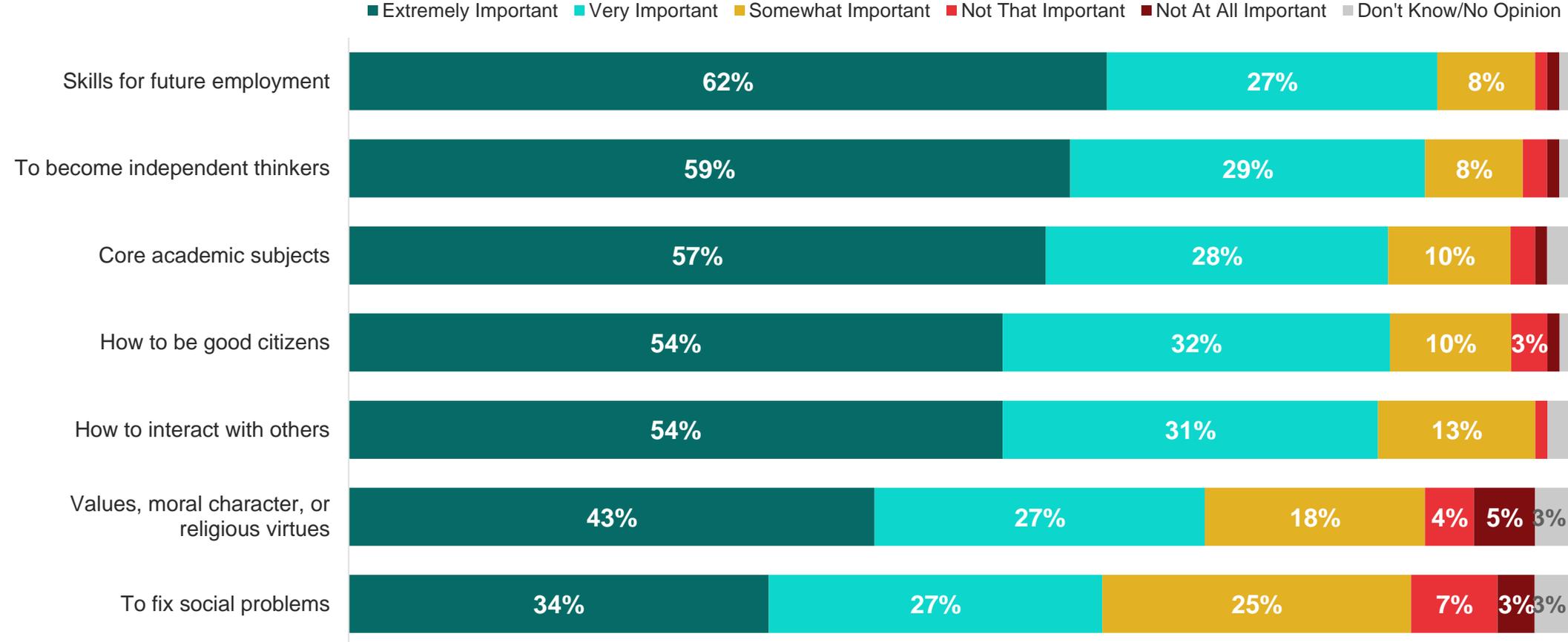


Source: Survey conducted July 14, 2022 – July 15, 2022, among U.S. adults

School parents are most likely to say that high school should focus on skills for future employment and independent thinking.

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...

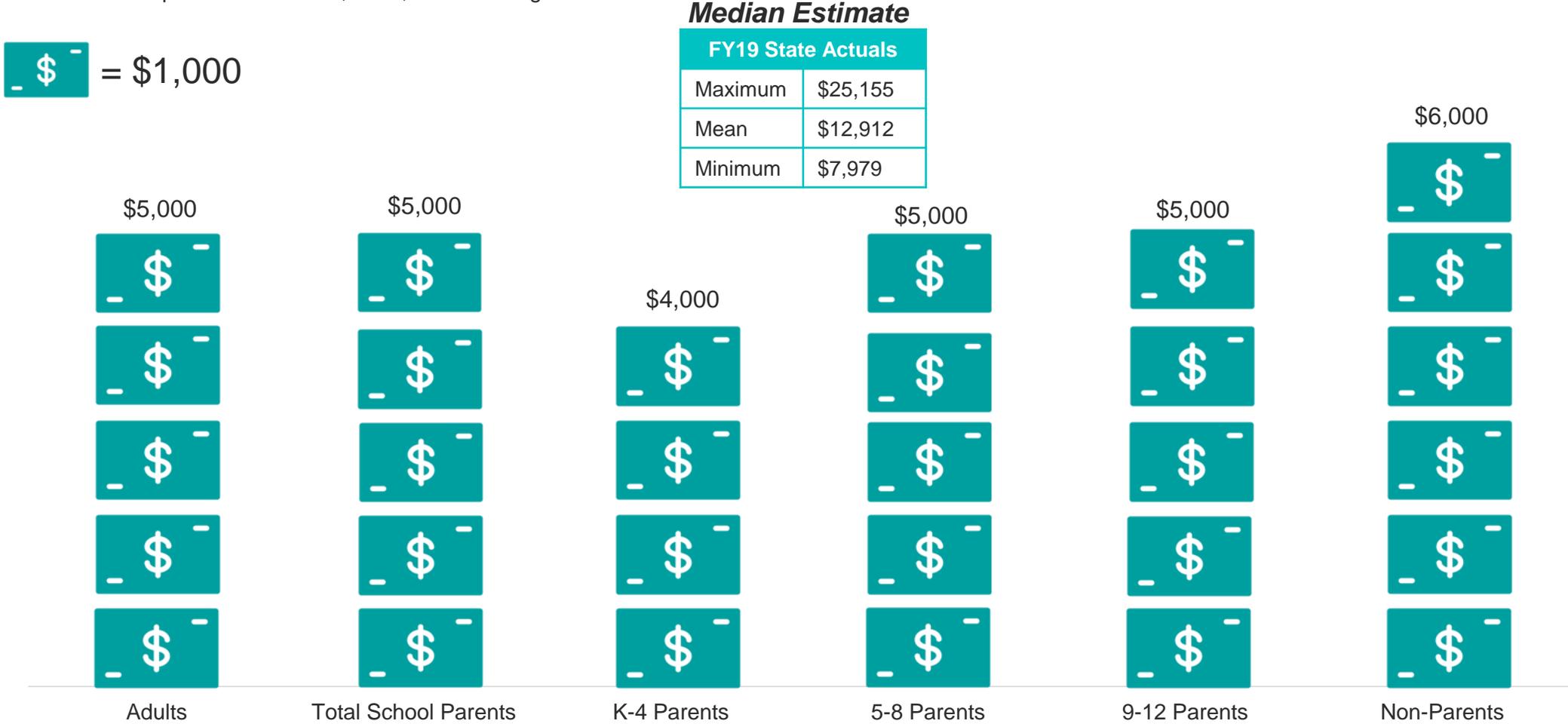
School Parents



Source: Survey conducted July 14, 2022 – July 15, 2022, among U.S. adults

Americans believe government spending per student is much lower than actual reported expenditures. School parents are even more likely than non-parents to underestimate per-student spending.

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.

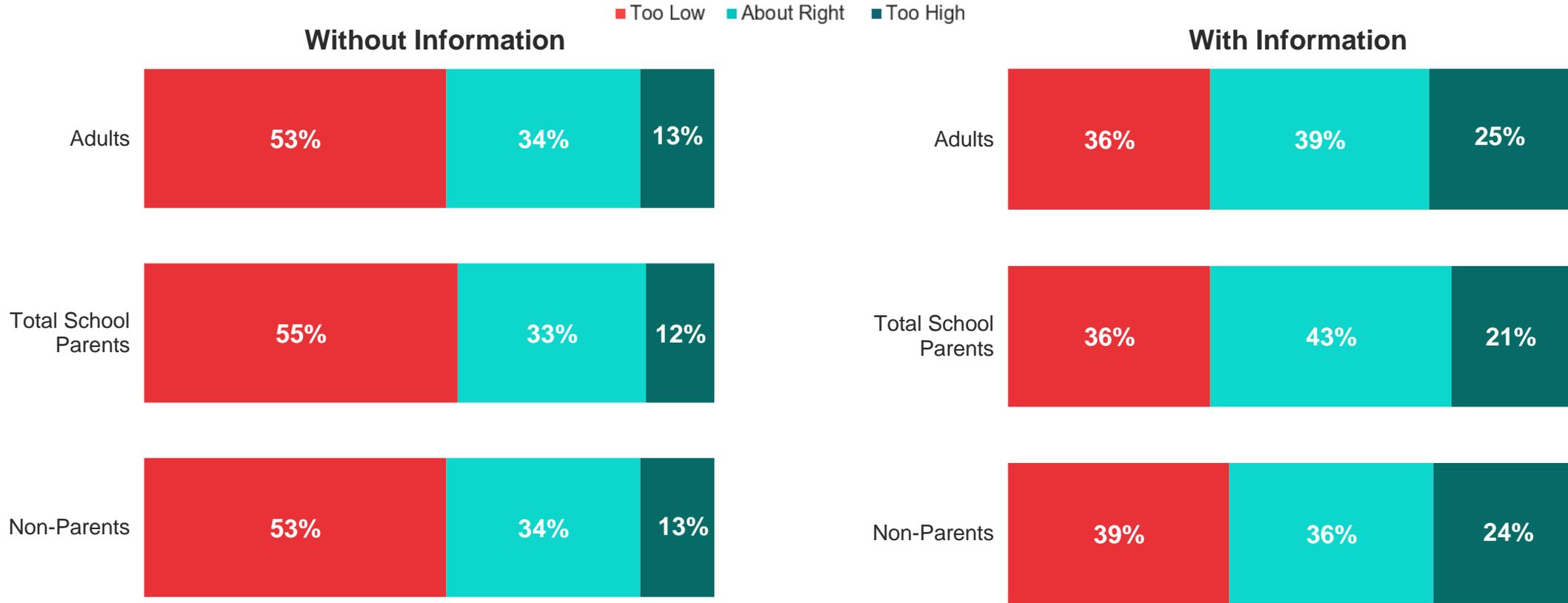


FY19 State Actuals Source: National Center for Education Statistics
 Source: Survey conducted July 14, 2022 – July 15, 2022, among U.S. adults

Americans are much less likely (-17 points) to say their state’s per-student spending is “too low” when given a publicly 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:



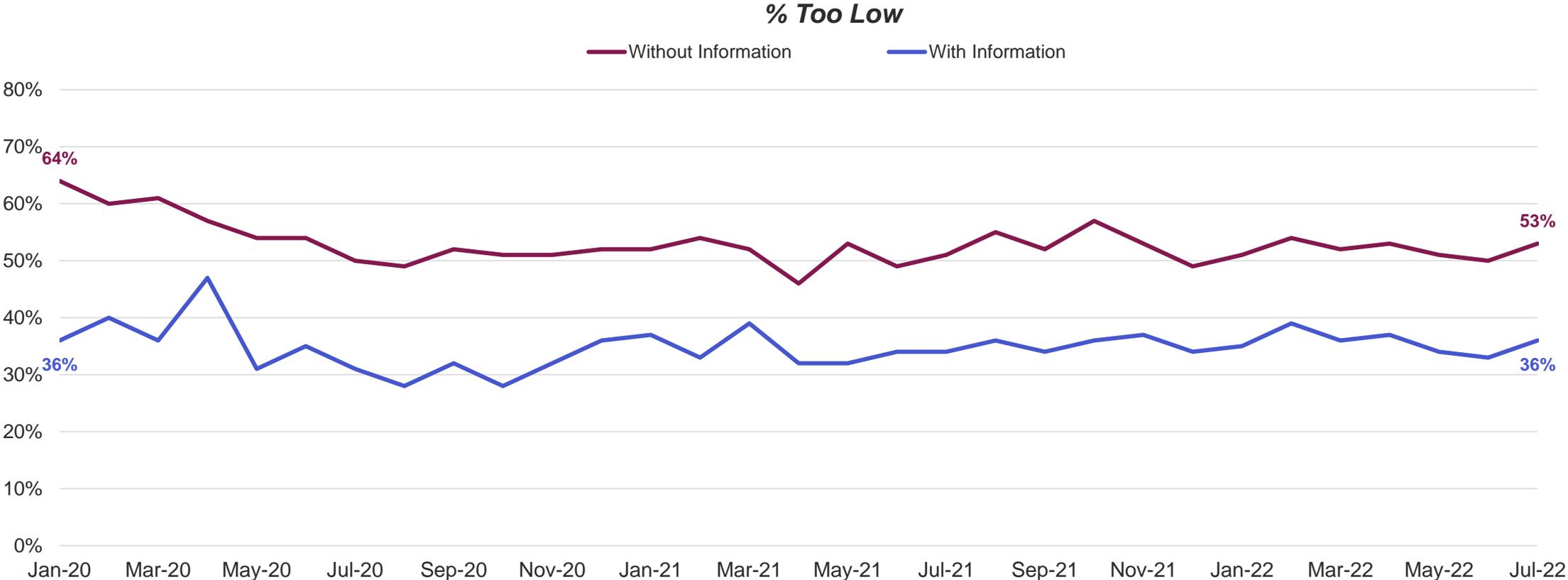
FY19 State Actuals Source: National Center for Education Statistics
 Source: Survey conducted July 14, 2022 – July 15, 2022, among U.S. adults

The American public’s belief that school funding is too low remains at a level lower than it was before the pandemic. But in July, there was a slight increase in this perception whether or not the respondent saw 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

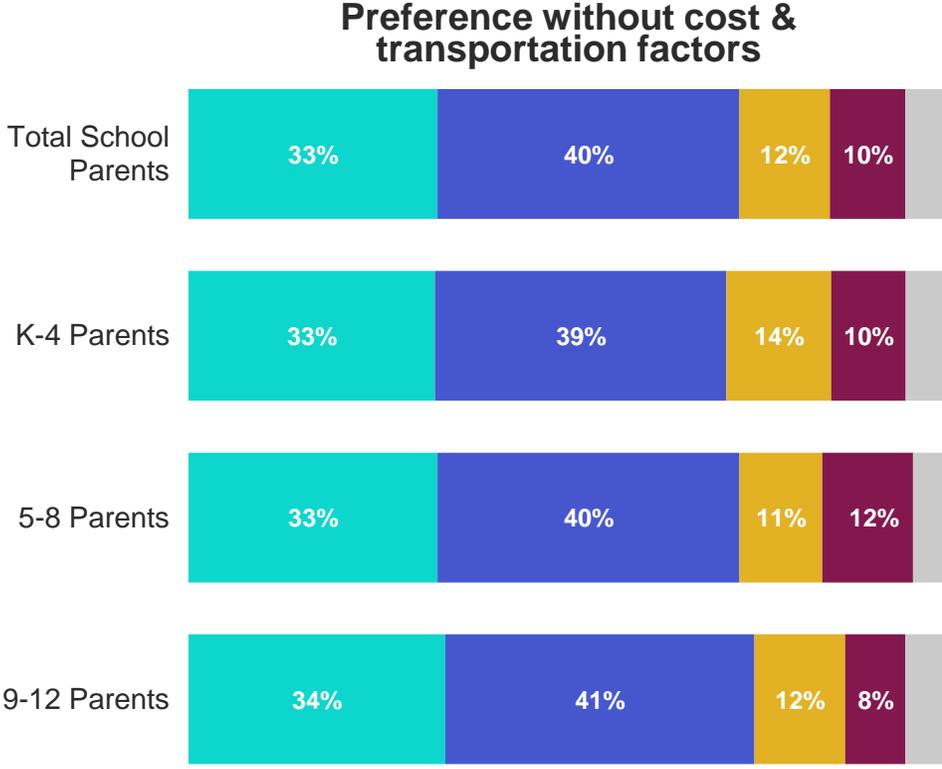
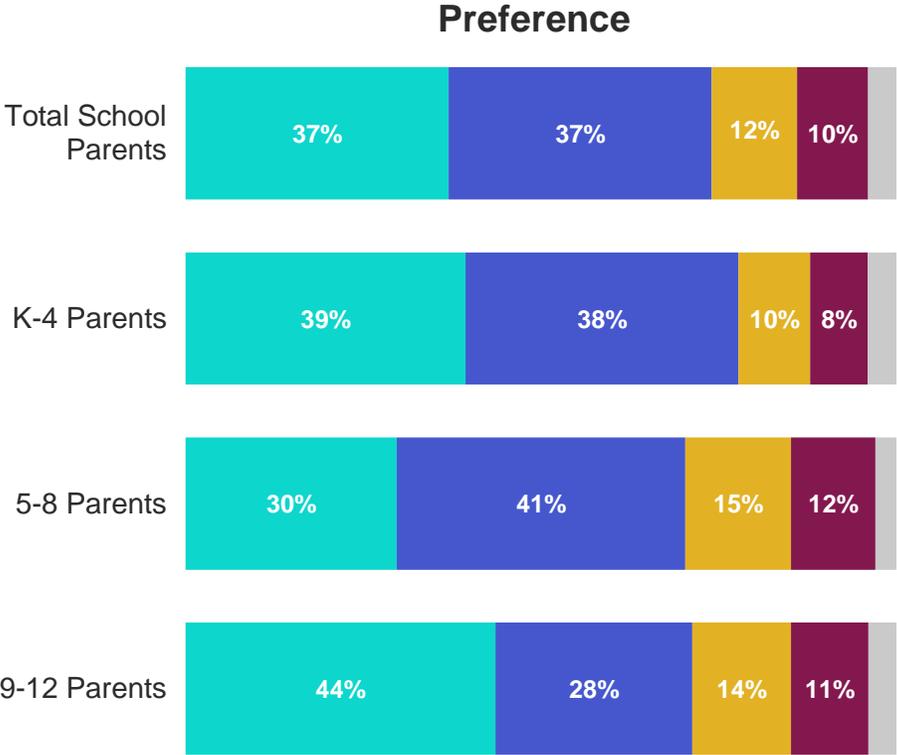


Parents of high schoolers show a greater preference for public district schools when cost and transportation are not factors. Elementary and middle school parents' preferences are very similar regardless of those factors.

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

If given the option, and neither financial costs nor transportation were factors, what type of school would you select in order to obtain the best education for your child?

■ Private School ■ Regular Public School ■ Home School ■ Charter School ■ Don't Know/No Opinion



Source: Survey conducted July 14, 2022 – July 15, 2022, among U.S. adults

In July, Americans placed increasing priority on education issues at the state and federal levels. Women’s issues saw the largest increases at the local and state levels.

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/state offices/local offices?

All Adults

% Selected

	LOCAL OFFICES	vs. June	STATE OFFICES	vs. June	FEDERAL OFFICES	vs. June
Economic Issues	59%	+4	58%	-2	59%	+0
Women's Issues	32%	+8	33%	+10	29%	+4
Health Care Issues	31%	+3	31%	+1	32%	+5
Education Issues	28%	-2	27%	+3	25%	+6
Energy Issues	24%	-4	27%	-4	25%	+0
Security Issues	23%	-6	29%	+2	30%	+0
Senior's Issues	20%	-3	28%	+5	28%	+3

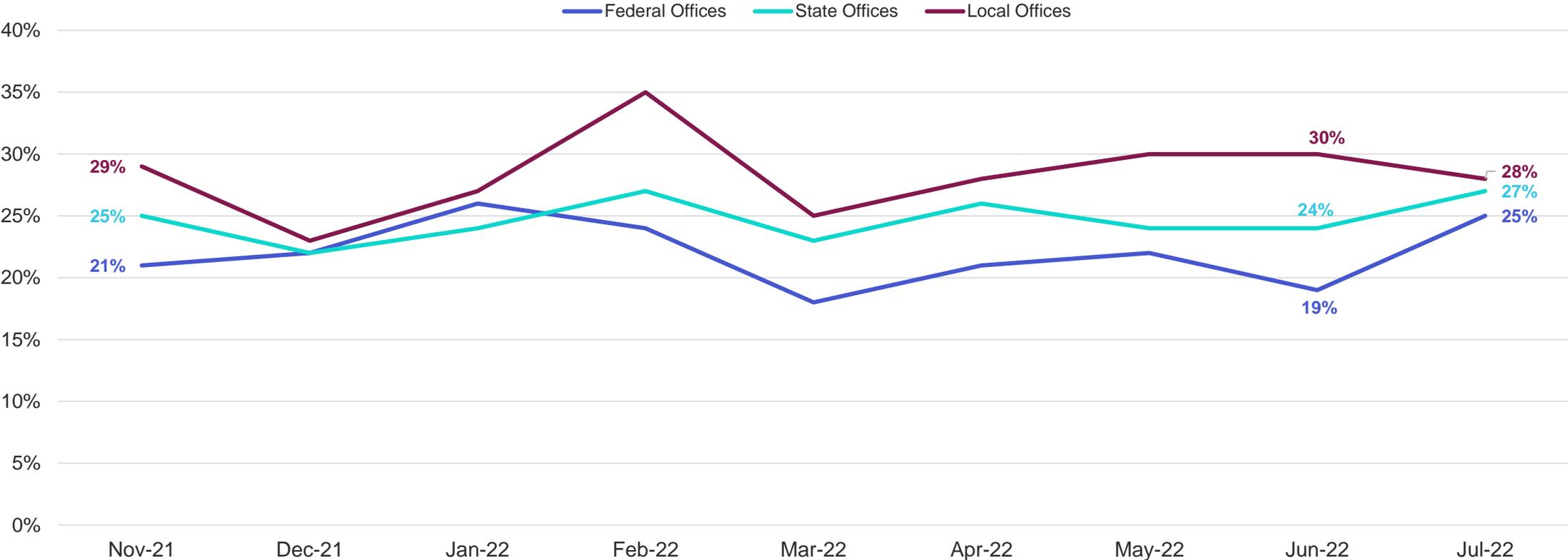
Participants were only randomly asked about one of three offices
 Source: Survey conducted July 14, 2022 – July 15, 2022, among U.S. adults

In July, the proportions of Americans who view education is a major issue converged at the local, state, and federal levels.

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/state offices/local offices?

All Adults

% Selected Education Issues



In July, substantially more Black parents viewed education as a top issue compared to the previous month.

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/state offices/local offices?

School Parents

% Selected Education Issues

% Most Frequently Selected

		vs. June
Educ: Bachelors or Postgrad	39%	+3
High Income: \$75K+	39%	+0
Hispanic	38%	+0
Black	37%	+13
Democrat	37%	+5
Suburban	36%	-1
Urban	35%	+1

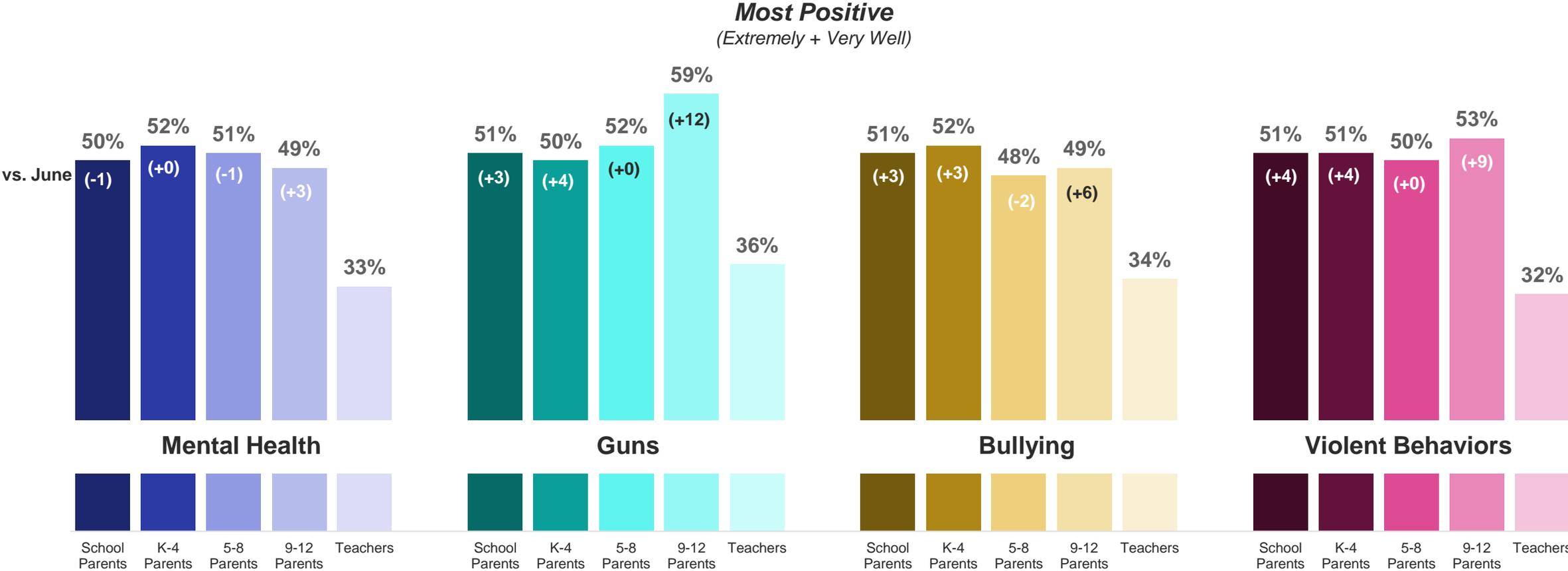
		vs. June
District School Parent	35%	+0
West	35%	-3
Northeast	34%	+4
Special Education Parents	34%	-3
Independent	34%	-4
South	33%	-2
Private School Parent	32%	+0
Midwest	32%	-3
Home School Parent	32%	-3

		vs. June
Middle Income \$35K-\$75K	32%	-4
Non-Hispanic White	31%	-3
Educ: < College	31%	-3
Small Town	31%	-8
Low Income < \$35K	30%	-1
Rural	28%	+0
Republican	27%	-8

Percentages are based on a composite score of all 3 offices asked (Federal, State, and Local).
 Source: Survey conducted July 14, 2022 – July 15, 2022, among U.S. adults

Parents are more positive than teachers when assessing how their schools address mental health, guns, bullying, and violent behaviors. About half of parents say their schools are doing extremely/very well in any of those four categories.

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

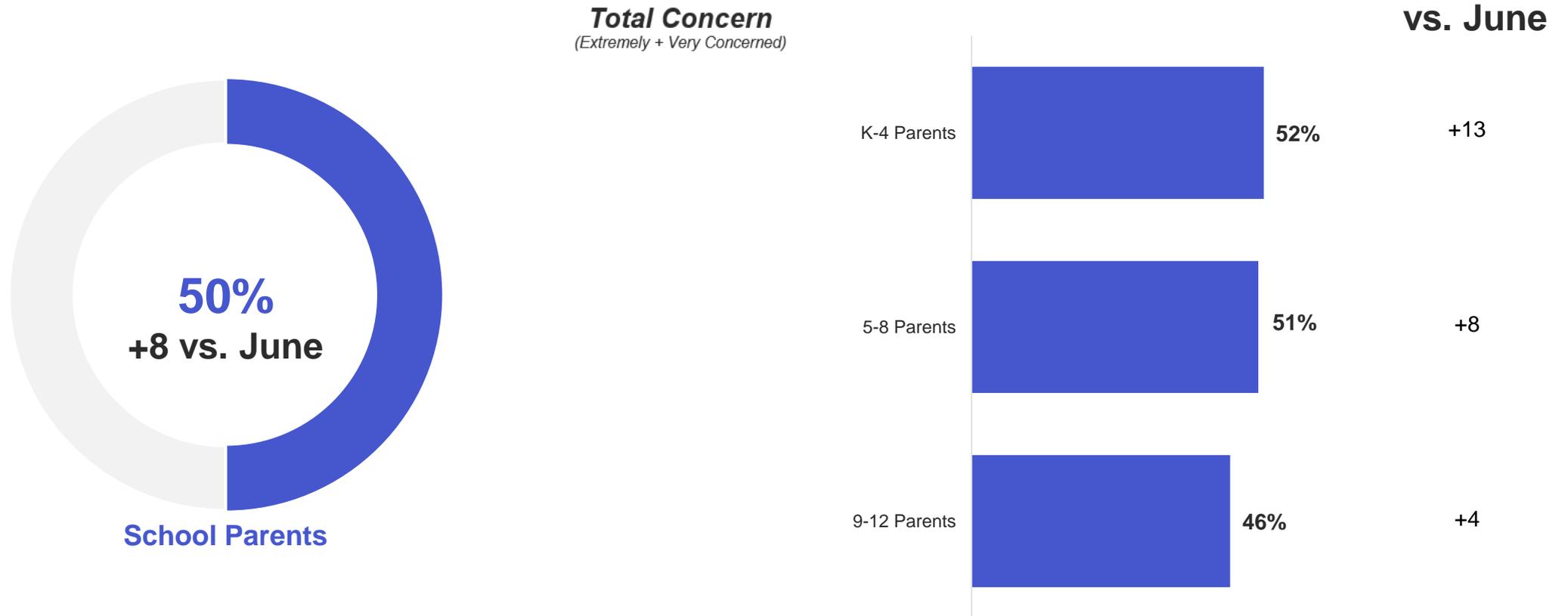


Source: Survey conducted July 14, 2022 – July 15, 2022, among U.S. adults
 Survey conducted June 15, 2022 – June 25, 2022, among U.S. Teachers

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

Half of parents indicated concern about a violent intruder entering their child's school. There was a sizable increase in parental concern since June, especially among parents of younger children.

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



Source: Source: Survey conducted July 14, 2022 – July 15, 2022, among U.S. adults
 Note: Results are composite numbers between those who were asked about their youngest child and those who were asked about their oldest child.

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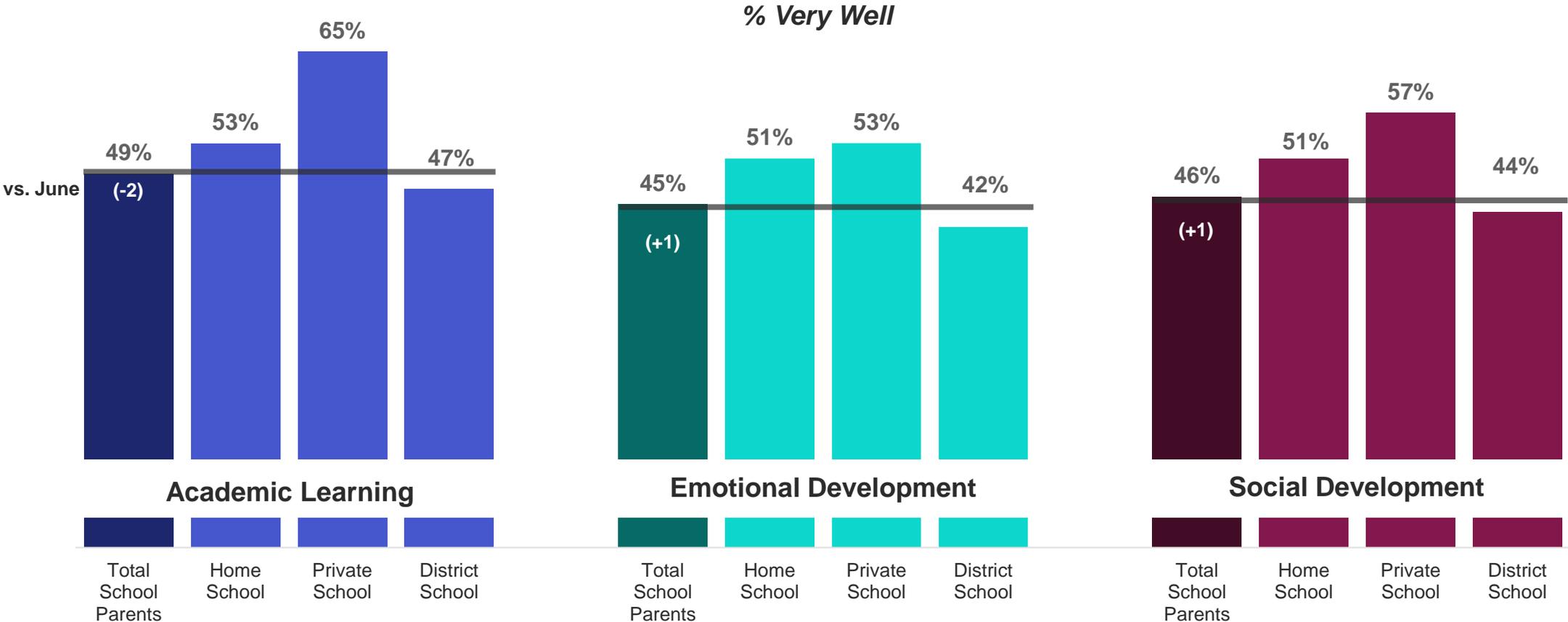
SURVEY PROFILE AND DEMOGRAPHICS



Roughly half of parents believe their children progressed very well last school year, in terms of academic, emotional, and social development. Private school and home school parents are more positive than district school parents.

How do you feel your child/children progressed in the LAST school year (2021-22)?

School Parents

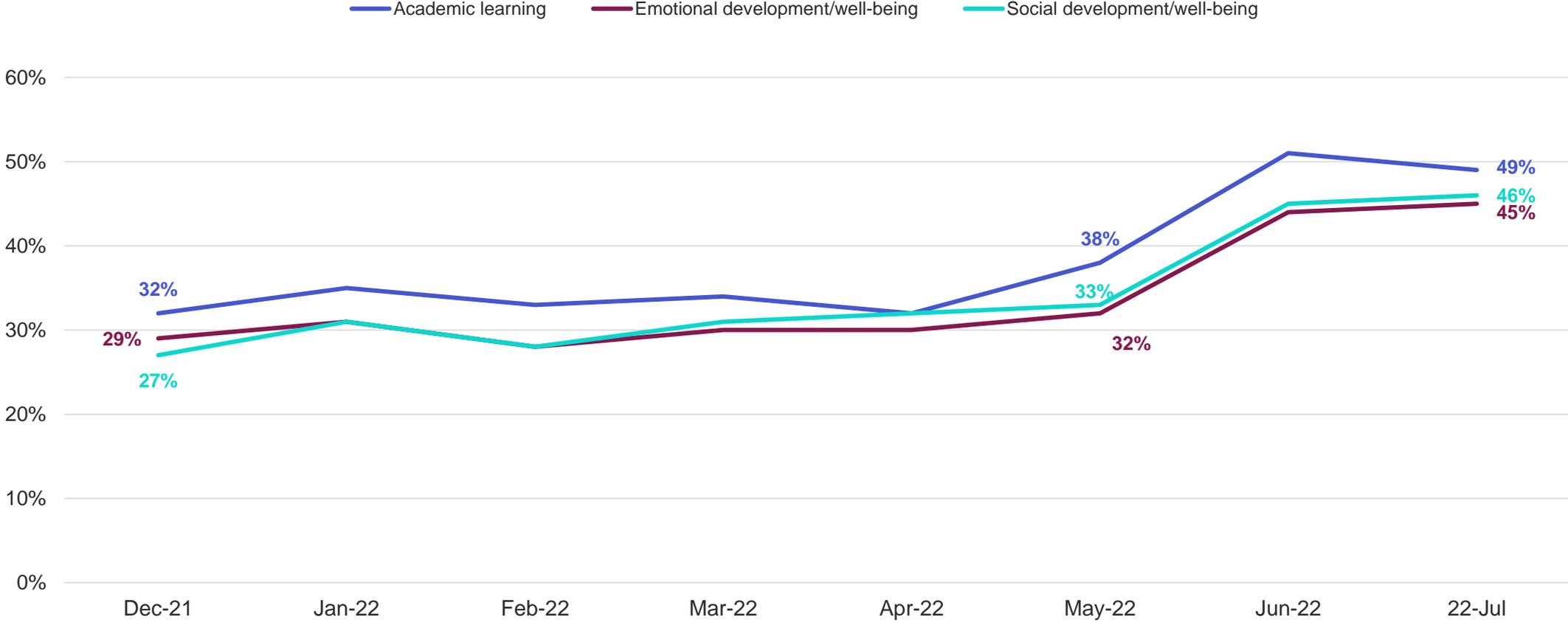


*Charter Schools not shown due to low sample size.
 Source: Survey conducted July 14, 2022 – July 15, 2022, among U.S. adults

After a large increase in June, the proportion of parents who say their child progressed very well academically, emotionally, and socially in the last school year held steady in July.

How do you feel your child/children progressed in the LAST school year (2021-22)?

School Parents - % Very Well

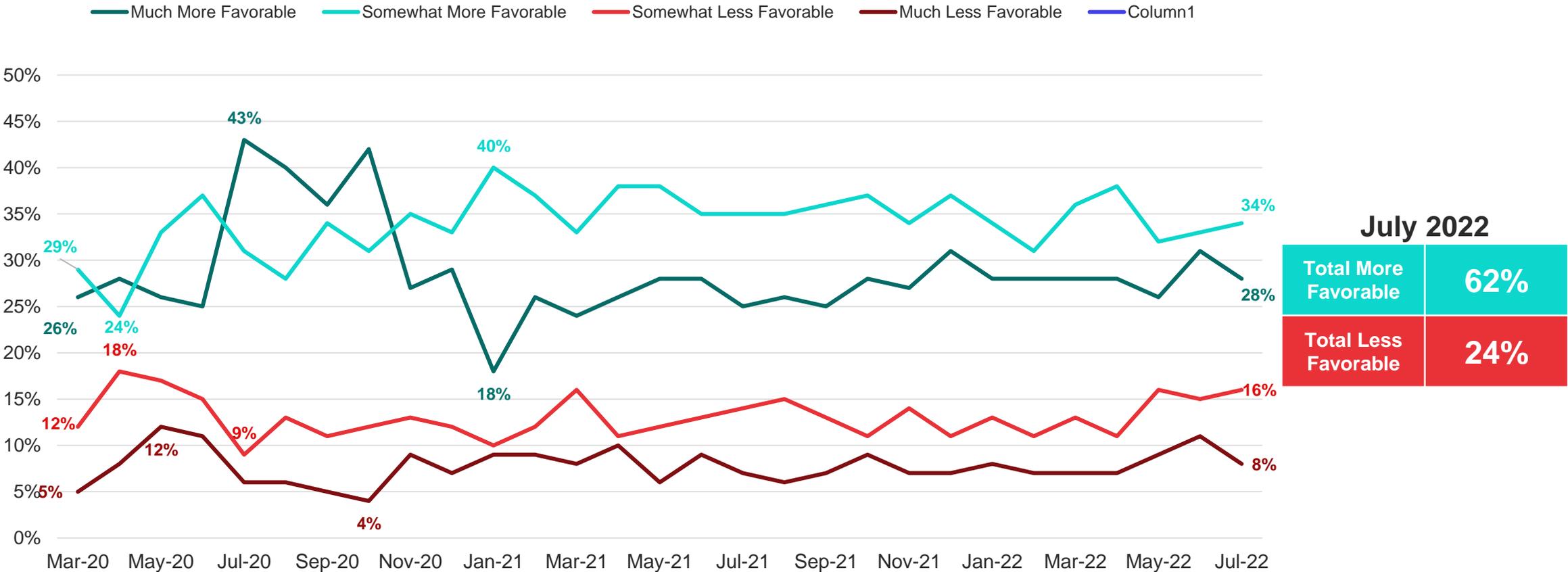


Note: Question text changed from "How do you feel your child/children have progressed in the CURRENT school year?" in June 2022

School parents are 2.5 times as likely to be positive about homeschooling compared to negative. Strong favorable views of homeschooling decreased by three points in July.

How have your opinions on homeschooling changed as a result of the coronavirus?

School Parents

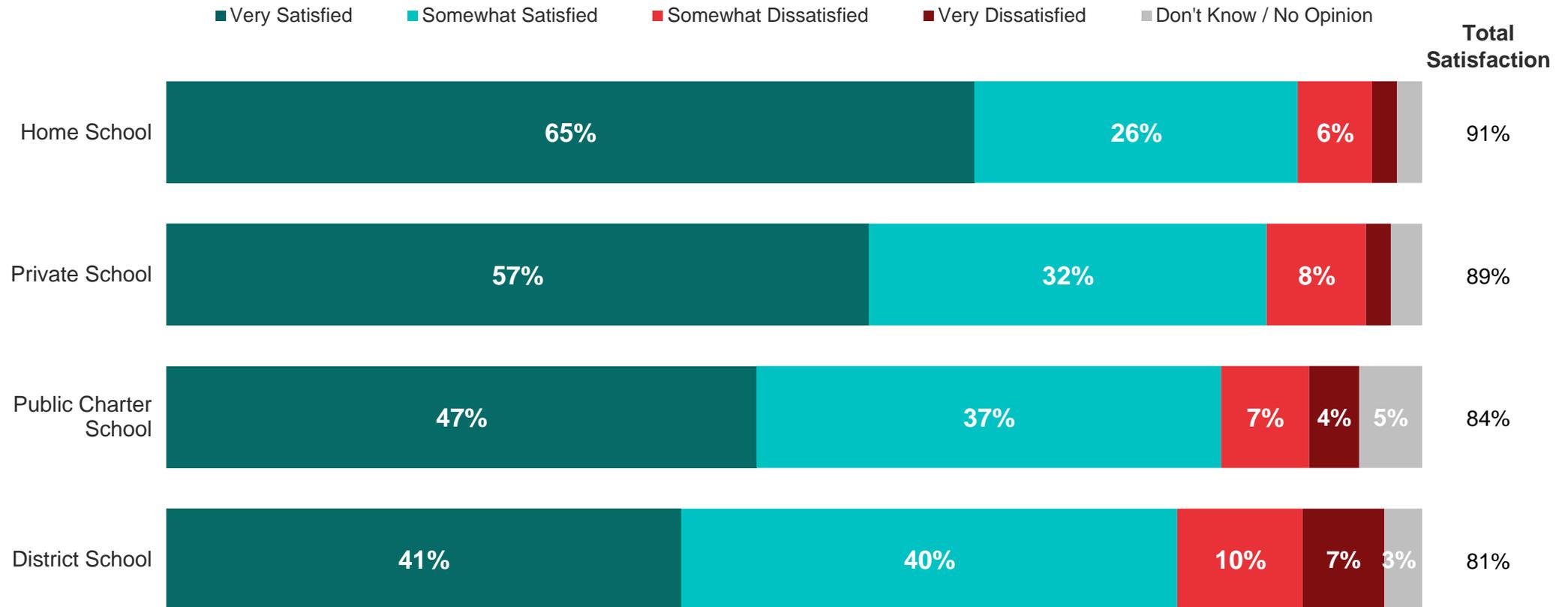


Note: In September 2020 we began weighting the school parent subsample-plus-oversample based on 2017 CPS benchmarks, separately from the general population sample.

Parents are generally satisfied with their experiences across different school sectors. District school parents are much less likely to be “very satisfied” compared to other parents.

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

School Parents

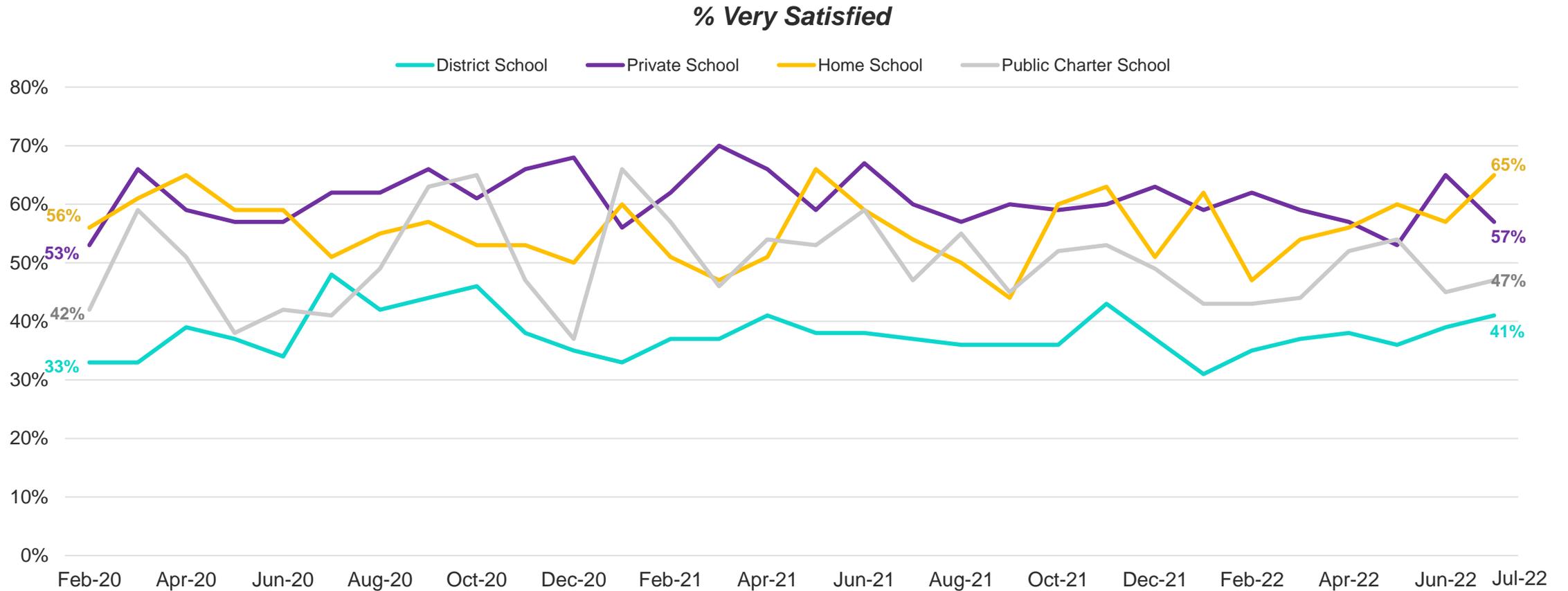


Source: Survey conducted July 14, 2022 – July 15, 2022, among U.S. adults

District school parents have consistently been the least likely to be ‘very satisfied’ with their child’s experiences at school. Although, like home school parents, their strong satisfaction has been trending upward since last winter.

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

School Parents



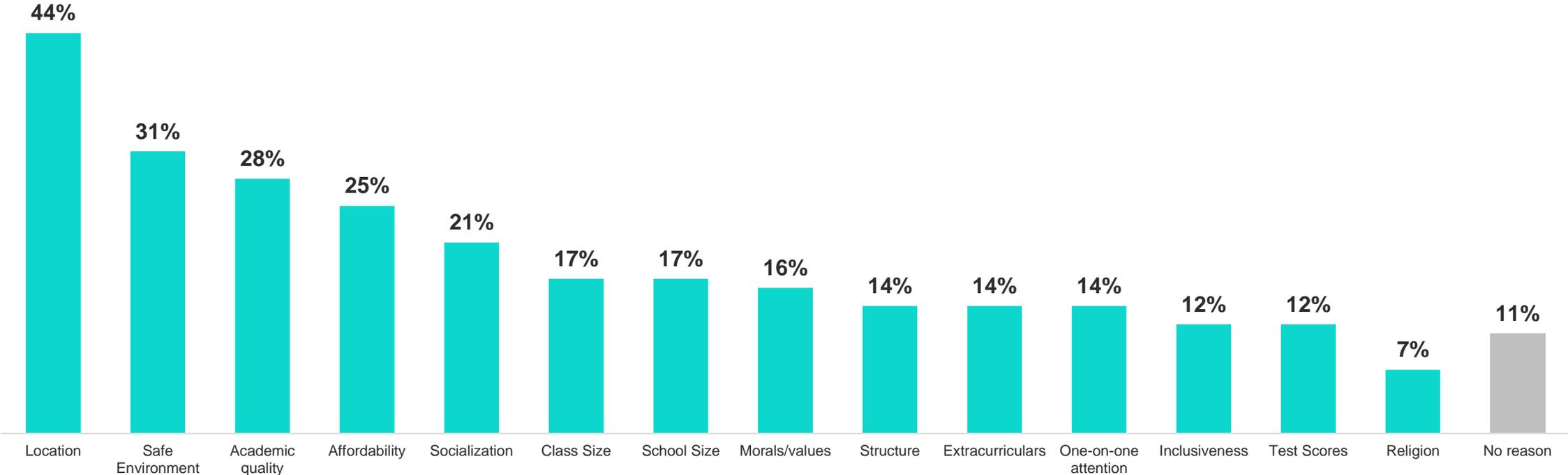
Source: The following school types have low sample size (n<80) for the following months:
 Home School: July 2020 and August 2020,
 Public Charter School: July 2020, August 2020, December 2020, and February 2021

Most often, parents point to location, a safe environment, and academic quality as the main reasons why their child is enrolled in a specific school type.

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

School Parents

% Selected

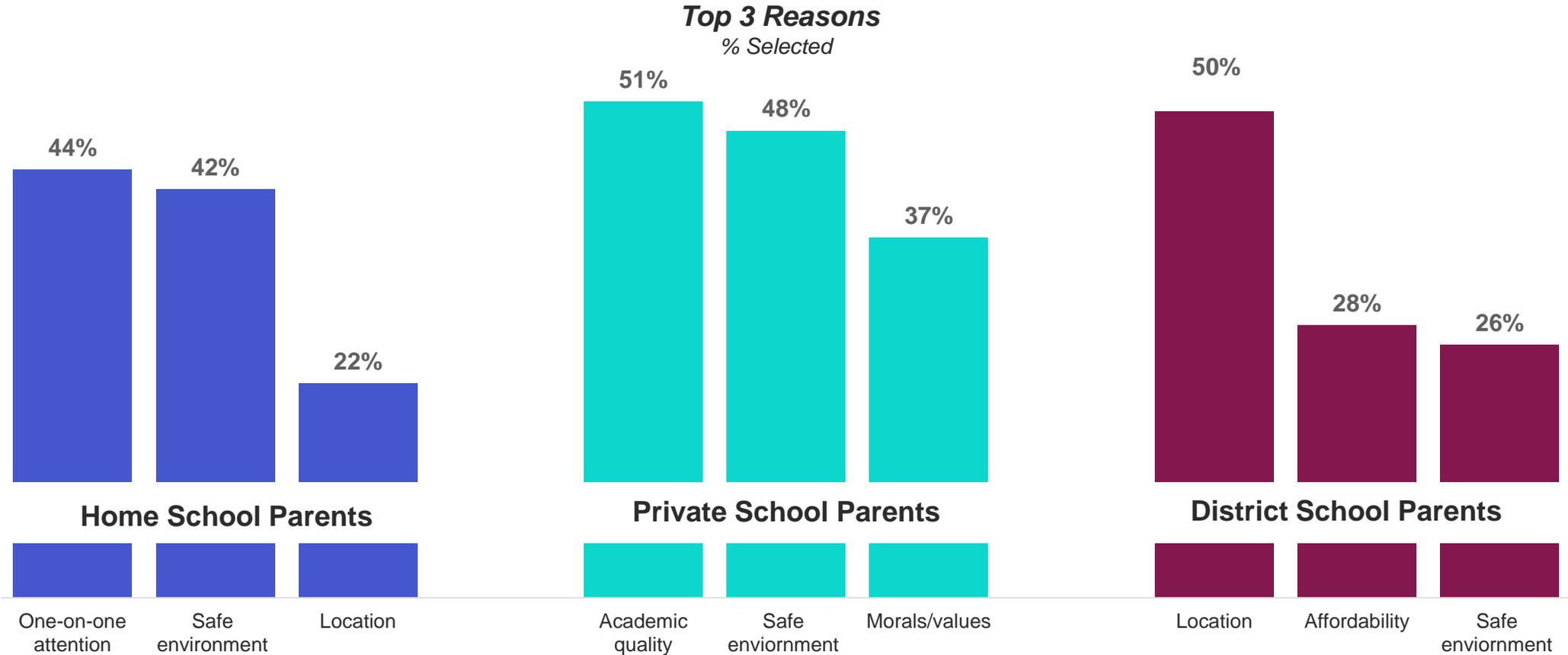


Source: Survey conducted July 14, 2022 – July 15, 2022, among U.S. adults
Note: Results are composite numbers between those who were asked about their youngest child and those who were asked about their oldest child.

A safe school environment appears to be a common reason for schooling decisions regardless of sector. Home school parents also prioritize one-on-one attention. Private school parents prioritize academic quality. District school parents are most likely to emphasize location.

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

School Parents

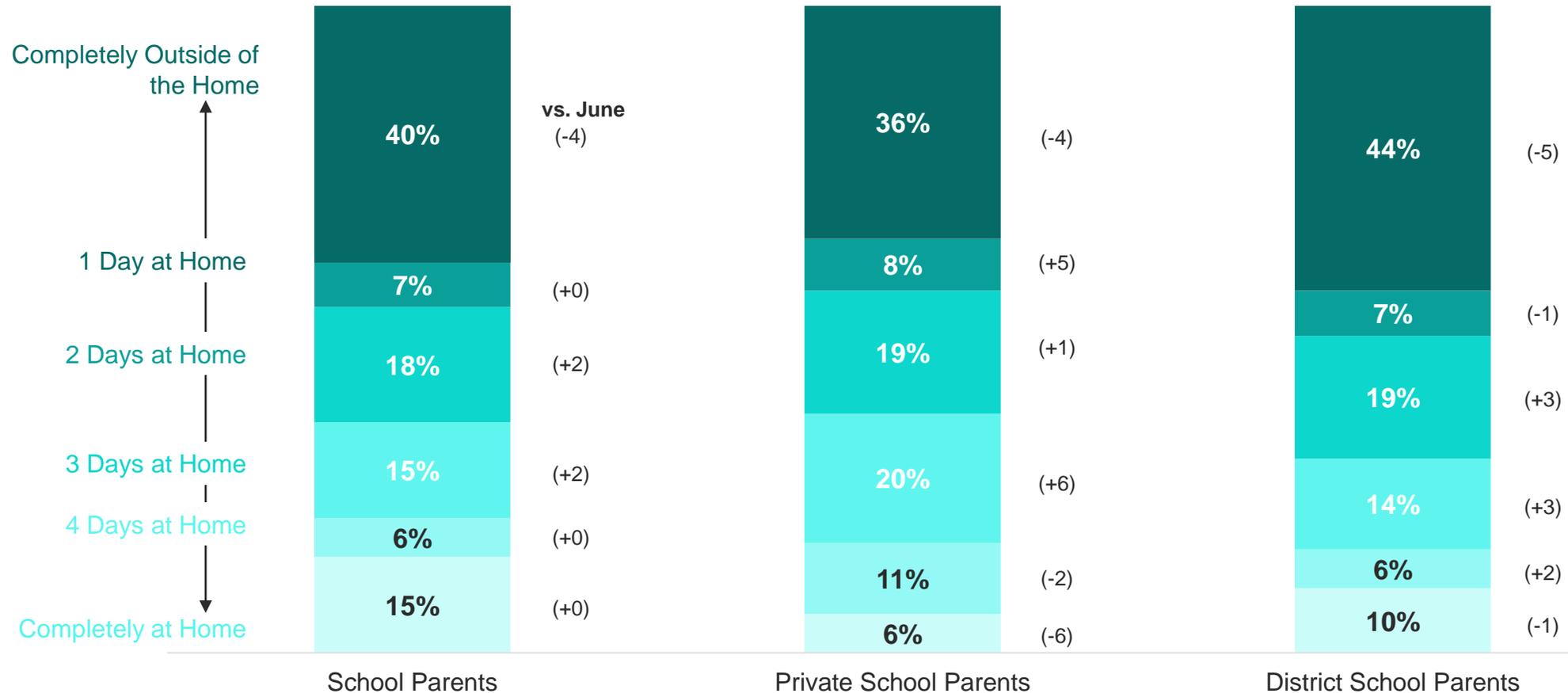


Note: Parent groups based on child/children school type attendance in SY21-22.
Note: Results are composite numbers between those who were asked about their youngest child and those who were asked about their oldest child.
Source: Survey conducted July 14, 2022 – July 15, 2022, among U.S. adults

Six out of 10 school parents prefer having their children learn at least one day/week at home. That preference has increased four points since June.

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

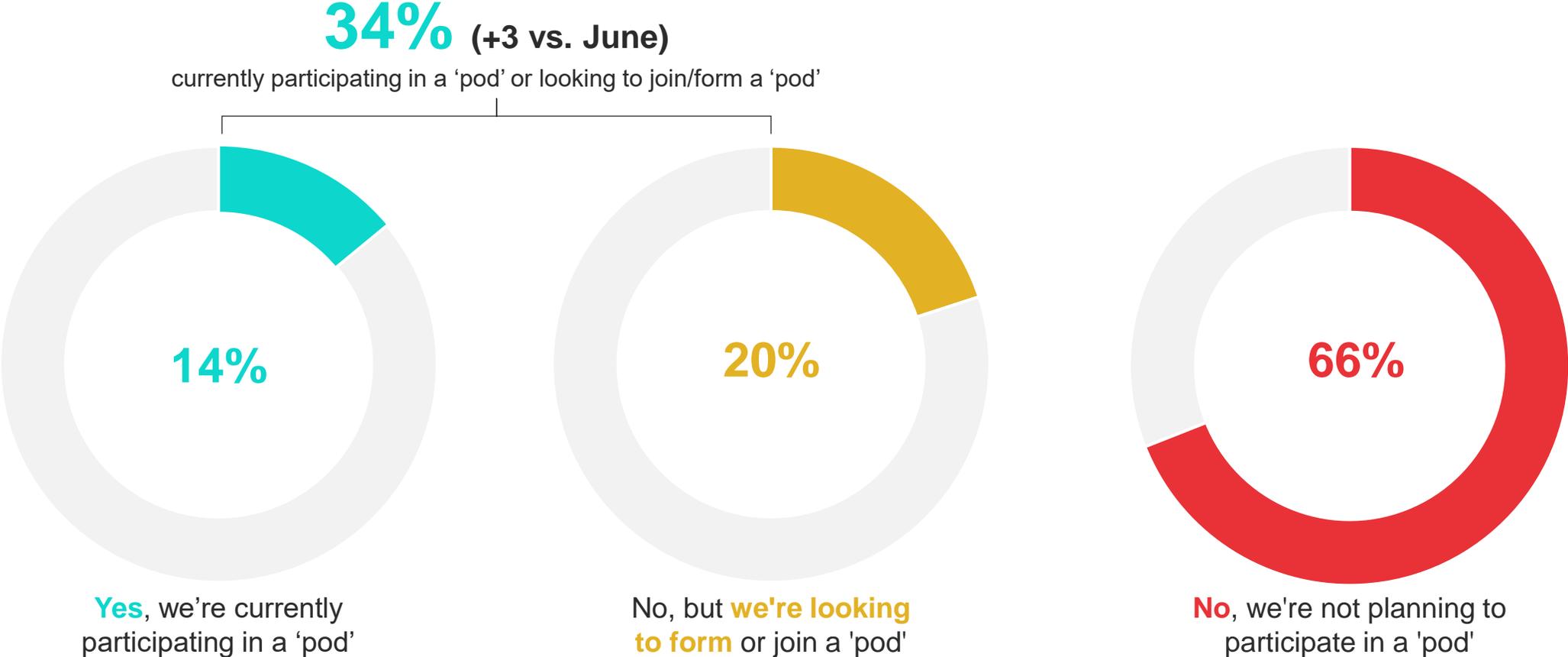


Note: Parent groups based on child/children school type attendance in SY21-22.
 Source: Survey conducted July 14, 2022 – July 15, 2022, among U.S. adults

In July, just over one-third of parents indicated they were participating in or seeking learning pods. Expressed interest in pods increased by three points since June.

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

School Parents



Source: Survey conducted July 14, 2022 – July 15, 2022, among U.S. adults

In July, there were notable increases in pod interest among demographic groups, especially Hispanic parents. However, Private school parents' interest declined substantially in July.

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

School Parents

Most likely to participate in / form / join a pod			Moderately likely to participate in / form / join a Pod			Less likely to participate in / form / join a Pod		
		vs. June			vs. June			vs. June
Urban	52%	+7	Educ: Bachelors or Postgrad	38%	+3	Suburban	29%	+4
Hispanic	50%	+17	Middle Income \$35K-\$75K	36%	+7	Republican	28%	+1
Black	50%	+2	High Income: \$75K+	35%	+2	Midwest	28%	+0
Home School Parent	47%	+6	Northeast	34%	+1	Non-Hispanic White	27%	-2
Special Education Parents	46%	+7	District School Parent	33%	+8	Small Town	26%	+1
Private School Parent	45%	-22	South	33%	+4	Independent	25%	+1
Democrat	44%	+3	Educ: < College	32%	+3	Rural	22%	+0
West	40%	+5	Low Income < \$35K	31%	+2			

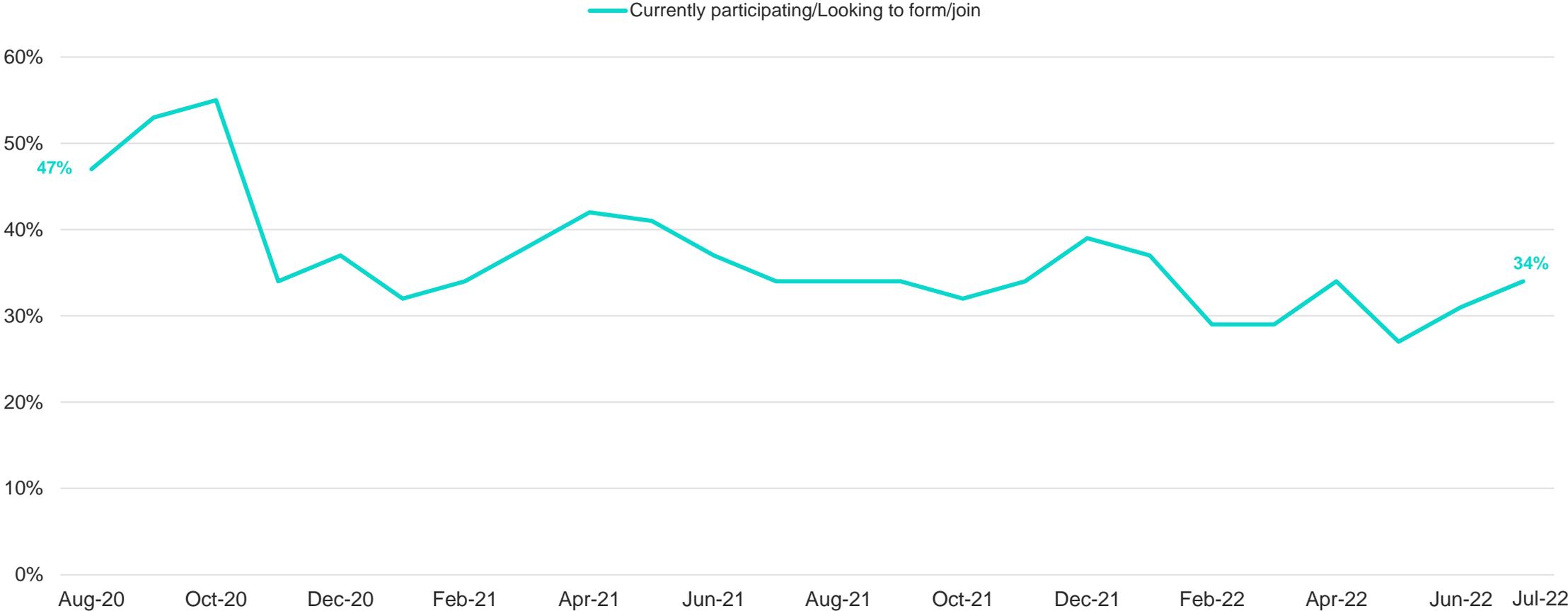
Note: Parent groups based on child/children school type attendance in SY21-22

Source: Survey conducted July 14, 2022 – July 15, 2022, among U.S. adults

Overall interest in learning pods continued to increase in July, returning to a level similar to early 2022. Interest has increased seven points since May.

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

School Parents



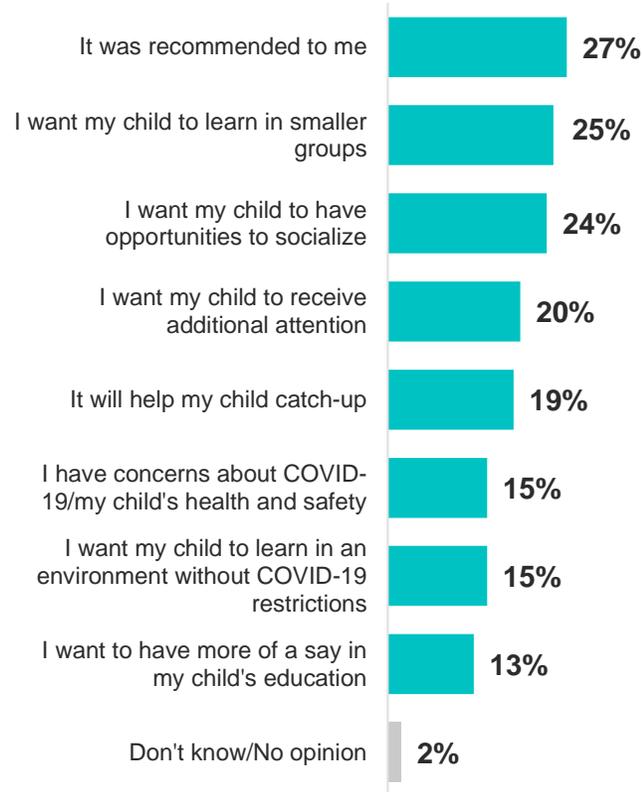
Note: Question text changed from "As a result of the coronavirus pandemic, are you currently participating in a 'pod' with other families?" in June 2022

School parents that are interested/participating in a ‘pod’ are doing so because they want their child to receive additional attention and socialize. Those with no interest in ‘pods’ point to their children attending school full-time.

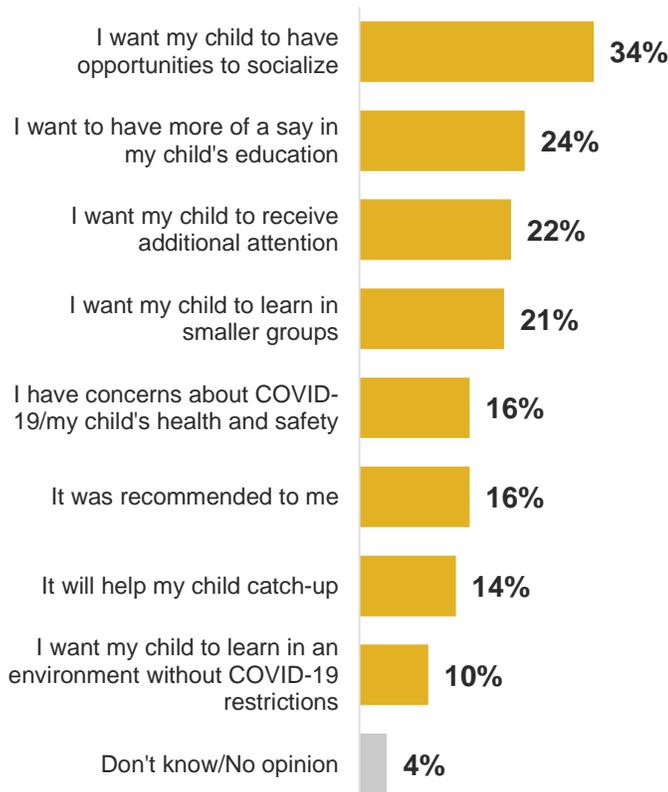
Why are you currently participating in a ‘pod’? Why are you looking to form or join a ‘pod’? Why are you not planning to participate in a ‘pod’? Please select up to two.

School Parents

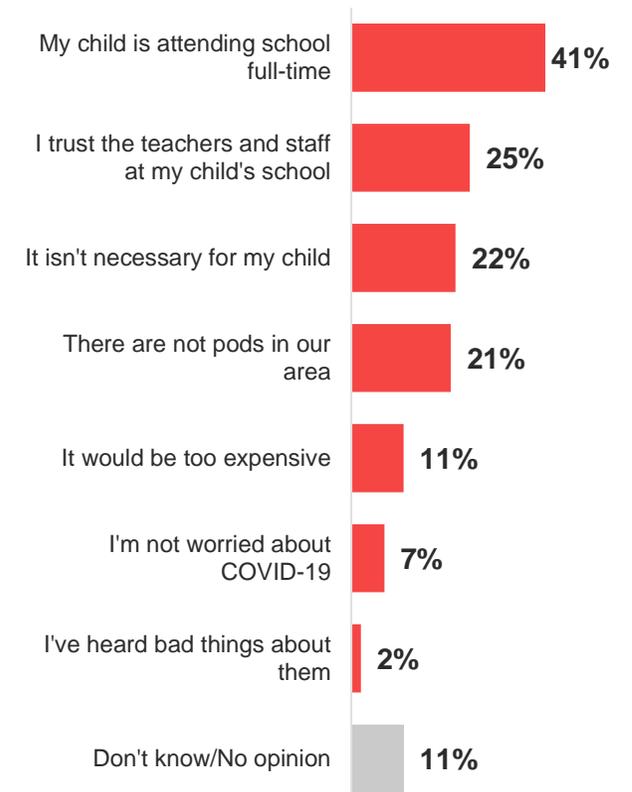
WHY PARTICIPATING IN A ‘POD’



WHY LOOKING TO FORM OR JOIN A ‘POD’



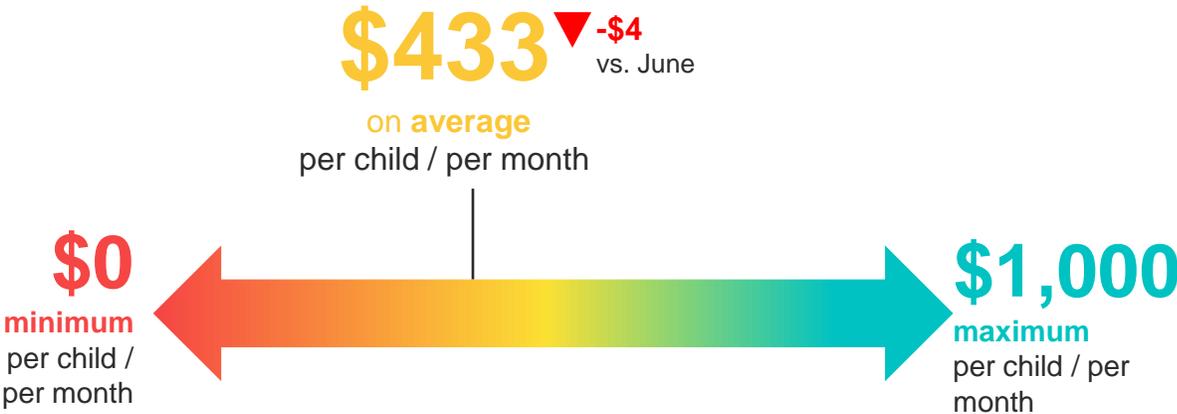
WHY NOT PLANNING TO PARTICIPATE IN A ‘POD’



In July, school parents were willing to pay roughly \$430/month for a child to participate in a learning pod – similar to the prior month.

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

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



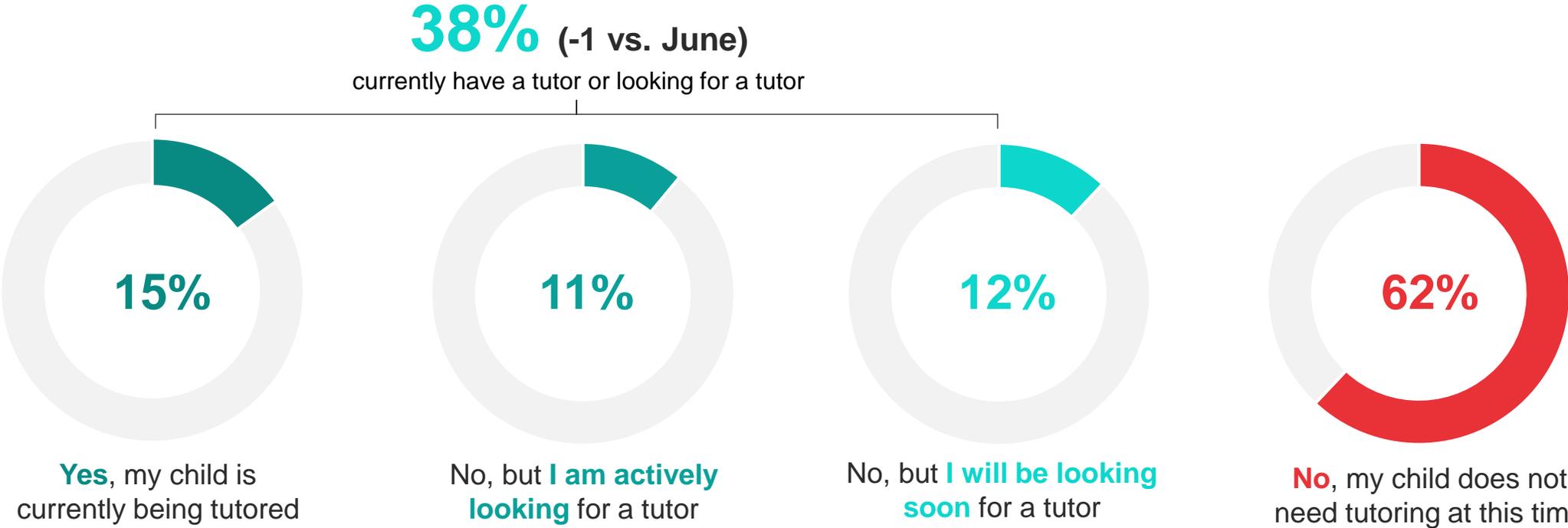
Average willing to spend per child/per month by demographic		
Income	*Low Income < \$35K	\$372
	*Middle Income \$35K to < \$75K	\$392
	High Income \$75K+	\$525
Political Affiliation	Democrat	\$454
	Independent	\$391
	Republican	\$428
Region	*West	\$475
	*Midwest	\$379
	South	\$421
	*Northeast	\$442

*indicates base size n = <100

In July, nearly 40 percent of parents indicated using a tutor or had interest in tutoring for their children. Expressed interest in tutoring held mostly steady when compared to June.

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

School Parents



Source: Survey conducted July 14, 2022 – July 15, 2022, among U.S. adults

In July, interest in tutoring substantially increased among special education parents and greatly decreased among private school parents.

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

School Parents

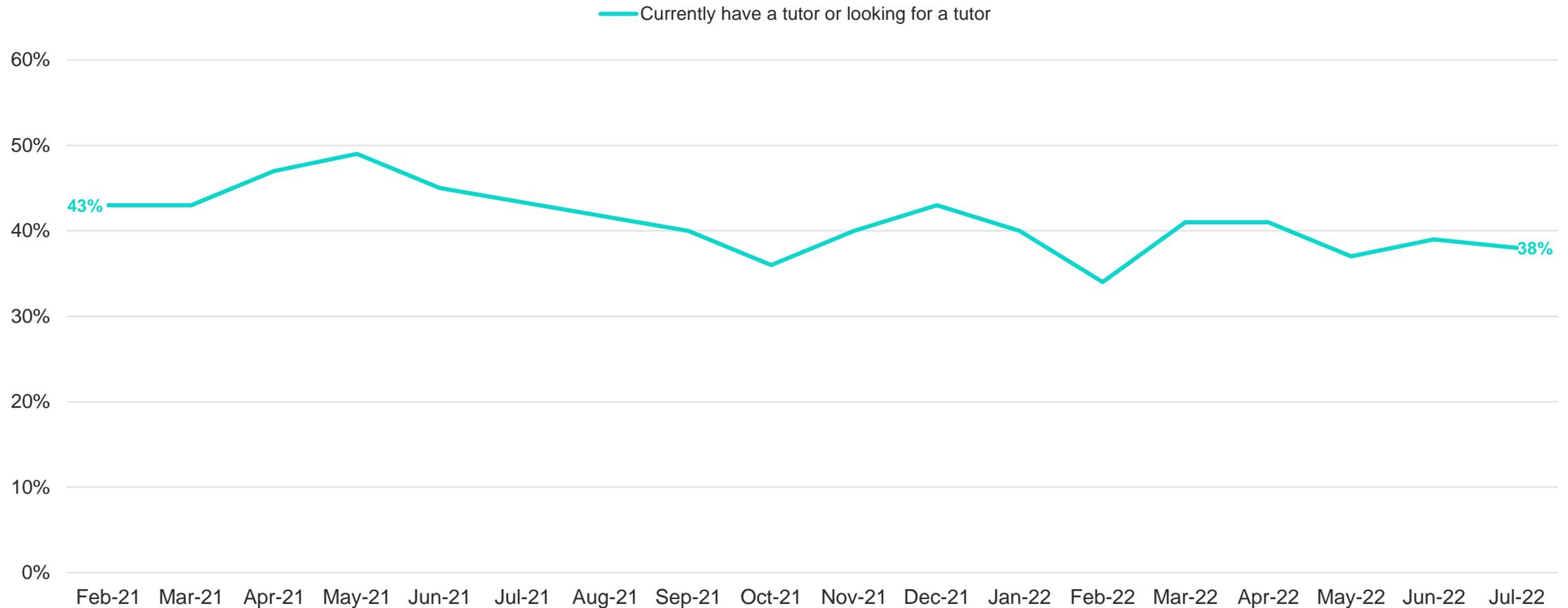
Groups most likely to be looking for/already having tutoring			Groups moderately likely to be looking for/already having tutoring			Groups less likely to be looking for/already having tutoring		
		vs. June			vs. June			vs. June
Special Education Parents	62%	+9	Middle Income \$35K-\$75K	39%	+5	Midwest	36%	+1
Hispanic	55%	+5	High Income: \$75K+	39%	-3	Northeast	36%	-4
Black	55%	-7	Suburban	38%	+6	Republican	33%	+0
Urban	52%	-6	District School Parent	38%	+1	Independent	32%	+0
Democrat	47%	-3	Low Income < \$35K	38%	-5	Non-Hispanic White	31%	-2
West	46%	+7	Educ: < College	37%	+2	Rural	27%	+1
Private School Parent	45%	-19	Home School Parent	37%	-2	Small Town	26%	-3
Educ: Bachelors or Postgrad	43%	-2	South	37%	-4			

Source: Survey conducted July 14, 2022 – July 15, 2022, among U.S. adults

School parents' interest in tutoring held steady in July.

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

School Parents

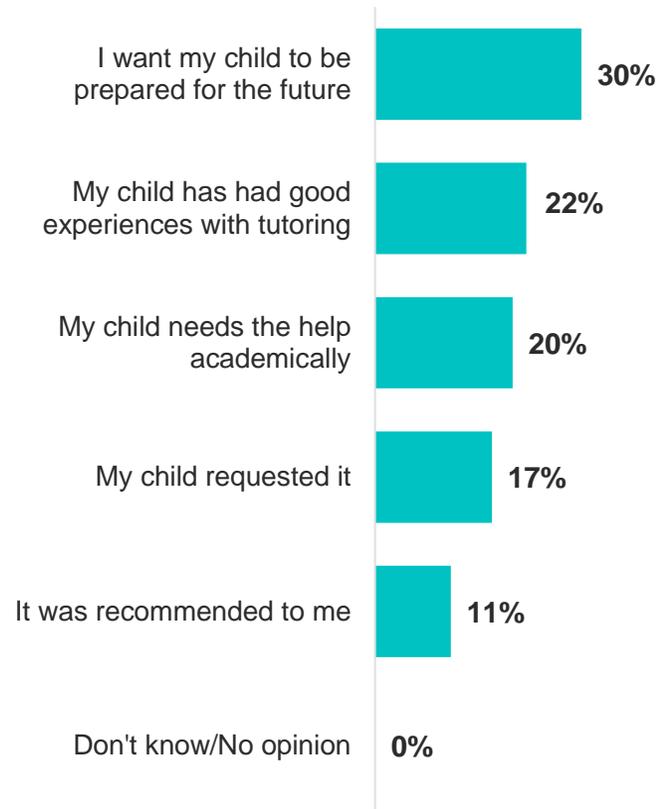


Note: Question was not asked in July 2021 and August 2021.

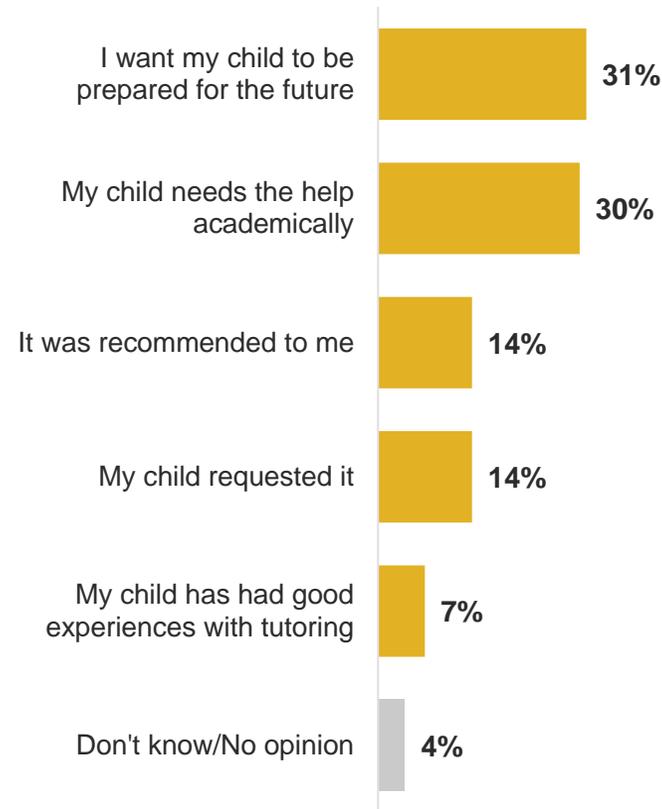
School parents that are interested/having their child participate in tutoring are motivated by preparing their child for the future or extra academic help. Those who are not interested in tutoring point to their child doing fine academically.

Why is your child currently being tutored? Why are you planning to have a tutor for your child? Why are you not interested in tutoring for your child?

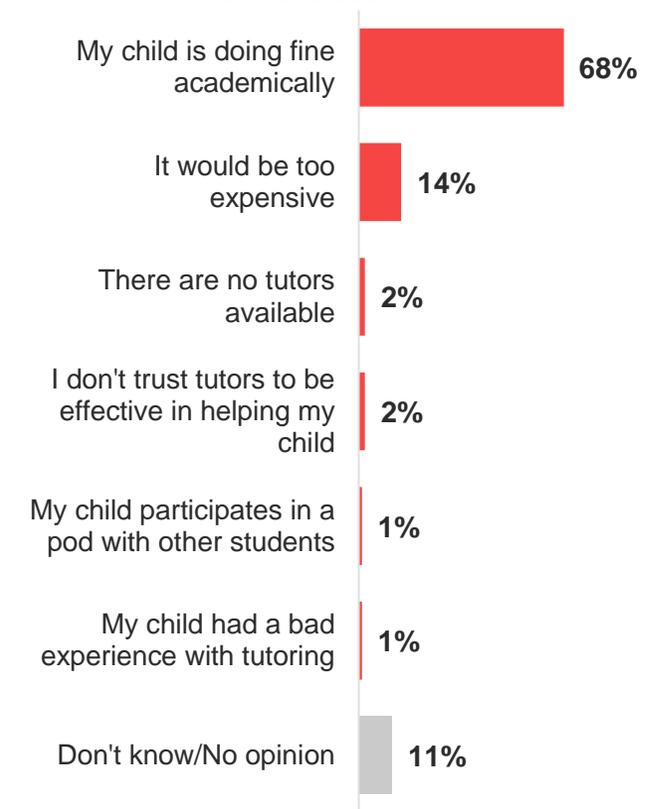
WHY BEING TUTORED



WHY PLANNING TO HAVE A TUTOR



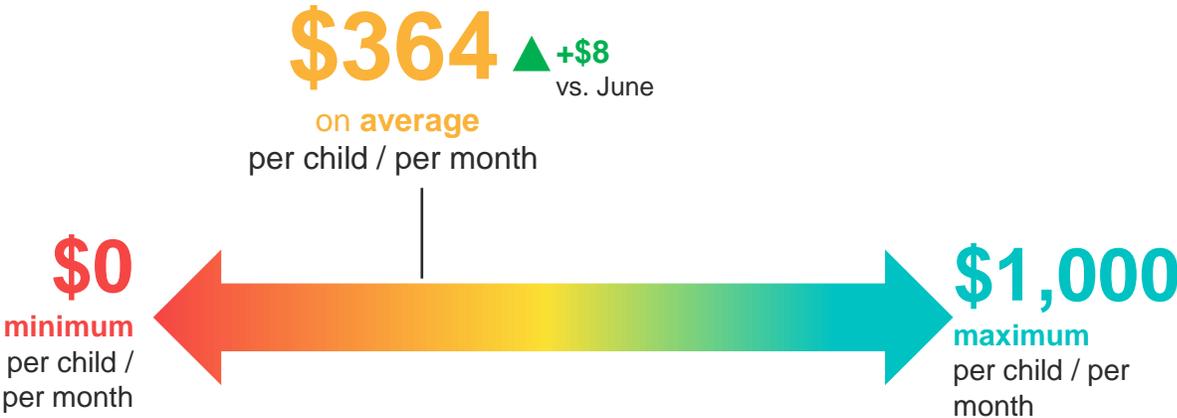
WHY NOT INTERESTED IN TUTORING



In July, the monthly amount school parents were willing to spend for tutoring held steady at roughly \$360 per child.

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	\$316
	*Middle Income \$35K to < \$75K	\$324
	High Income \$75K+	\$448
Political Affiliation	Democrat	\$396
	Independent	\$312
	Republican	\$357
Region	*West	\$412
	*Midwest	\$309
	South	\$342
	*Northeast	\$396

*indicates base size n= <100

AGENDA

VIEWS ON K-12 EDUCATION

VIEWS ON SCHOOLING

EXTRACURRICULAR ACTIVITIES

SCHOOL CHOICE POLICIES

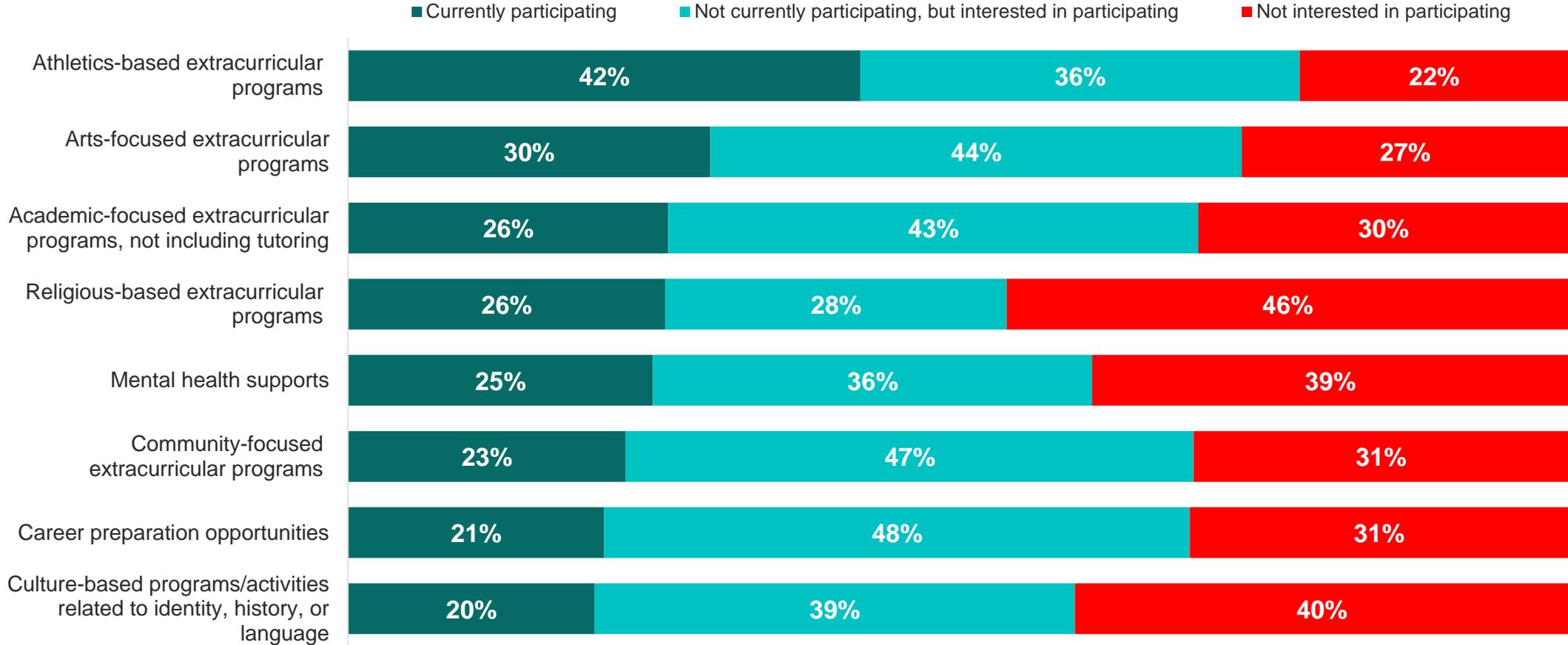
SURVEY PROFILE AND DEMOGRAPHICS



Parents most frequently reported their children participating in athletics-focused programs in July. The least common activities were culture-focused programs and those related to career preparation.

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

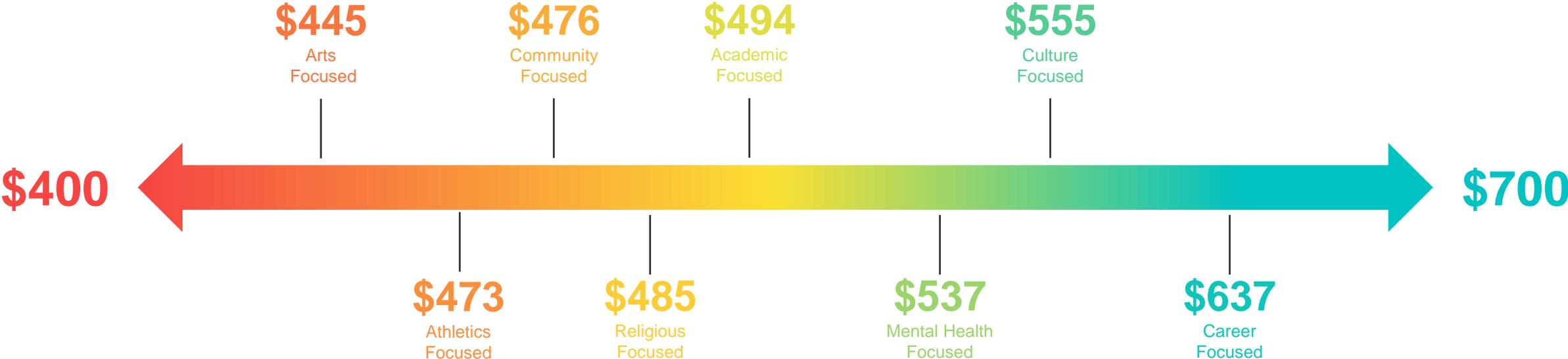


Source: Survey conducted July 14, 2022 – July 15, 2022, among U.S. adults

Parents who have paid for career-focused activities for their children report spending the most amount of money. Those who have paid for arts-focused activities report spending the least amount of money.

In the past month, how much did you pay for each of the activities below?

School Parents
among those whose child is participating in the specific supplemental activity



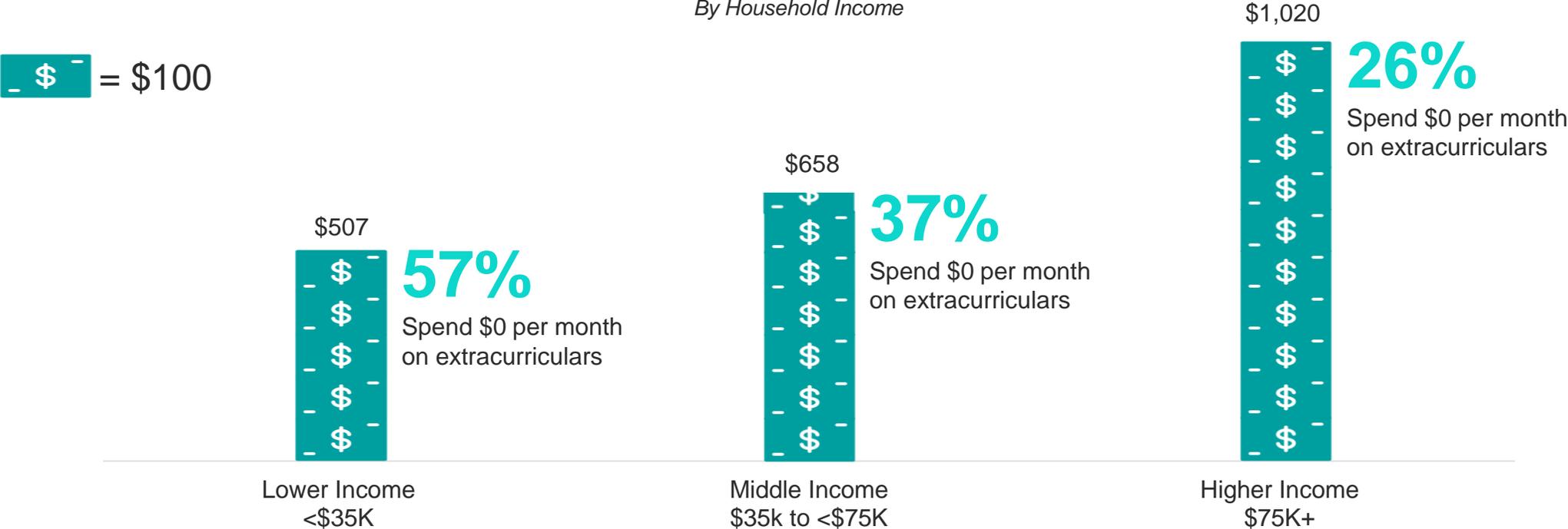
Source: Survey conducted July 14, 2022 – July 15, 2022, among U.S. adults
 Note: Respondents were asked to select a \$ amount from \$0 to \$2,000+
 Sample sizes: Arts Focused: n = 346, Athletics Focused: n = 514, Community Focused: n = 270, Religious Focused: n = 299, Academic Focused: n = 311, Mental Health Focused: n = 298, Culture Focused: n = 229, and Career Focused: n = 236

Parents in lower-income households spend half as much on extracurricular activities compared to those in higher-income households. Lower-income parents are also much more likely to say they don't spend any money on extracurriculars.

In the past month, how much did you pay for each of the activities below?

School Parents

Average Monthly Household Spend on Extracurriculars
By Household Income



Source: Survey conducted July 14, 2022 – July 15, 2022, among U.S. adults
Note: Respondents were asked to select a \$ amount from \$0 to \$2,000+

Roughly half of parents report paying out of pocket for the following extracurricular activities. It appears to be most common to pay directly for athletics. Depending on activity, about 15-25% of parents say the need to use a line of credit or use savings to cover costs.

How do you typically pay for each of the activities below? Please select any reasons that apply.

School Parents

among those whose child is participating in the specific supplemental activity

	Academic Focused	Arts Focused	Athletics Focused	Religious Focused	Community Focused	Culture Focused	Career Focused	Mental Health Focused
We pay out of pocket from our monthly household income	52%	54%	72%	48%	51%	44%	48%	35%
We receive at least some financial support from a PUBLIC/GOVERNMENT funding source	24%	20%	15%	19%	20%	23%	28%	28%
We receive at least some financial support from another PRIVATE funding source	20%	18%	11%	19%	17%	22%	19%	20%
The program/activity is free to us	18%	16%	9%	23%	23%	20%	15%	26%
We pay from funds we have borrowed from a personal line of credit	11%	11%	9%	10%	12%	18%	14%	12%
We have to use some of our savings	5%	8%	9%	9%	6%	8%	11%	8%

Source: Survey conducted July 14, 2022 – July 15, 2022, among U.S. adults

Parents point to not having enough information, high prices, and inconvenient locations as primary reasons why their child isn't able to participate in certain supplemental activities.

Thinking about the activities in which your child/children would be interested but does NOT currently join or participate, what are the barriers to their participation? Please select any of the reasons for each activity.

School Parents

among those whose child is NOT participating in the specific supplemental activity but is interested in doing so

	Academic Focused	Arts Focused	Athletics Focused	Religious Focused	Community Focused	Culture Focused	Career Focused	Mental Health Focused
I don't have enough information for what can work best for my child	34%	33%	31%	29%	35%	20%	37%	34%
The costs are too high	24%	25%	28%	18%	20%	30%	20%	26%
There aren't programs close enough to us	24%	25%	18%	18%	20%	30%	24%	19%
There isn't enough time in my family's schedule	23%	21%	23%	21%	19%	20%	16%	20%
We don't have transportation to take my child to or from the activity	14%	13%	15%	18%	14%	15%	12%	11%
My child doesn't have friends participating in the activity or program	11%	14%	14%	22%	16%	14%	14%	16%

Source: Survey conducted July 14, 2022 – July 15, 2022, among U.S. adults

AGENDA

VIEWS ON K-12 EDUCATION

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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

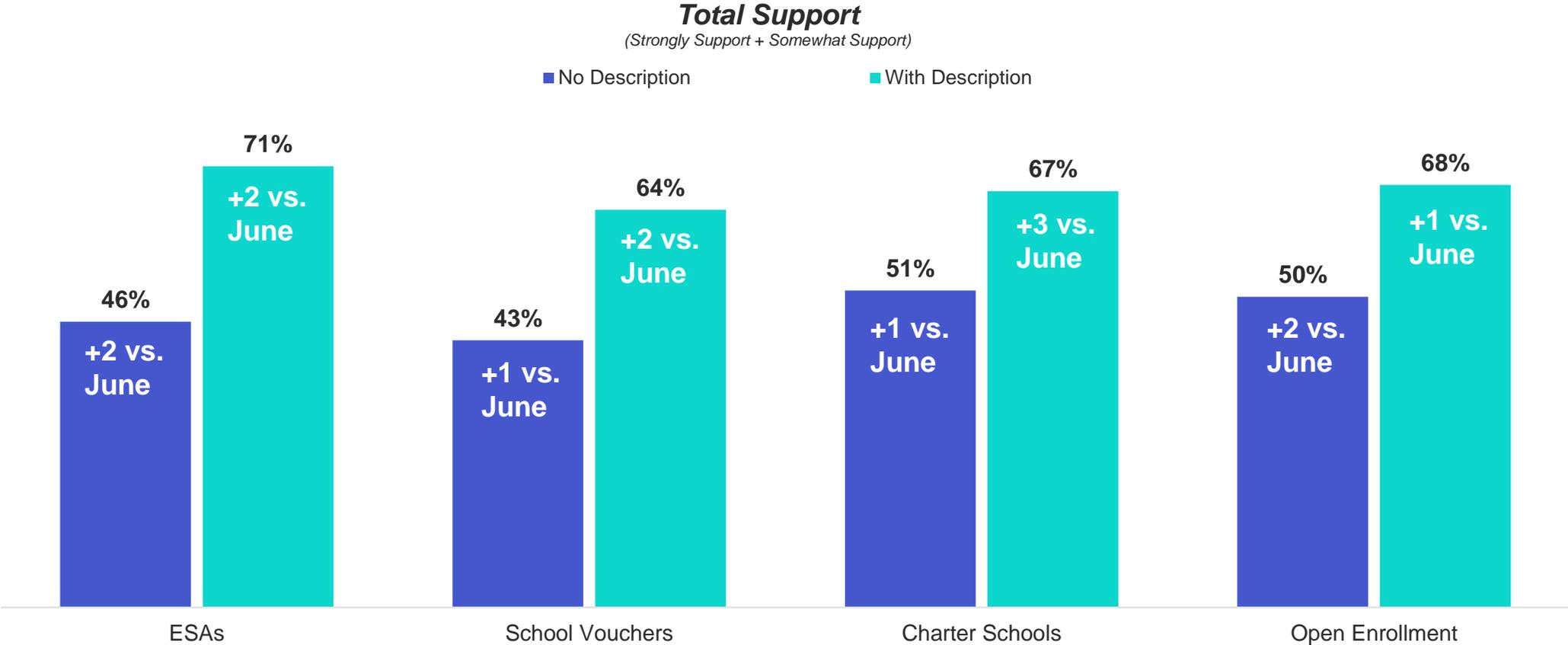
A school voucher system allows parents the option of sending their child to the school of their choice, whether that school is public or private, including both religious and non-religious schools. If this policy were adopted, tax dollars currently allocated to a school district would be allocated to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

All school choice policies continue to see a lift in support when people are given a description.

All Adults



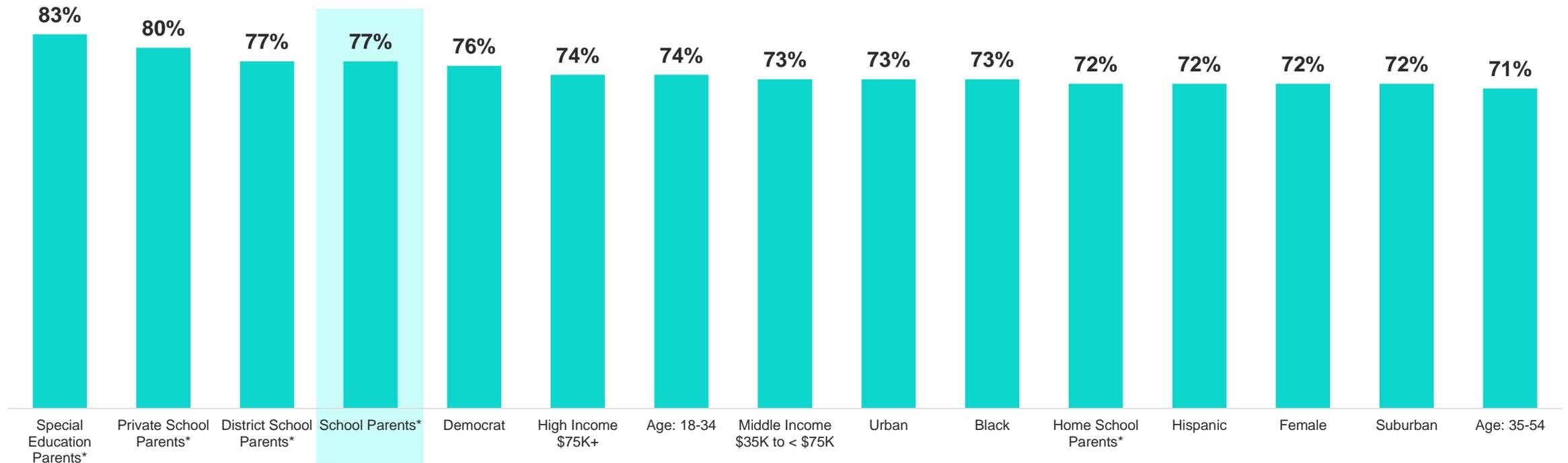
Source: Survey conducted July 14, 2022 – July 15, 2022, among U.S. adults

Roughly three-fourths of school parents say they support ESAs. A wide range of demographic groups support this policy.

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

Total Support (Strongly Support + Somewhat Support)



* Denotes the sample came from school parents

Note: Parent groups based on child/children school type attendance in SY21-22.

Source: Survey conducted July 14, 2022 – July 15, 2022, among U.S. adults

Support of ESAs remains high across demographic groups and saw the biggest growth in July among Northeasterners 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?

All Adults

Most Supportive 

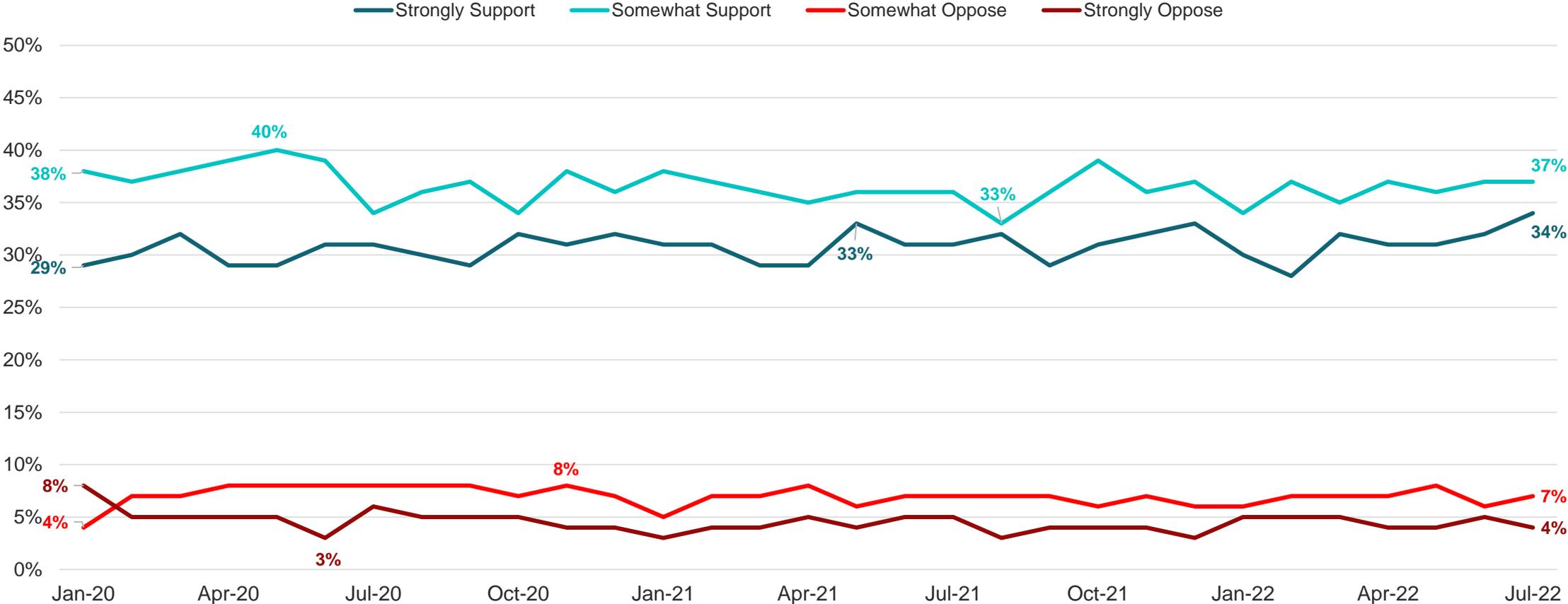
		vs. June			vs. June			vs. June
Democrat	76%	+3	Middle Income \$35K-\$75K	73%	-1	Republican	70%	+3
Millennial	75%	+6	Suburban	72%	+3	Non-Hispanic White	70%	+1
High Income \$75K+	74%	+0	Female	72%	+2	Midwest	70%	-1
Educ: Bachelors or Postgrad	74%	-2	Hispanic	72%	+1	Male	69%	+1
Northeast	73%	+8	Rural	71%	+7	Low Income < \$35K	68%	+6
Gen Z	73%	+1	West	71%	+2	Independent	68%	+1
Black	73%	+0	South	71%	+1	Gen X	67%	-5
Urban	73%	+0	Educ: < College	70%	+4	Small Town	61%	-3
			Baby Boomers	70%	+3			

Source: Survey conducted July 14, 2022 – July 15, 2022, among U.S. adults

Americans' overall support of ESAs held steady in July. The public was more than six times as likely to be strongly supportive of ESAs versus strongly opposed.

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

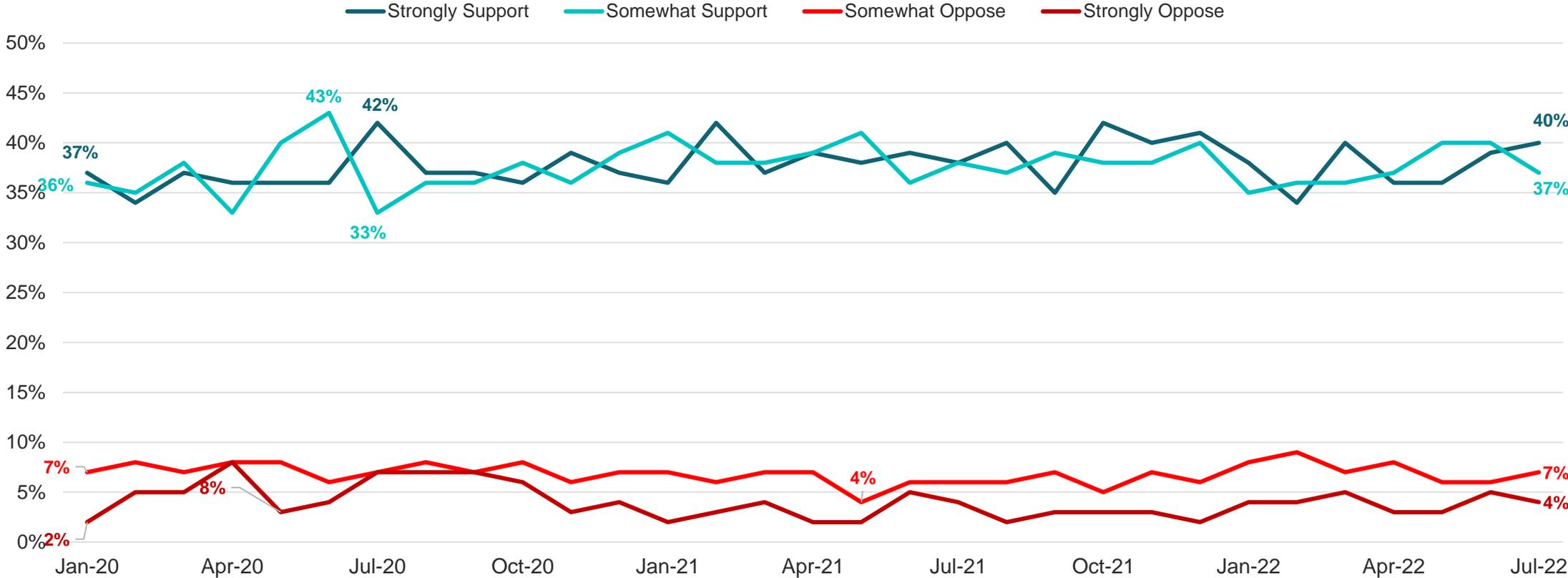


Note: Don't know/no opinion responses are not shown.

In July, school parents were seven times as likely to be strongly supportive of ESAs versus strongly opposed. Soft support decreased by three points.

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



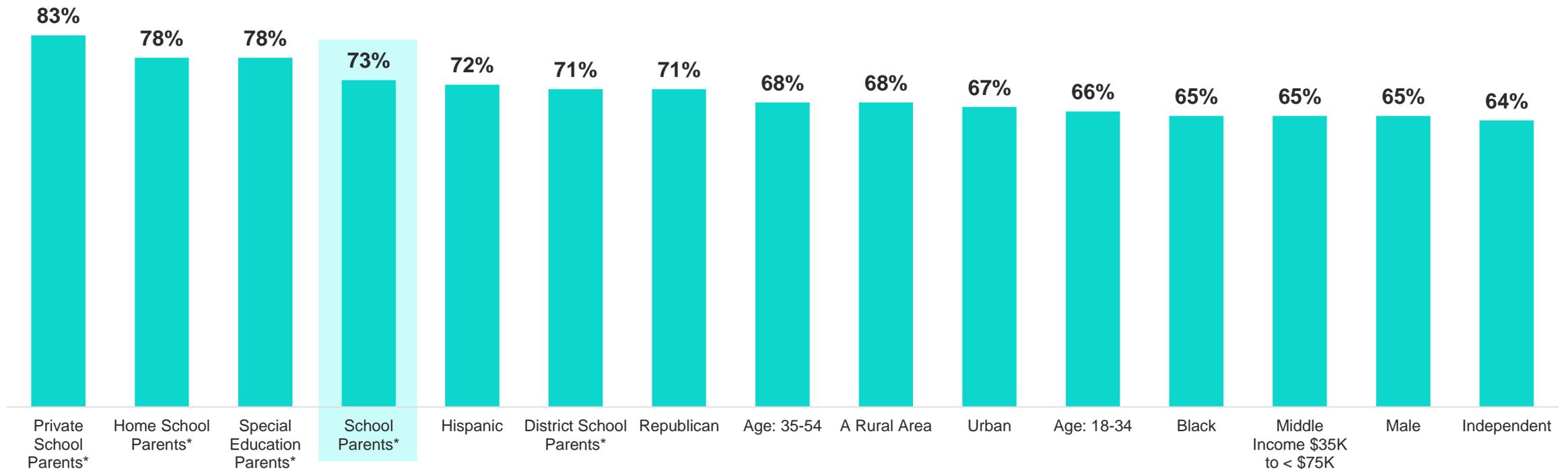
Note: Don't know/no opinion responses are not shown.

Roughly three out of four parents say they support school vouchers. There is broad support across all demographic groups.

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?

All Adults

Total Support
(Strongly Support + Somewhat Support)



* Denotes the sample came from school parents

Note: Parent groups based on child/children school type attendance in SY21-22.

Source: Survey conducted July 14, 2022 – July 15, 2022, among U.S. adults

Support of school vouchers remains high among many demographic groups. In July, there was a noticeable increase among those living in rural areas. There was a significant decline among Black adults.

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

All Adults

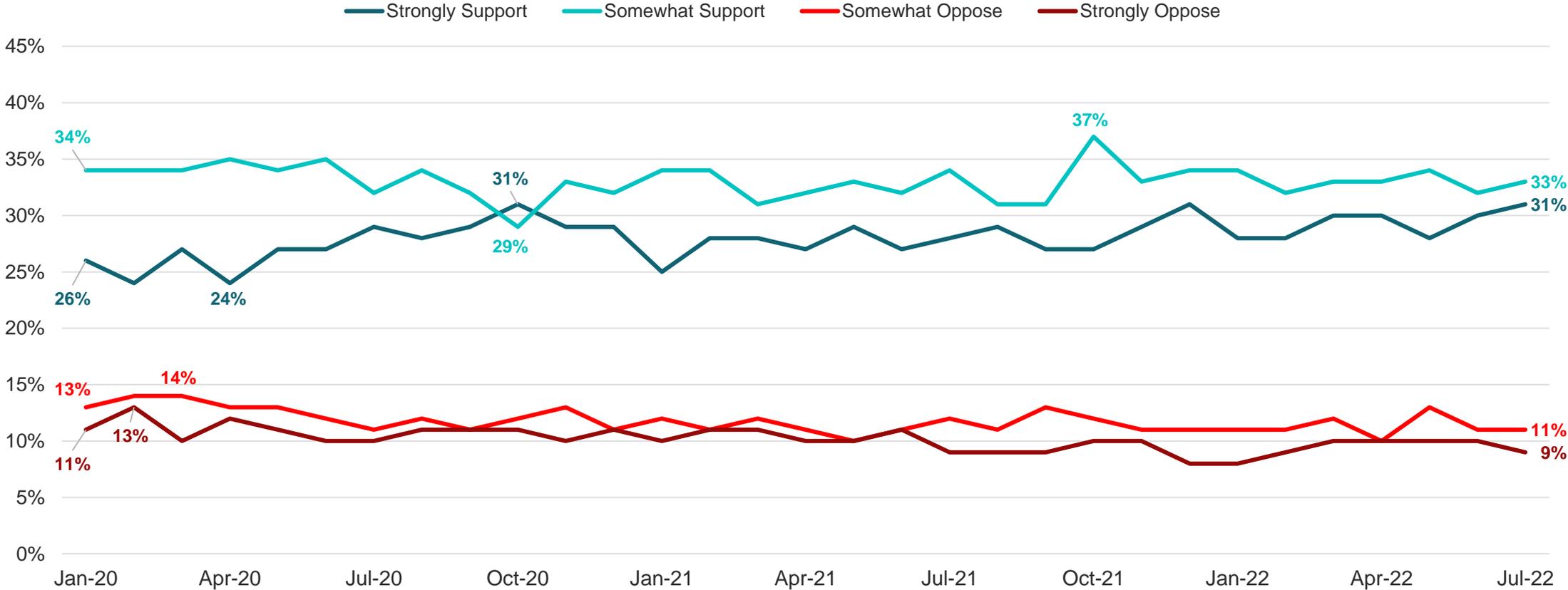
Most Supportive

		vs. June			vs. June			vs. June
Hispanic	72%	+6	Gen X	65%	+3	Non-Hispanic White	62%	+3
Republican	71%	+3	Educ: < College	65%	+3	Educ: Bachelors or Postgrad	62%	+2
Millennial	69%	+3	Male	65%	+3	Low Income < \$35K	62%	+2
Rural	68%	+9	Middle Income \$35K-\$75K	65%	+1	South	62%	-3
Northeast	68%	+5	Black	65%	-10	Midwest	61%	+0
Gen Z	67%	+6	High Income \$75K+	64%	+3	Small Town	60%	+3
Urban	67%	+3	Independent	64%	+2	Suburban	60%	-3
West	65%	+7	Female	63%	+1	Baby Boomers	59%	+0
			Democrat	62%	+4			

The public's overall support for school vouchers held steady in July.

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?

All Adults

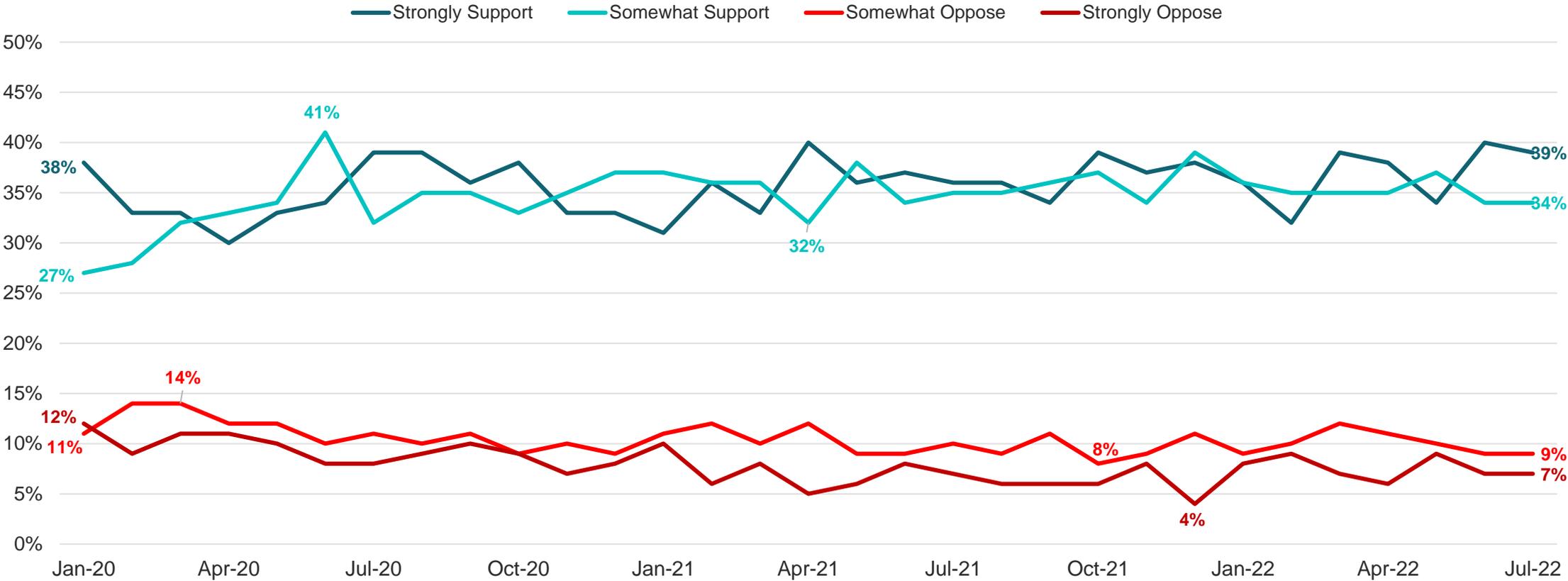


Note: Don't know/no opinion responses are not shown.

School parents' overall support for school vouchers is over four times higher than opposition. Support for school vouchers held steady in July.

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 Parents



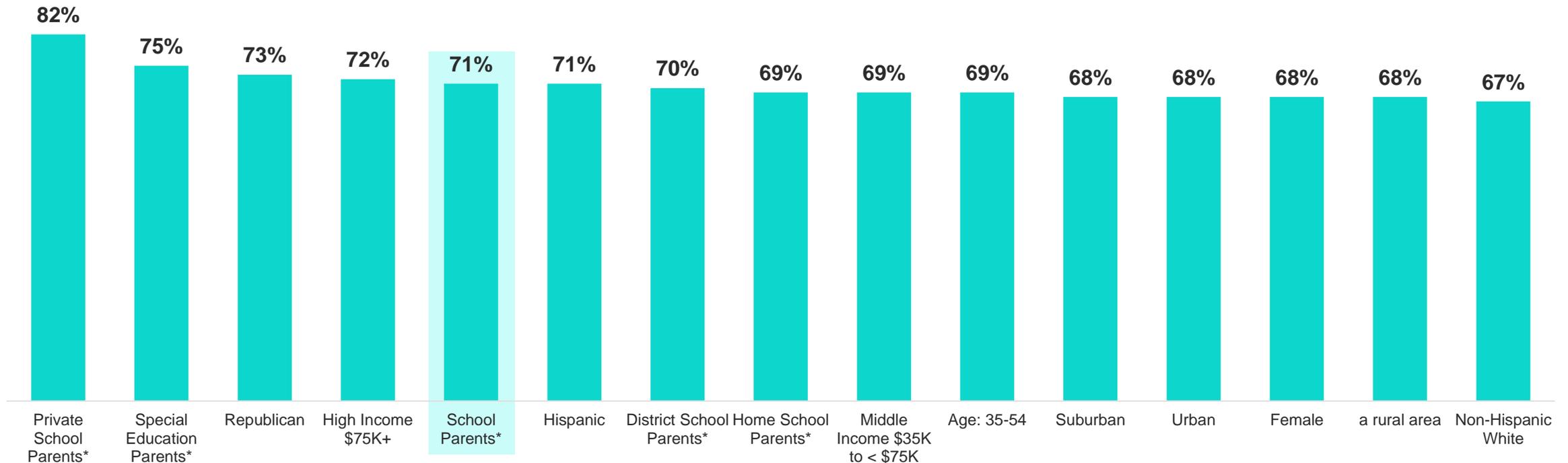
Note: Don't know/no opinion responses are not shown.

Just over 70 percent of parents say they support charter schools. There is broad support across demographic groups.

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?

All Adults

Total Support (Strongly Support + Somewhat Support)



* Denotes the sample came from school parents

Note: Parent groups based on child/children school type attendance in SY21-22.

Source: Survey conducted July 14, 2022 – July 15, 2022, among U.S. adults

Support of charter schools remains high across demographics and grew the most this month among those living in the Northeast.

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?

All Adults

Most Supportive 

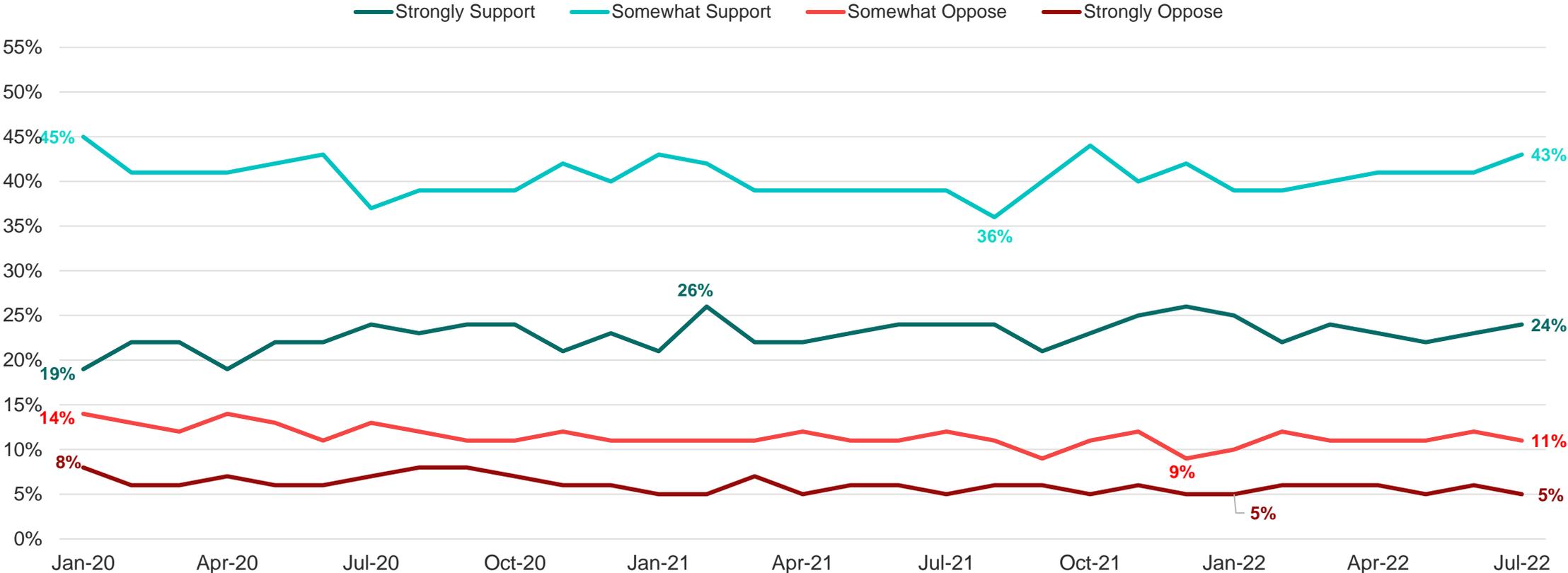
		vs. June			vs. June			vs. June
Northeast	73%	+10	Rural	68%	+7	Educ: < College	65%	+3
Republican	73%	+2	Millennial	68%	+6	Independent	65%	+0
High Income \$75K+	72%	+2	Female	68%	+4	Democrat	64%	+2
Hispanic	71%	+4	Urban	68%	+2	South	64%	-3
Educ: Bachelors or Postgrad	71%	+3	Suburban	68%	+0	Black	64%	-5
West	69%	+4	Non-Hispanic White	67%	+3	Gen Z	63%	+6
Middle Income \$35K to < \$75K	69%	+3	Baby Boomers	67%	+1	Low Income < \$35K	62%	+2
Gen X	69%	+1	Male	66%	+1	Small Town	59%	+5
			Midwest	65%	+5			

Source: Survey conducted July 14, 2022 – July 15, 2022, among U.S. adults

Americans' overall support for charter schools held steady in July. Total support was over four times greater than overall opposition.

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?

All Adults

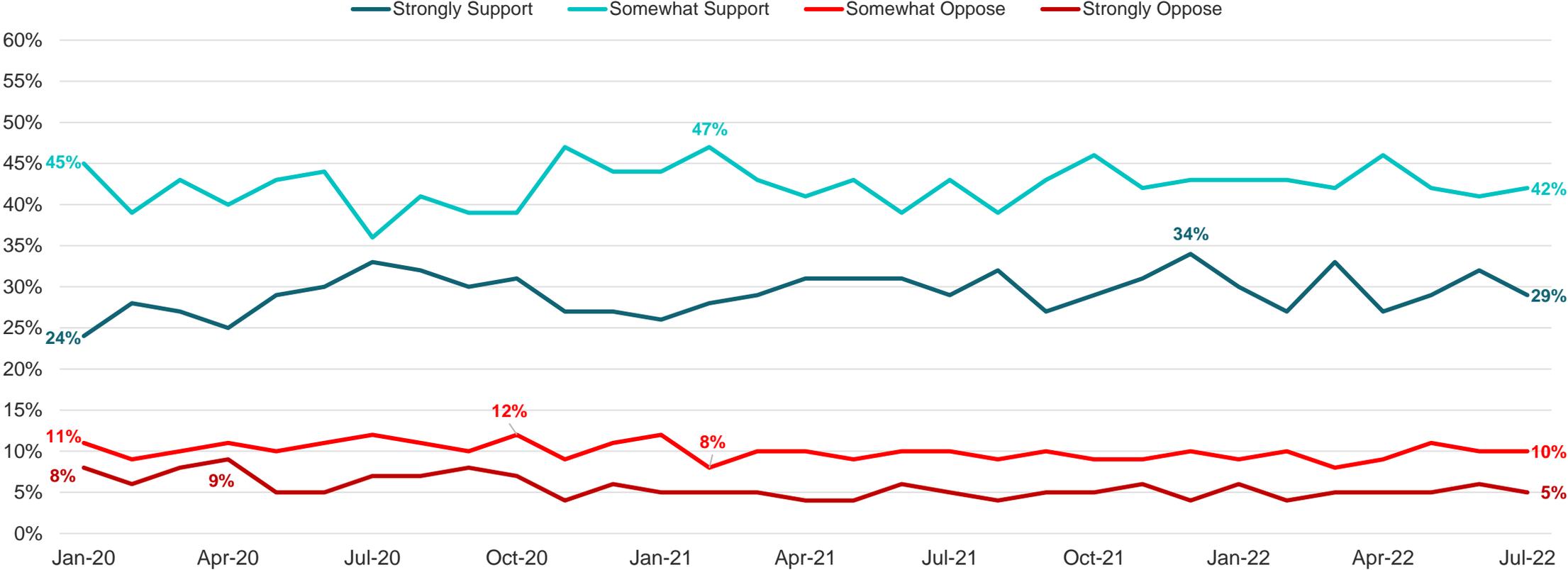


Note: Don't know/no opinion responses are not shown.

In July, school parents' overall support for public charter schools is more than four times as high as opposition. Strong support decreased three points in July.

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



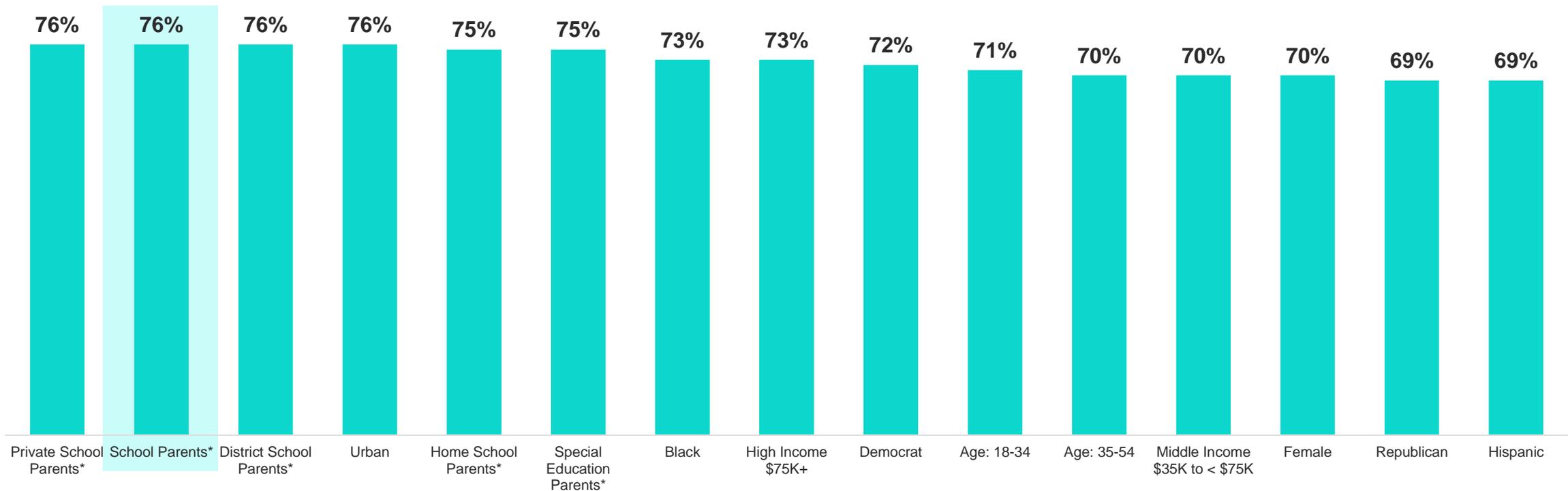
Note: Don't know/no opinion responses are not shown.

Three out of four school parents said they support inter-district open enrollment. There is support across a wide range of demographic groups.

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

Total Support
(Strongly Support + Somewhat Support)



* Denotes the sample came from school parents

Note: Parent groups based on child/children school type attendance in SY21-22.

Source: Survey conducted July 14, 2022 – July 15, 2022, among U.S. adults

In July, inter-district open enrollment support remains high across many demographic groups and gets the most support from urbanities.

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

Most Supportive

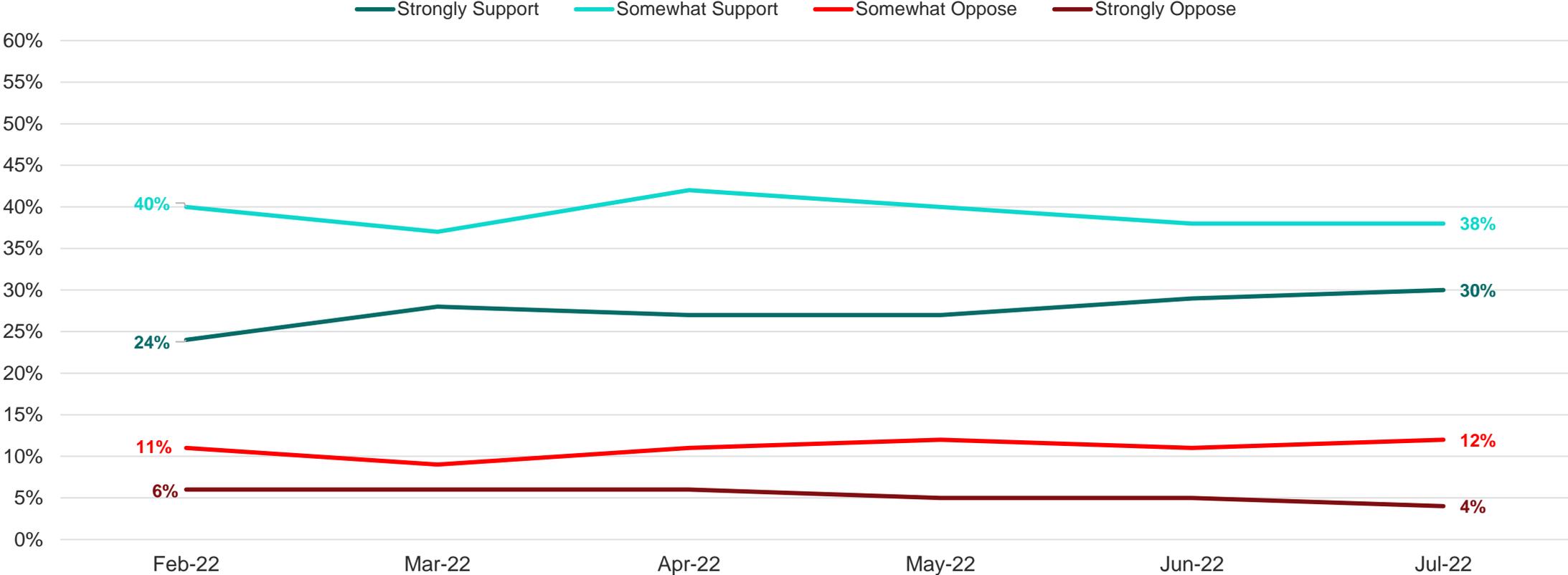
		vs. June			vs. June			vs. June
Urban	76%	+4	Gen X	70%	+3	Northeast	67%	+3
Midwest	74%	+5	Female	70%	+3	Independent	67%	+2
Black	73%	+5	Middle Income \$35K to < \$75K	70%	+3	Male	67%	+1
High Income \$75K+	73%	+4	Educ: < College	69%	+3	Suburban	67%	+0
West	72%	+5	Non-Hispanic White	69%	+3	Baby Boomers	66%	+2
Democrat	72%	+2	Republican	69%	+2	Low Income < \$35K	66%	+1
Millennial	71%	+3	Educ: Bachelors or Postgrad	69%	+1	South	66%	-1
Gen Z	71%	+2	Hispanic	69%	-2	Small Town	61%	+0
			Rural	68%	+4			

Source: Survey conducted July 14, 2022 – July 15, 2022, among U.S. adults

The public’s overall support of inter-district open enrollment is more than four times higher than opposition. Strong support has increased six points since February.

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

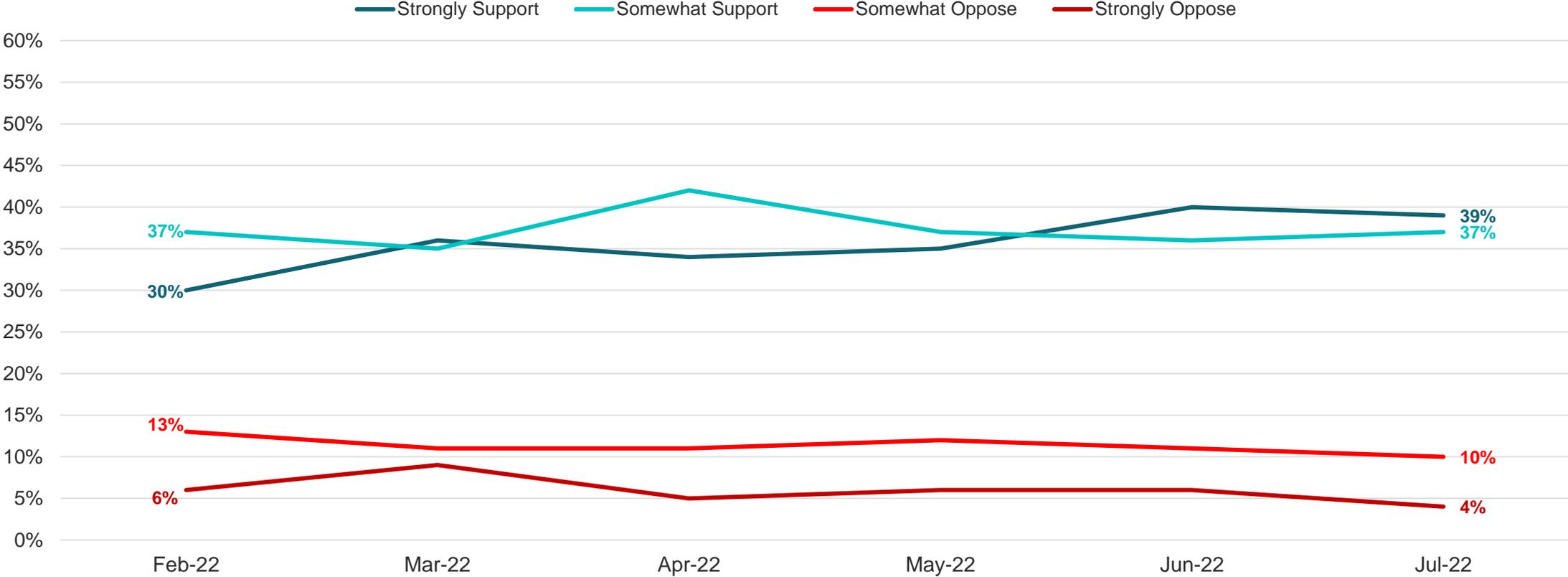


Note: Don't know/no opinion responses are not shown.

School parents' overall support of inter-district open enrollment is over four times higher than opposition. Strong support has increased nine points since February.

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.

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VIEWS ON SCHOOLING

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SURVEY PROFILE AND DEMOGRAPHICS



Survey Profile, 1

Dates	July 14-15, 2022
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 = 9.43 minutes Oversample Median = 11.37 minutes
Sample Size	N = 2,200 General Population N= 1,205 Total School Parents
Oversampling	N = 700 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), ± 3.58 percentage points (Oversample)
Participation Rate	20.34% (Gen Pop), 15.01% (Oversample)
Methods Page	https://edchoice.morningconsultintelligence.com/methodology/
Project Contact	Paul DiPerna, paul@edchoice.org

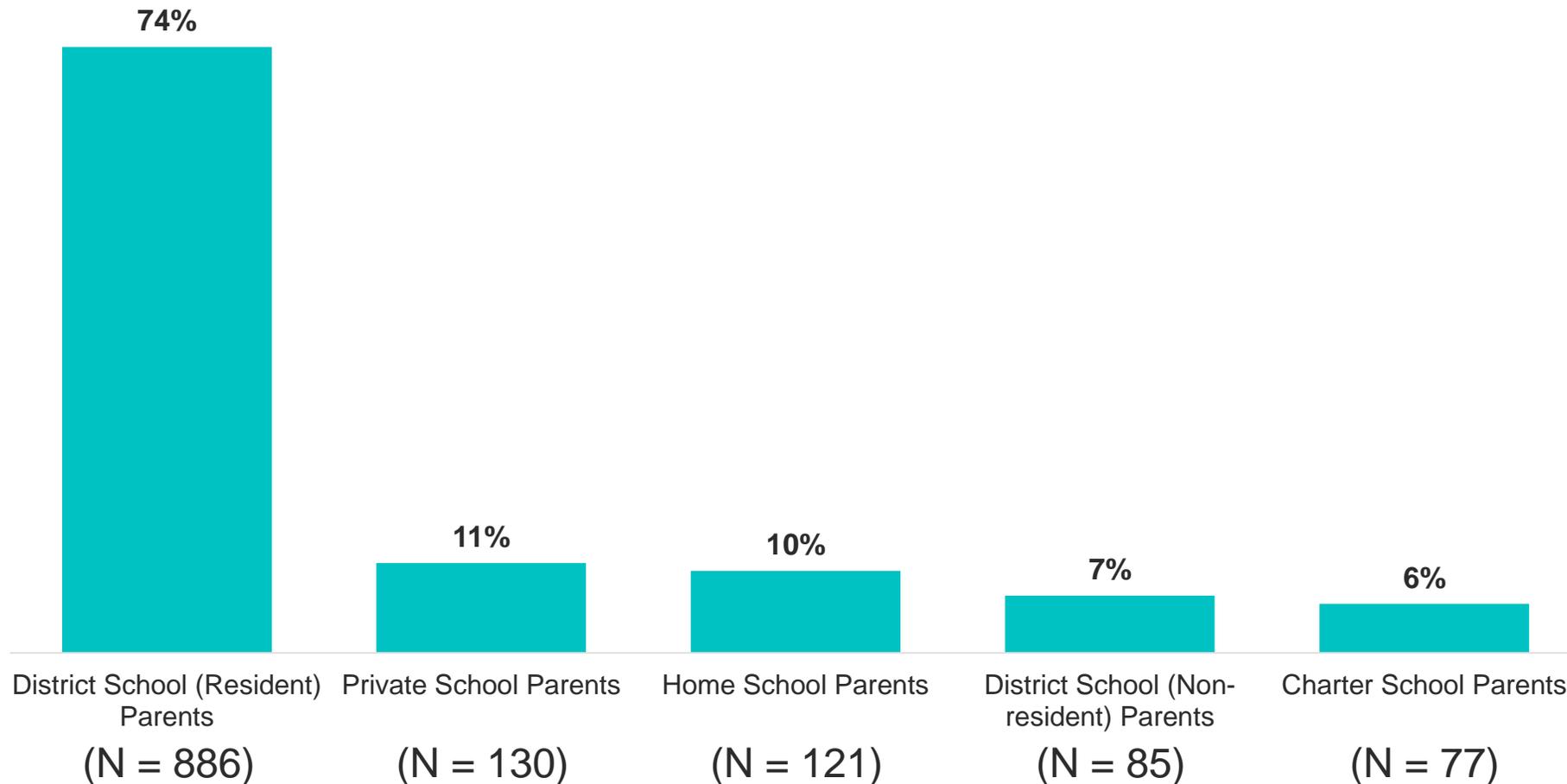
Demographics	Unweighted (N =)
Hispanic	210
Non-Hispanic White	1611
Black	261
Other	125
Generation Z	175
Millennial	743
Generation X	339
Boomers	757
Male	825
Female	1375
< College	1526
College +	674
Northeast	352
Midwest	466
South	939
West	443

Demographics	Unweighted (N =)
Total School Parents*	1205
K-4 Parents*	708
5-8 Parents*	512
9-12 Parents*	408
Non-Parents	822
Liberal	621
Moderate	711
Conservative	673
Democrat	810
Independent	576
Republican	651
Urban	539
Suburban	956
Small Town	269
Rural	436
Low Income <\$35K	951
Middle Income \$35K to <\$75K	749
High Income \$75K+	500

* Denotes the sample came from school parents

Demographics	Unweighted	Weighted	Target (%)
Hispanic	10%	16%	16%
White	78%	78%	78%
Non-Hispanic White	73%	n/a	n/a
Black	12%	12%	12%
Other	6%	9%	9%
Age: 18-34	25%	30%	30%
Age: 35-54	33%	31%	31%
Age: 55+	42%	40%	40%
Age: 65+	24%	20%	20%
Male	38%	48%	48%
Female	62%	52%	52%
< College	69%	69%	69%
College +	31%	31%	31%
Northeast	16%	18%	18%
Midwest	21%	21%	21%
South	43%	37%	37%
West	20%	24%	24%

Parent groups based on estimated school type attendance for the 2021-2022 school year



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

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 2017 Current Population Survey. Approximately 700 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 2017 Current Population Survey on the following demographic variables: age, gender, region, race/ethnicity, and educational attainment. Morning Consult has also implemented a pre-administration quota to ensure at least 65 percent of K-12 parent respondents had at least one child attending a public district school.

Total School Parents	Have at least one child enrolled in grades K-12 for the 2021-2022 school year
Charter School Parents	Have at least one child enrolled in a charter school for the 2021-2022 school year
District/Public School Parents	Have at least one child enrolled in a district/public school for the 2021-2022 school year
Private School Parents	Have at least one child enrolled in a private school for the 2021-2022 school year
Home School Parents	Have at least one child enrolled in home school for the 2021-2022 school year

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

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.

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