



# THE PUBLIC, PARENTS, AND K-12 EDUCATION

A National Polling Report

AUGUST 2022

# KEY FINDINGS

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1. Two-thirds of Americans say they have at least a lot of respect K-12 teaching as a profession. However, nearly the same proportion say that teachers are undervalued. Respect for teaching is comparable to engineers, and a little lower than doctors and military service members. Less than one-third express a lot of respect for school board members.
2. More than two-thirds of Americans have heard of teacher shortages in the last month. School parents have slightly higher awareness of teacher shortages, compared to all adults. News media appear to drive this information and awareness – rather than friends, family, or schools, but the gap is slightly smaller among school parents.
3. Perceptions that spending on public schools is “too low” increased in August, with about half of parents saying spending is too low. Providing a publicly-reported per-pupil spending statistic still significantly shrinks the proportion saying funding is too low.
4. School parents continue to cite 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 and class size in addition to a safe environment. District school parents most frequently say location and affordability are key reasons.
5. Overall interest in learning pods and tutoring slightly declined in August. The amounts parents were willing to pay for these activities decreased. The monthly amounts parents would be willing to spend also decreased slightly (pod: \$407/child/month; tutoring: \$348/child/month).
6. In August, economic issues still dominates voting priorities at the local, state, and federal levels. Education was considered a higher priority at the local and state levels. Trend based on Americans’ prioritizing of education issues – locally vs. nationally – have diverged.”
7. Overall support for school choice policies remains high among both school parents and the general public, respectively:
  - Education savings accounts (ESAs) – 75% / 68%
  - School vouchers – 72% / 62%
  - Charter schools – 73% / 64%
  - Open enrollment – 78% / 70%

## Methodology:

This poll was conducted between August 15-16, 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 2.32 percentage points..

AGENDA

**VIEWS ON K-12 EDUCATION**

**VIEWS ON SCHOOLING**

**SCHOOL CHOICE POLICIES**

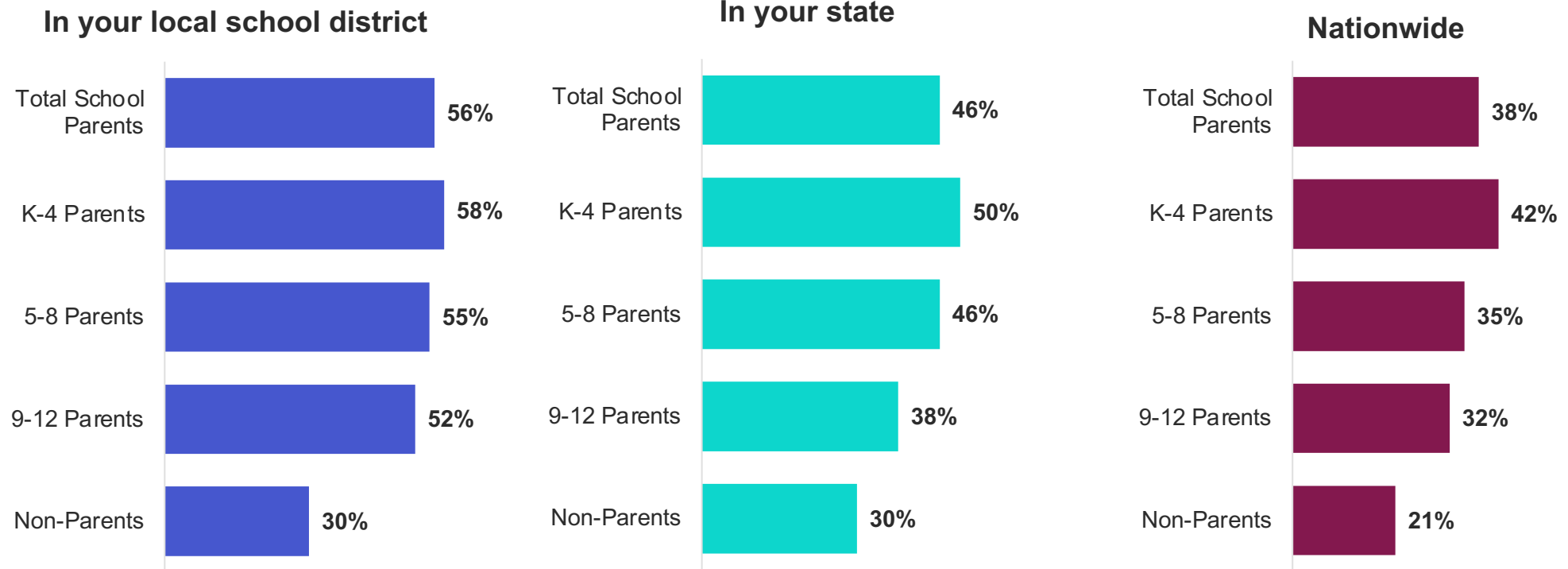
**SURVEY PROFILE AND DEMOGRAPHICS**



# School parents are much more positive than non-parents regarding the direction of K-12 education – especially at the local level.

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?

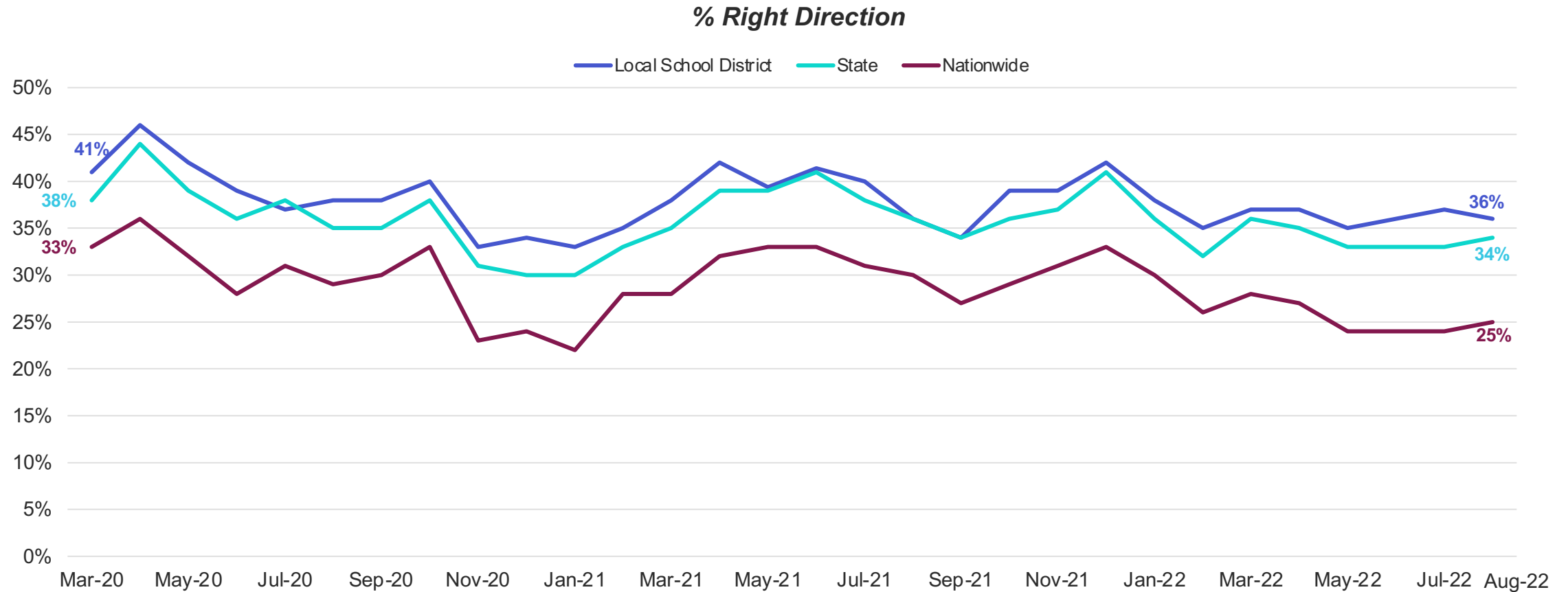
## % Right Direction



# In August, the public's positive views about the direction of K-12 education were stable.

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?

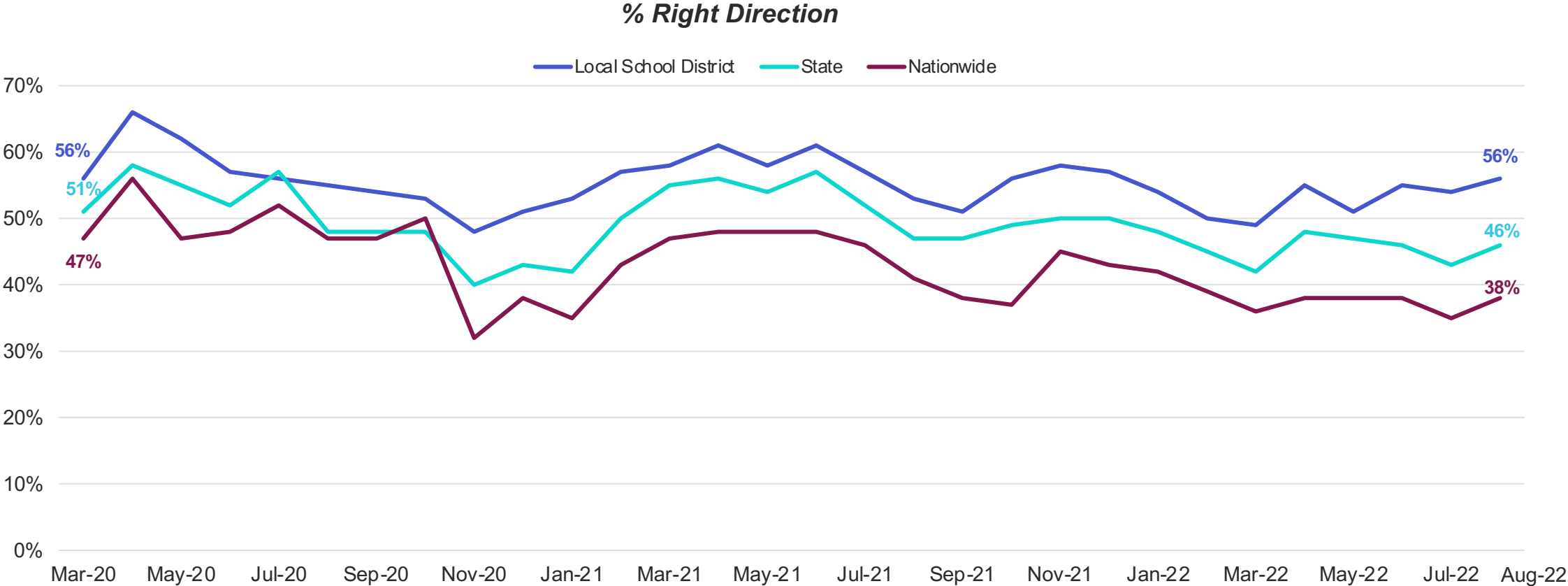
## All Adults



# School parents' perceptions of K-12 education were slightly more positive in August compared to July. The 'right direction' response increased three points each at 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 **43%**

-  Core academic subjects (59%)
-  Become independent thinkers (49%)
-  Socialization (47%)
-  Skills for future employment (46%)
-  How to be good citizens (46%)
-  Values, moral character, religious virtues (37%)
-  To fix social problems (24%)

#### Grades 9-12

Average % selected Extremely Important **46%**

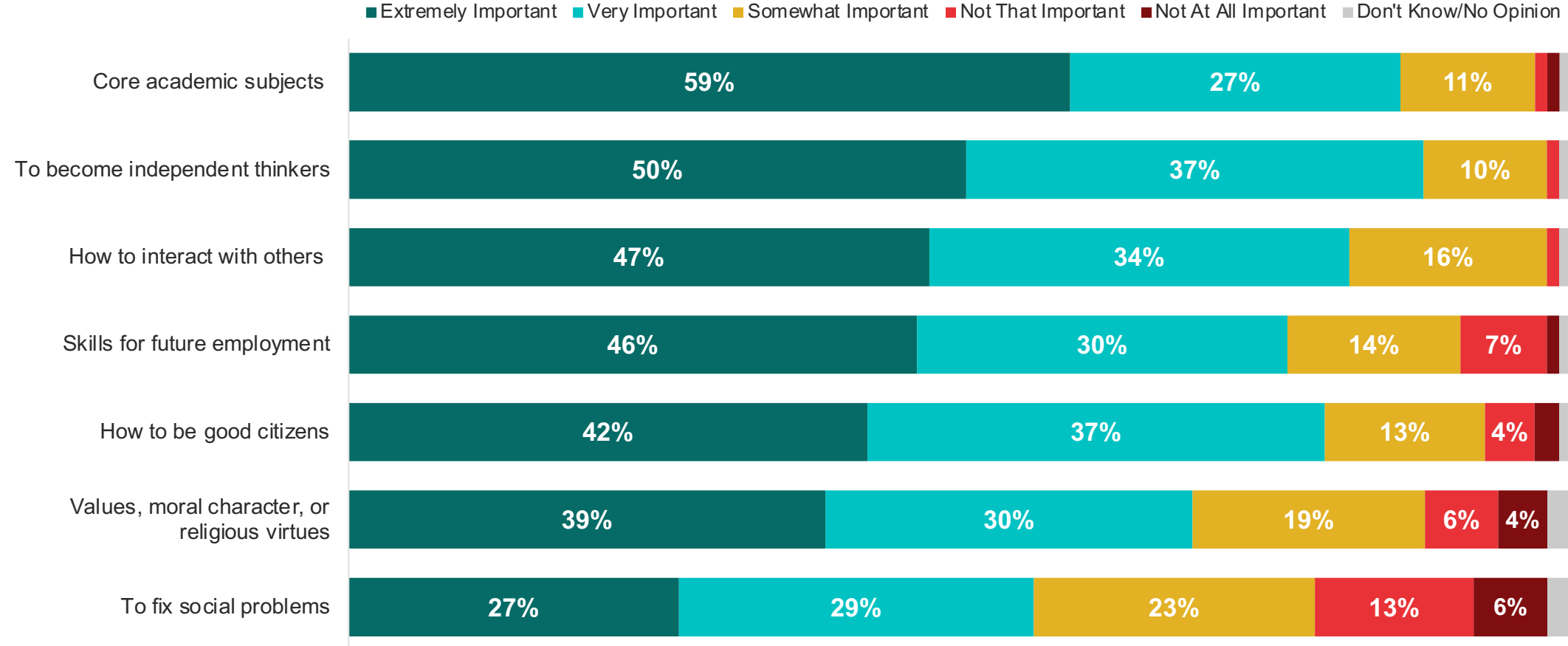
-  Skills for future employment (59%)
-  Core academic subjects (58%)
-  Become independent thinkers (52%)
-  How to be good citizens (48%)
-  Socialization (45%)
-  Values, moral character, religious virtues (36%)
-  To fix social problems (27%)

Source: Survey conducted August 15, 2022 – August 16, 2022, among U.S. adults

# School parents are most likely to say core academic subjects are an extremely important purpose of K-8 education. They view fixing social problems as much less important.

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



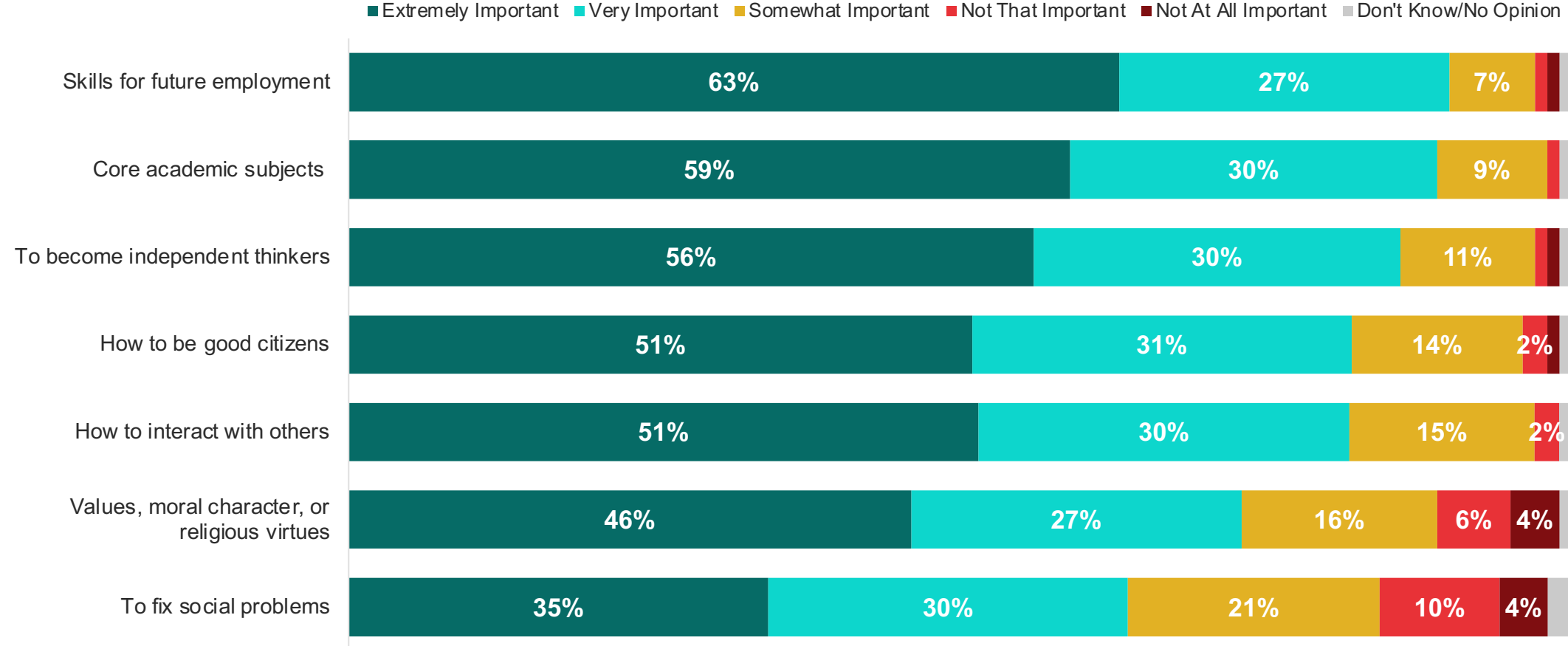
Source: Survey conducted August 15, 2022 – August 16, 2022, among U.S. adults



# School parents are most likely to say that high school should focus on skills for future employment and core academic subjects.

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 August 15, 2022 – August 16, 2022, among U.S. adults

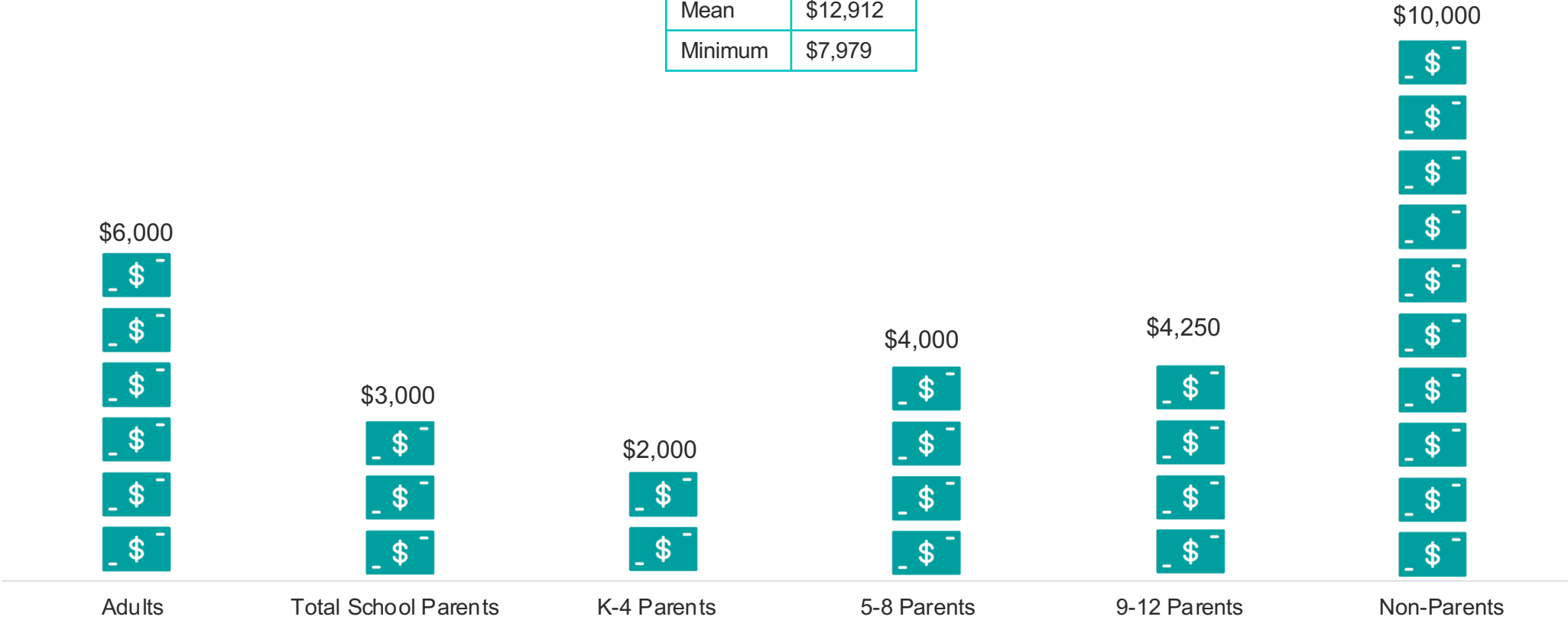
# Americans believe government spending per student is lower than actual reported expenditures. School parents are more likely than non-parents to underestimate per-student spending.

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.

 = \$1,000

### Median Estimate

FY19 State Actuals	
Maximum	\$25,155
Mean	\$12,912
Minimum	\$7,979

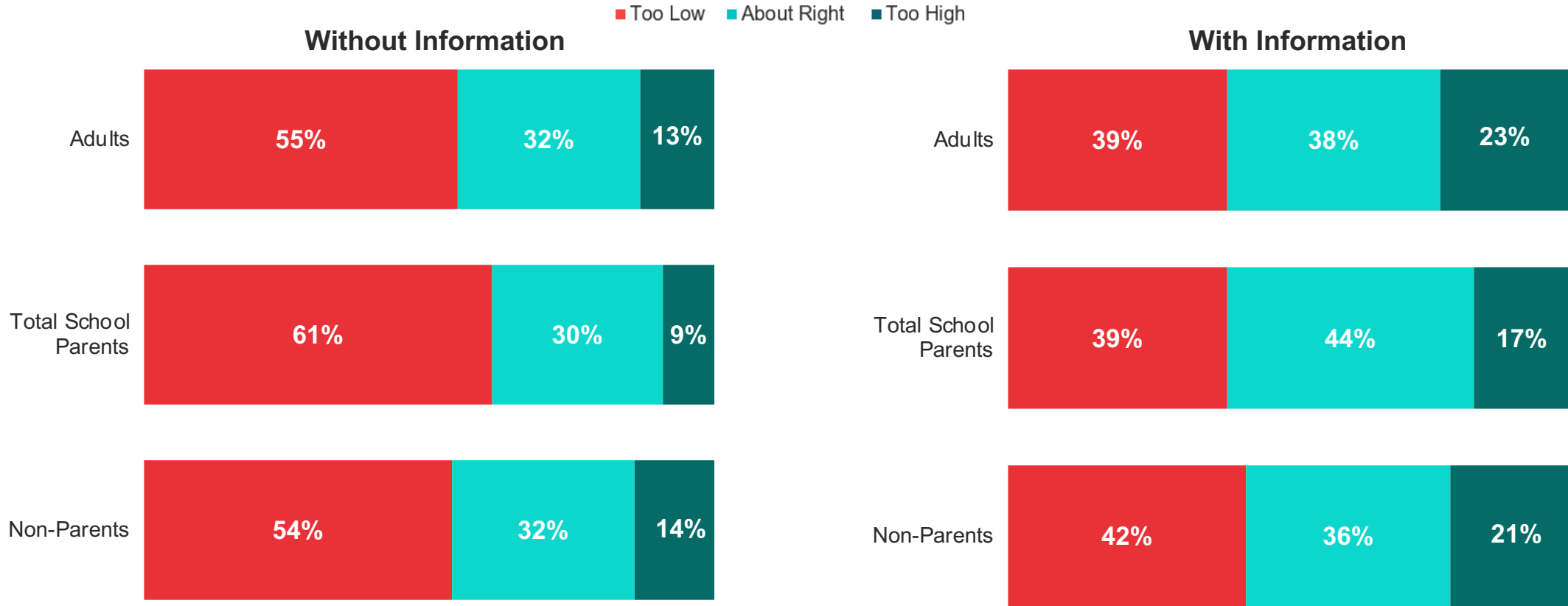


FY19 State Actuals Source: National Center for Education Statistics  
 Source: Survey conducted August 15, 2022 – August 16, 2022, among U.S. adults

# Americans are much less likely (-16 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:

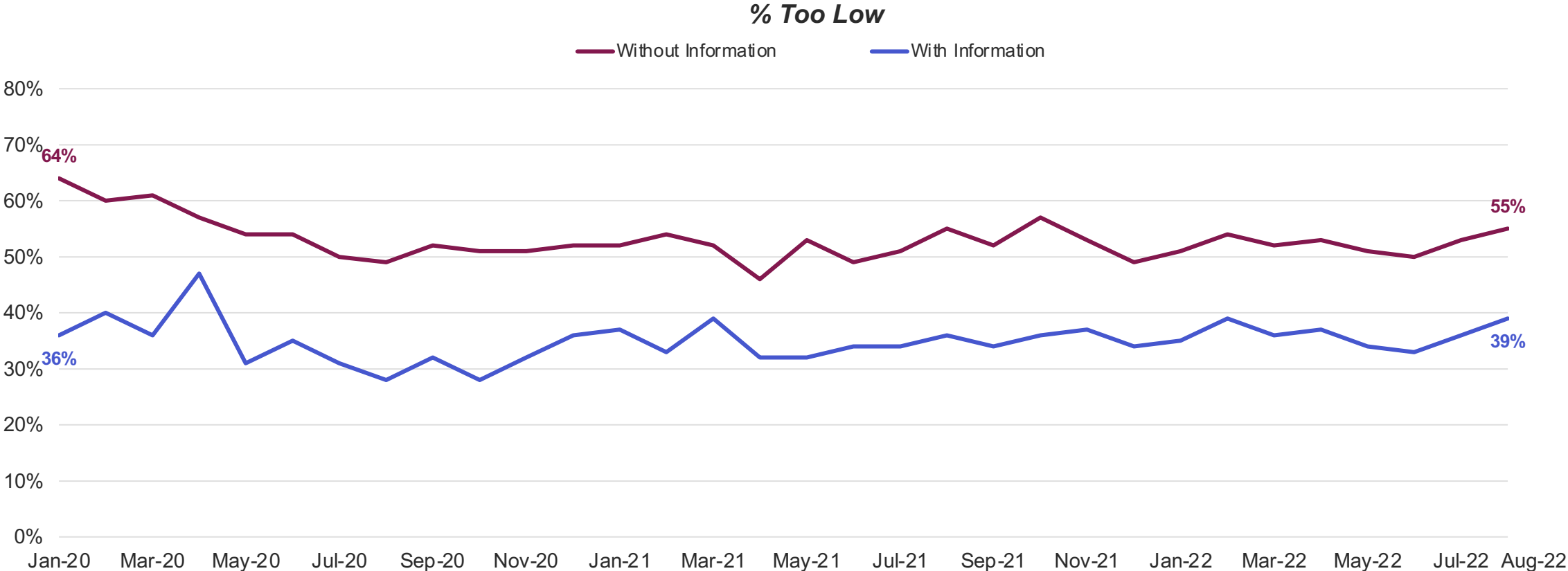


FY19 State Actuals Source: National Center for Education Statistics  
 Source: Survey conducted August 15, 2022 – August 16, 2022, among U.S. adults

# The proportion of Americans who believe school funding is too low increased in August, regardless of whether the respondent saw the 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:

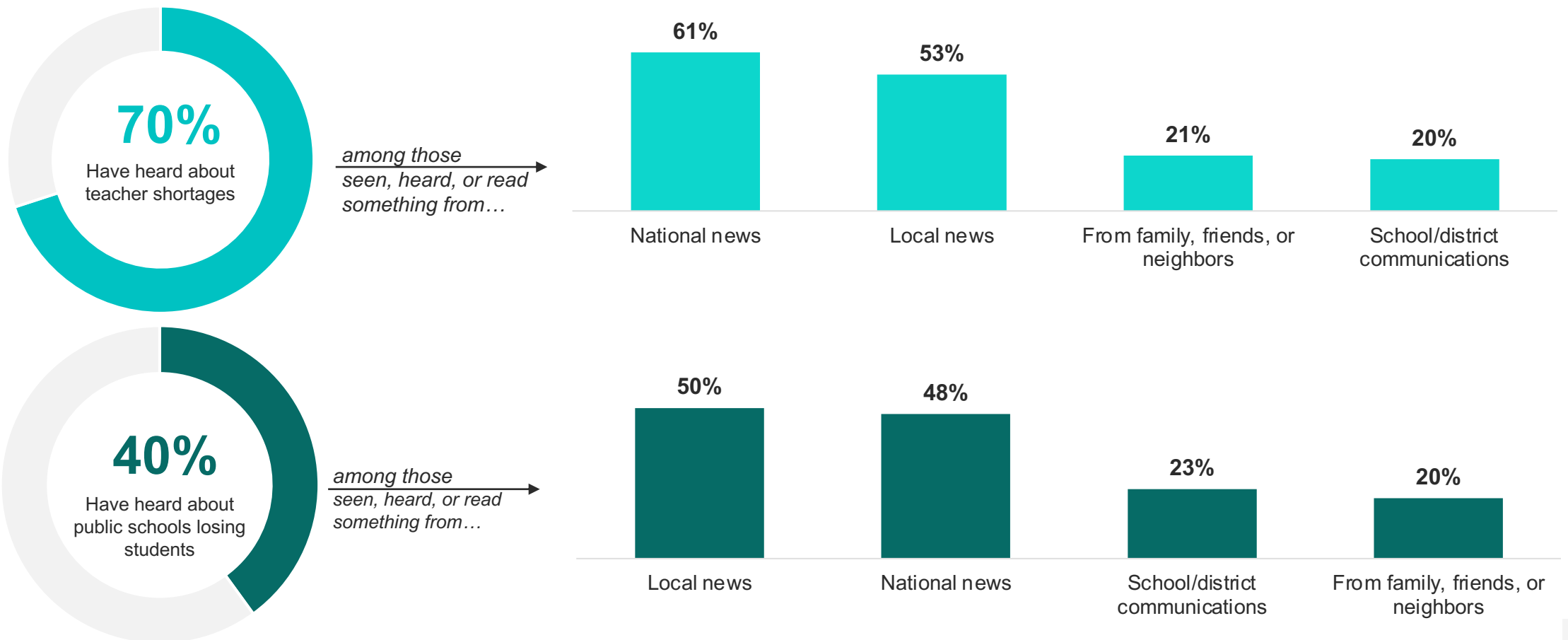
### All Adults



More than two-thirds of Americans have heard of teacher shortages in the last month. That proportion is much higher than those who say they have heard about public schools losing students. News media appear to drive this information – rather than friends, family, or schools.

In the last month, have you seen, heard, or read anything about the following?

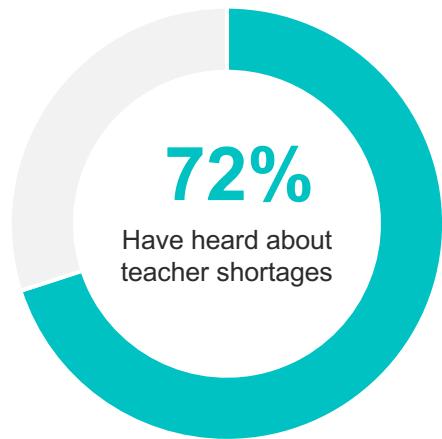
**All Adults**



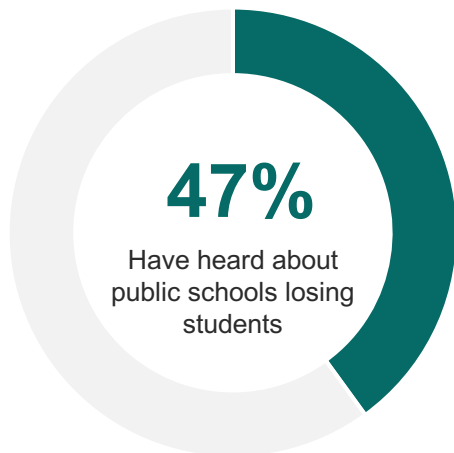
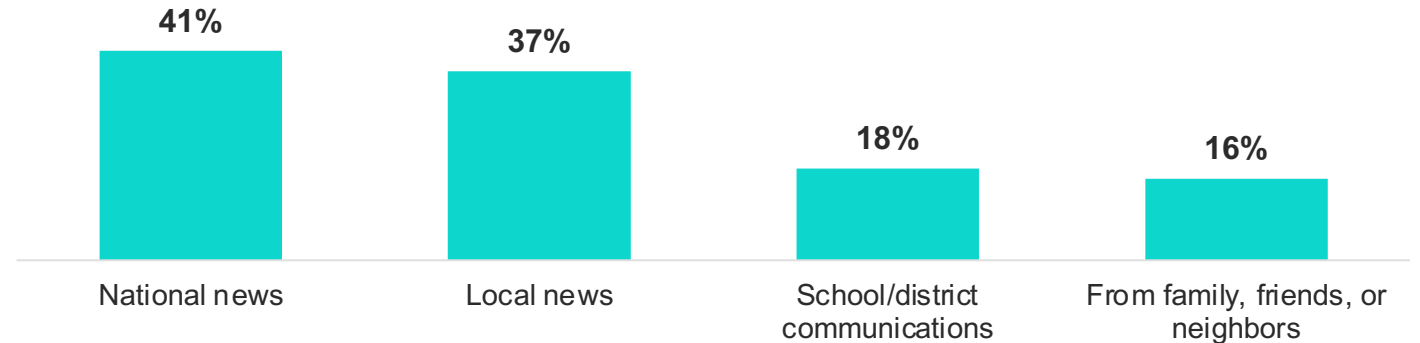
More than two-thirds of school parents have heard of teacher shortages in the last month. The gap between those who have heard from news media and those who have heard from family, friends, or schools is slightly smaller compared to all adults.

In the last month, have you seen, heard, or read anything about the following?

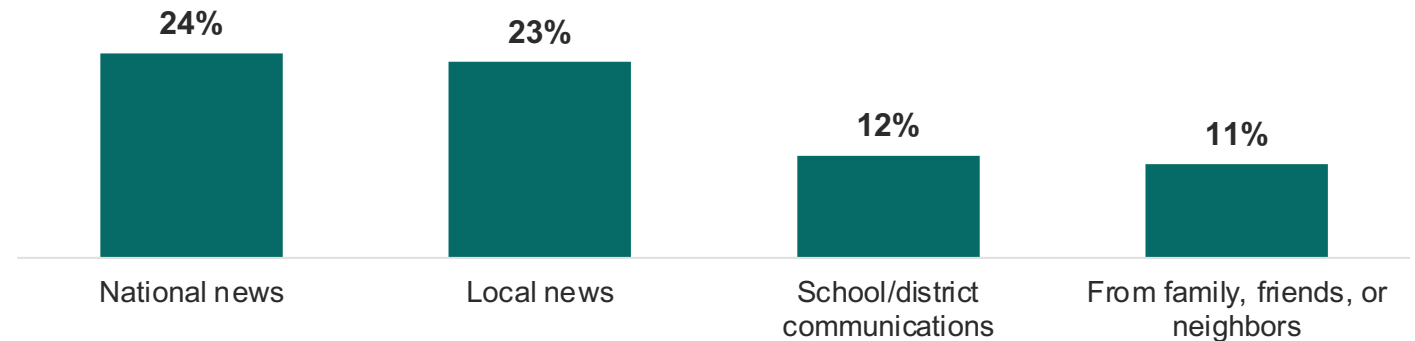
**School Parents**



*among those  
seen, heard, or read  
something from...*



*among those  
seen, heard, or read  
something from...*

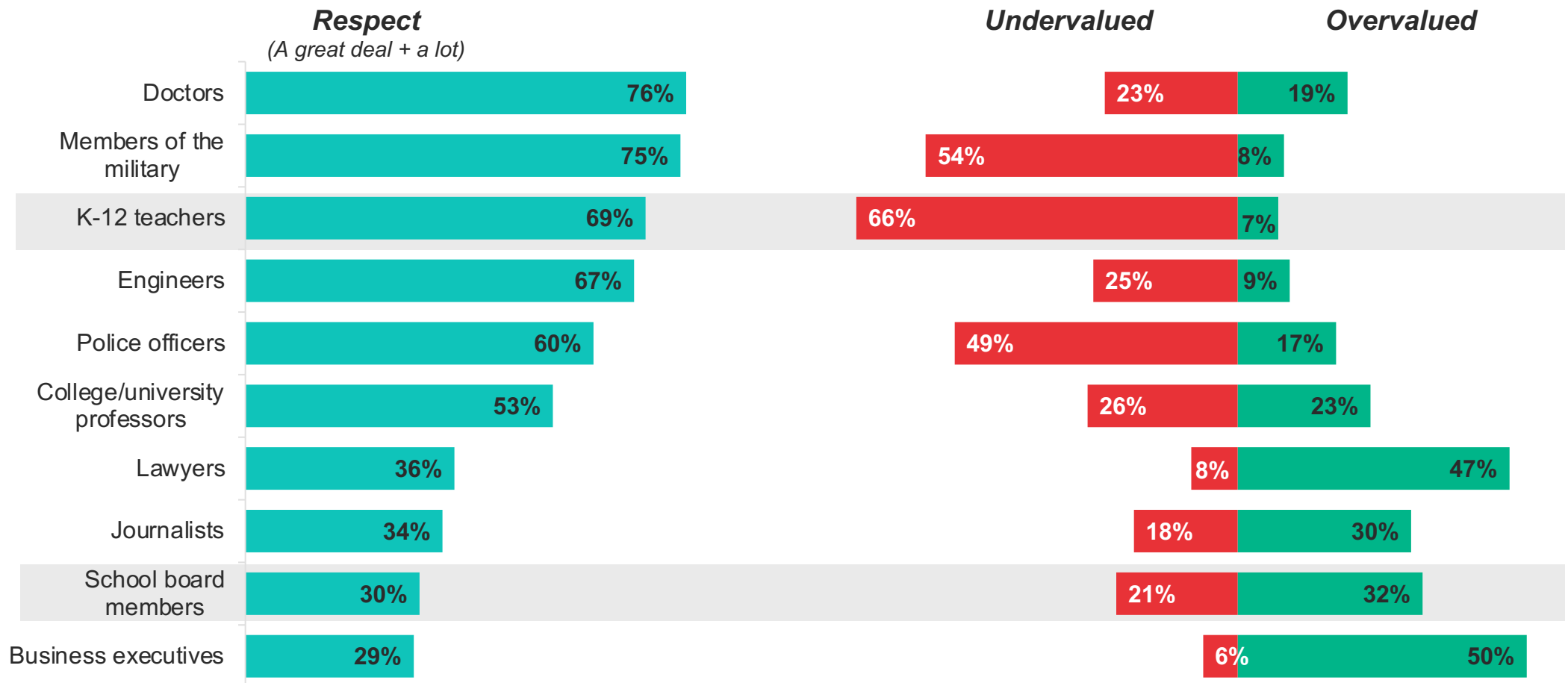


Nearly 70 percent of Americans say they respect K-12 teachers. At the same time, two-thirds also feel teachers are undervalued. The public has a much dimmer view of local school board members.

How much do you respect the following professions?

Do you think the following professions are overvalued, undervalued, or appropriately valued?

**All Adults**

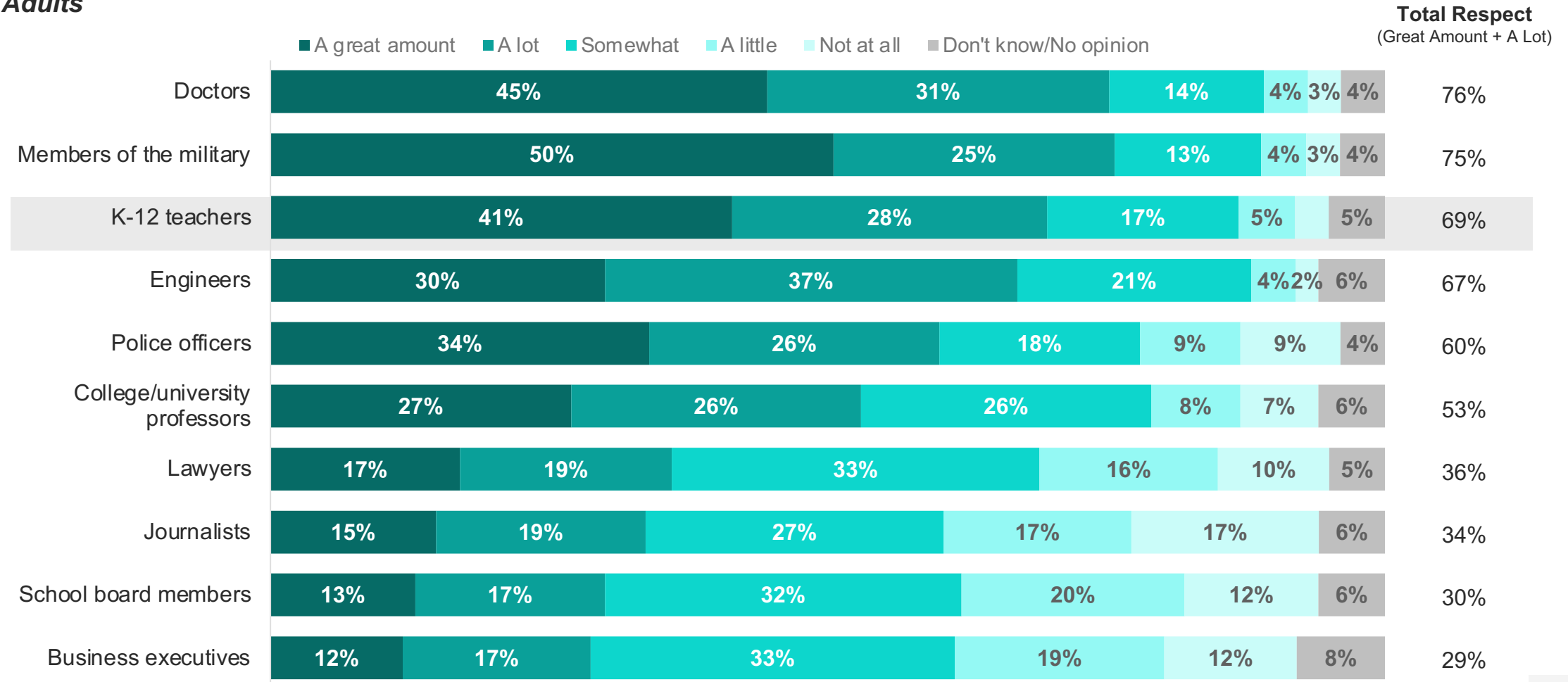


Source: Survey conducted August 15 – August 16, 2022, among U.S. adults

A large majority of Americans say they respect K-12 teachers either a great amount or a lot. Total respect is similar to responses regarding engineers, and a little below views on military members and doctors.

How much do you respect the following professions?

**All Adults**



Source: Survey conducted August 15 – August 16, 2022, among U.S. adults

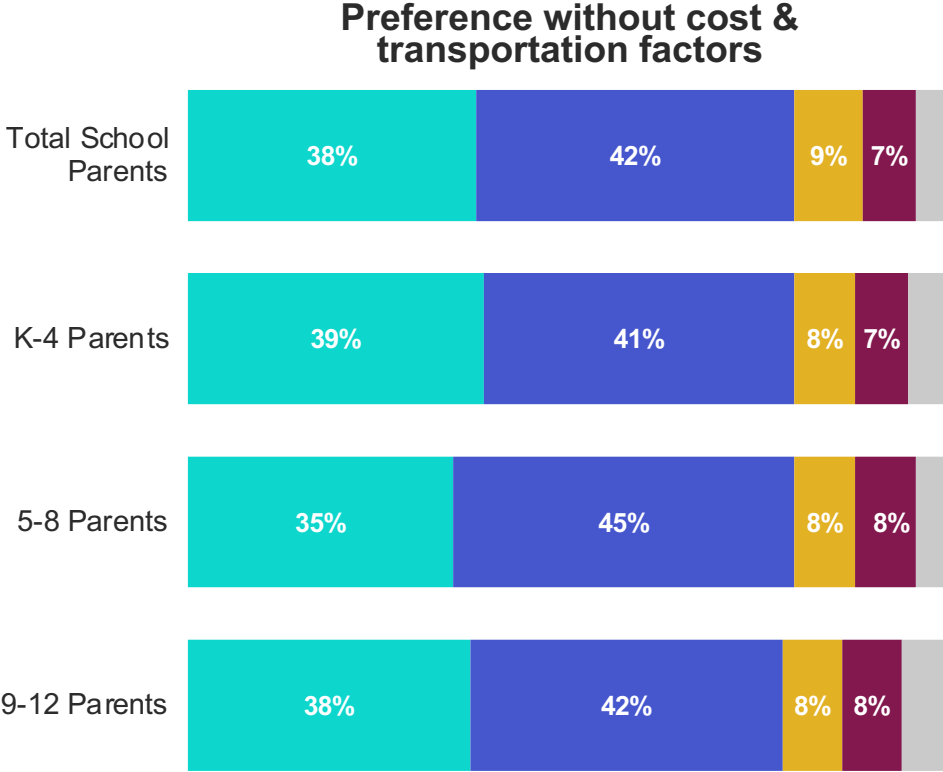
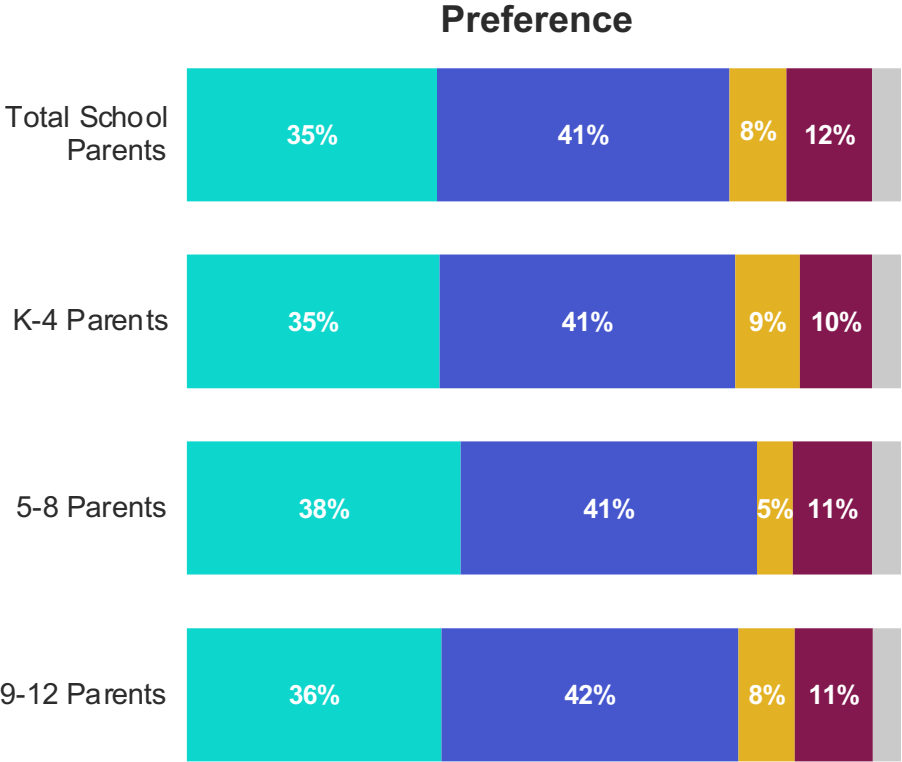


# School parents express diverse school type preferences, regardless of whether cost and transportation are factors.

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 August 15, 2022 – August 16, 2022, among U.S. adults

In August, economic issues still dominate voting priorities at the local, state, and federal levels. Education is considered a higher priority at the local and state levels, compared to federal level. Respondents were much more likely to focus on seniors' issues at the local level compared to July.

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**

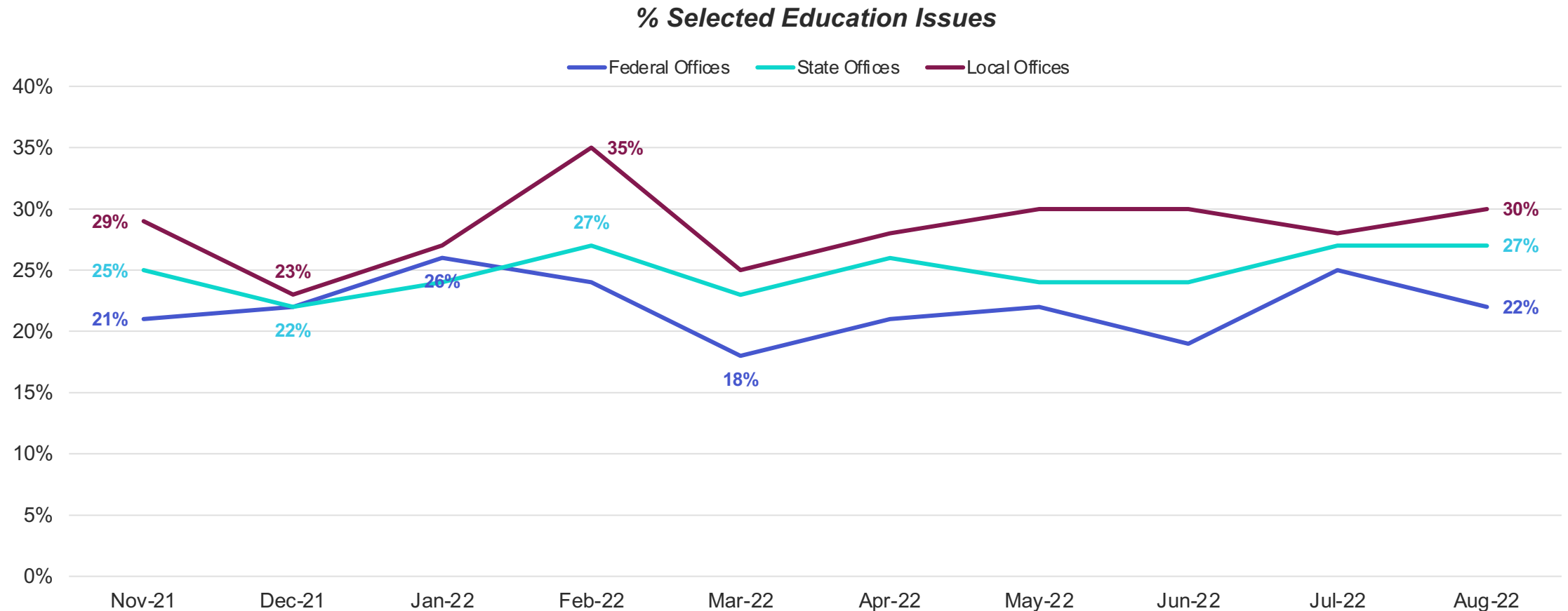
	LOCAL OFFICES	vs. July	STATE OFFICES	vs. July	FEDERAL OFFICES	vs. July
Economic Issues	55%	-4	56%	-2	58%	-1
Health Care Issues	31%	0	33%	+2	30%	-2
Senior's Issues	30%	+10	24%	-4	25%	-3
Education Issues	30%	+2	27%	0	22%	-3
Women's Issues	26%	-6	31%	-2	32%	+3
Energy Issues	25%	+1	22%	-5	25%	0
Security Issues	22%	-1	25%	-4	26%	-4

Participants were only randomly asked about one of three offices  
 Source: Survey conducted August 15, 2022 – August 16, 2022, among U.S. adults

# In August, Americans' prioritizing of education issues locally and nationally have diverged.

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



# In August, more special education parents and small-town parents said education was a top issue, compared to July.

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. July
Special Education Parents	44%	+10
Small Town	42%	+11
West	41%	+6
Independent	37%	+3
Suburban	37%	+1
Hispanic	37%	-1
Educ: Bachelors or Postgrad	37%	-2

		vs. July
Home School Parent	36%	+4
High Income: \$75K+	36%	-3
Low Income < \$35K	35%	+5
Non-Hispanic White	35%	+4
Midwest	35%	+3
Democrat	35%	-2
Educ: < College	34%	+3
Private School Parent	34%	+2
Middle Income: \$35K-\$75K	34%	+2

		vs. July
District School Parent	34%	-1
South	33%	0
Urban	32%	-3
Republican	31%	+4
Black	31%	-6
Rural	30%	+2
Northeast	30%	-4

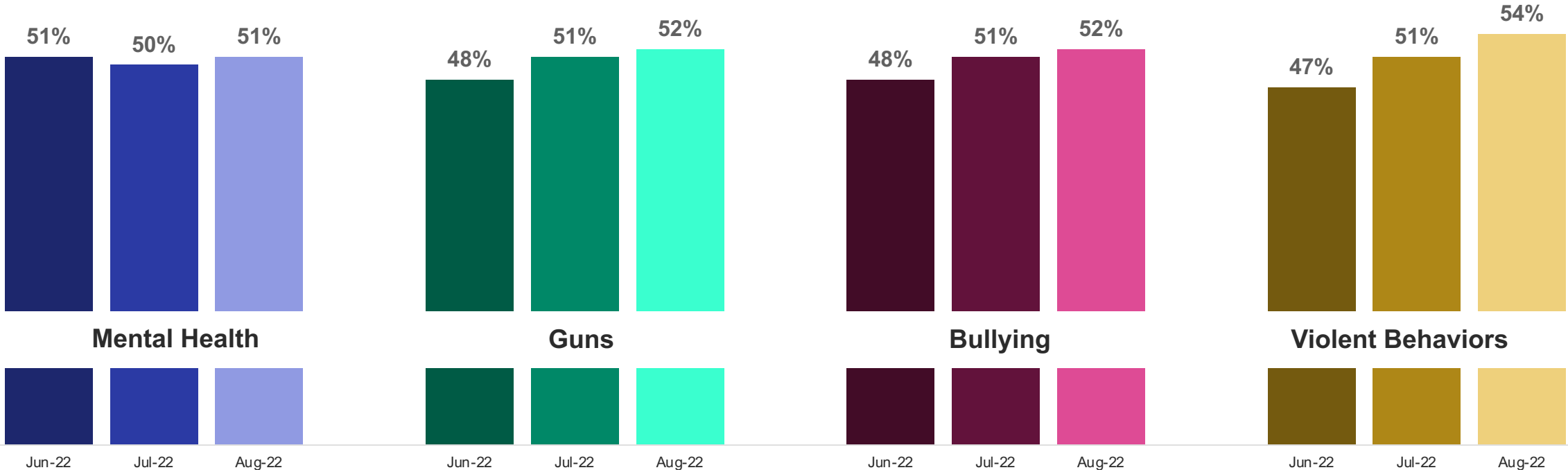
Percentages are based on a composite score of all 3 offices asked (Federal, State, and Local).  
 Source: Survey conducted August 15, 2022 – August 16, 2022, among U.S. adults

# In August, about half of parents felt their schools were doing extremely or very well at addressing mental health, guns, bullying, and violent behaviors at their children's schools.

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

## School Parents

**Most Positive**  
(Extremely + Very Well)



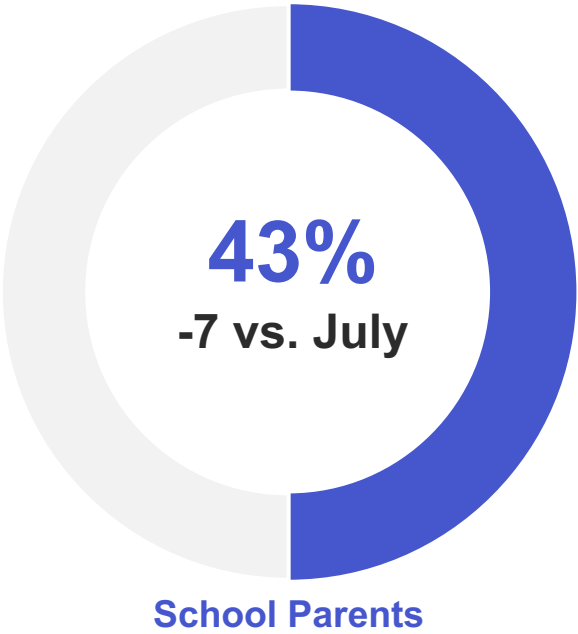
Source: Survey conducted August 15, 2022 – August 16, 2022, among U.S. adults

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

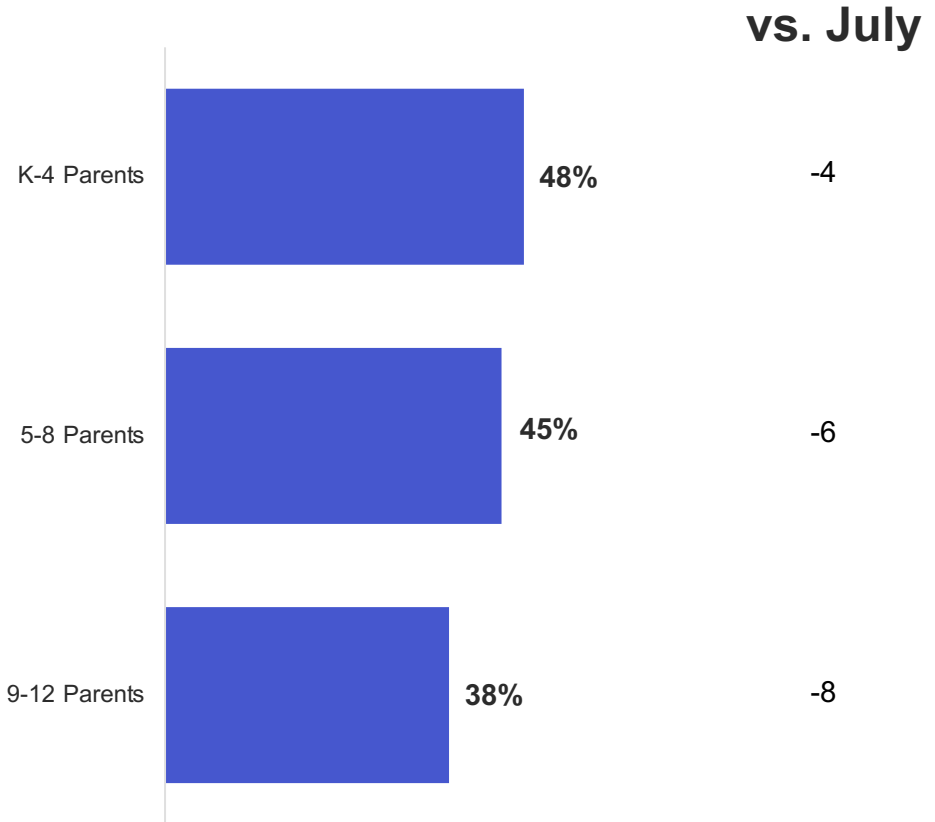
Concerns about violent intruders entering schools have declined since July. But more than 40 percent of parents remain extremely or very concerned – elevated even more among K-4 parents.

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

**School Parents**



**Total Concern**  
(Extremely+ Very Concerned)



Source: Source: Survey conducted August 15, 2022 – August 16, 2022, among U.S. adults

AGENDA

**VIEWS ON K-12 EDUCATION**

**VIEWS ON SCHOOLING**

**SCHOOL CHOICE POLICIES**

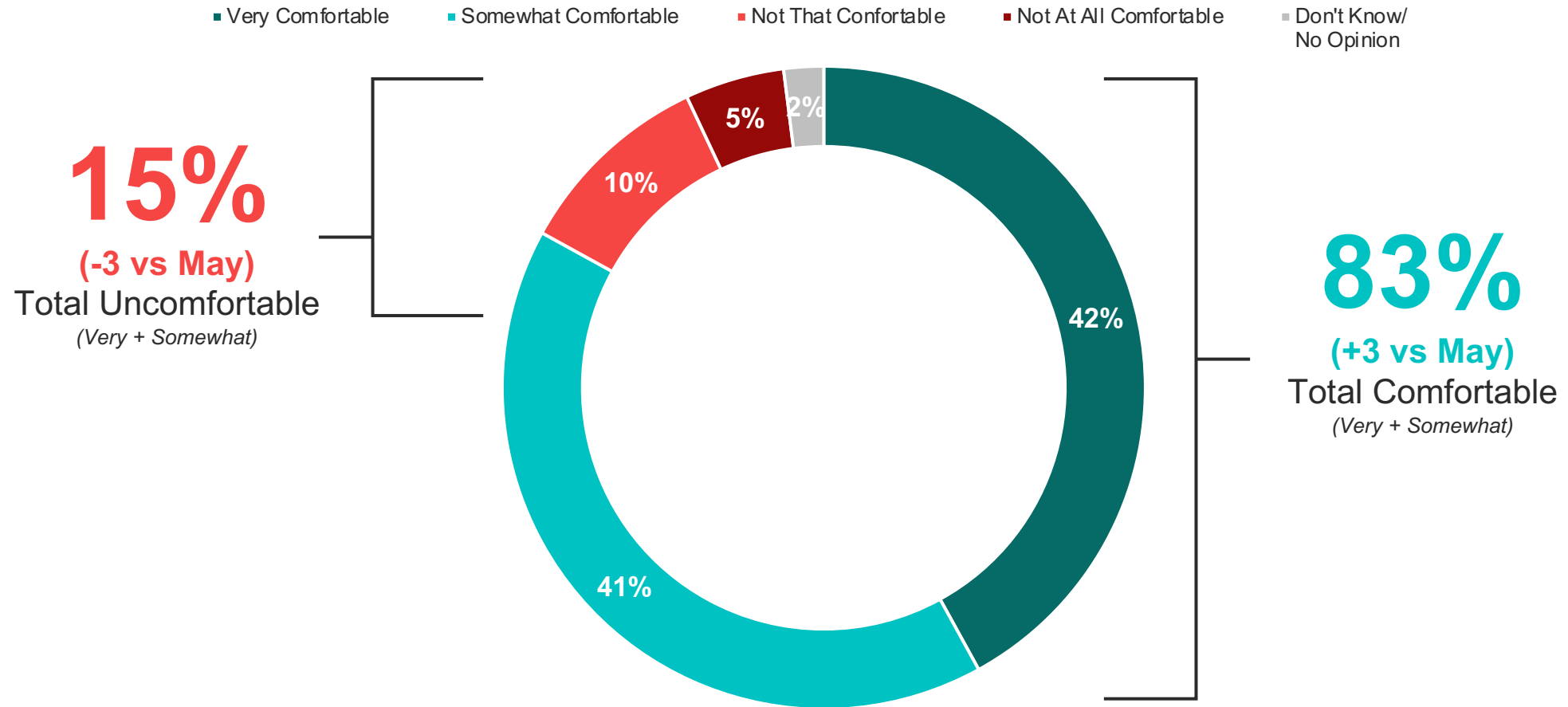
**SURVEY PROFILE AND DEMOGRAPHICS**



# In the current state of the coronavirus pandemic, parents are about as comfortable with their children attending school as they were in May.

Based on what you have seen, read, or heard about the coronavirus (COVID-19) outbreak so far, how comfortable are you with your child/children attending school right now?

## School Parents

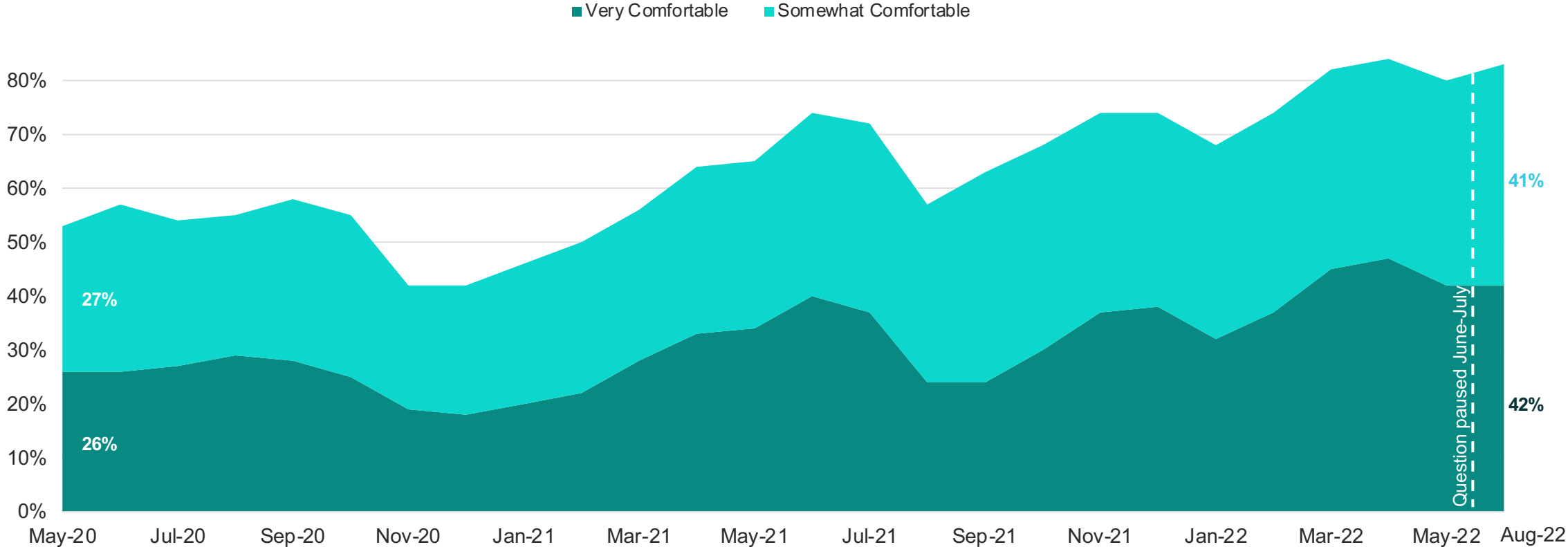




# School parents' comfort with their children attending school has been fairly stable since February 2022.

Based on what you have seen, read, or heard about the coronavirus (COVID-19) outbreak so far, how comfortable are you with your child/children attending school right now?

## School Parents

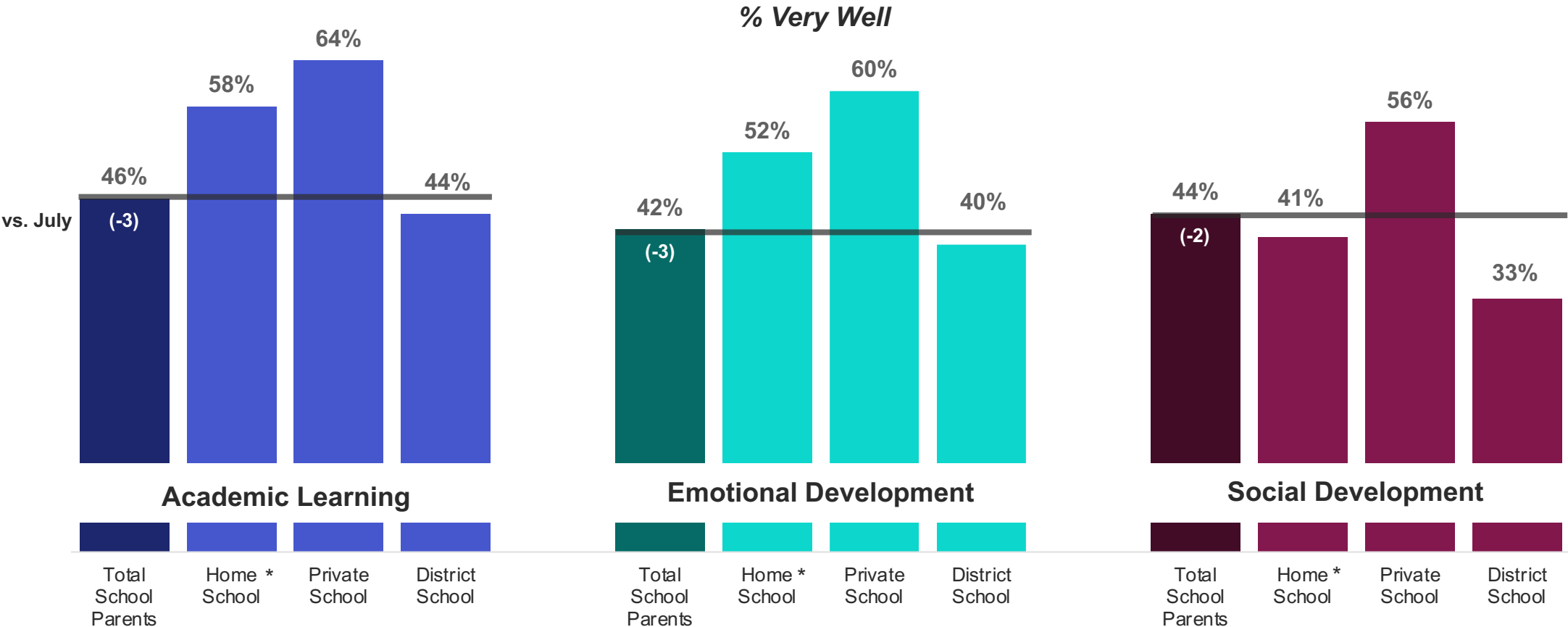


\* Wording of the question changed slightly from "returning to school" to "attending school" in January 2022  
**Note:** Question was not asked in June 2022 and July 2022.

Less than half of parents believe their children progressed ‘very well’ last school year in terms of academic, emotional, and social development. Private school parents were much more positive than district school parents.

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

**School Parents**



\*Low sample size for home school parents.

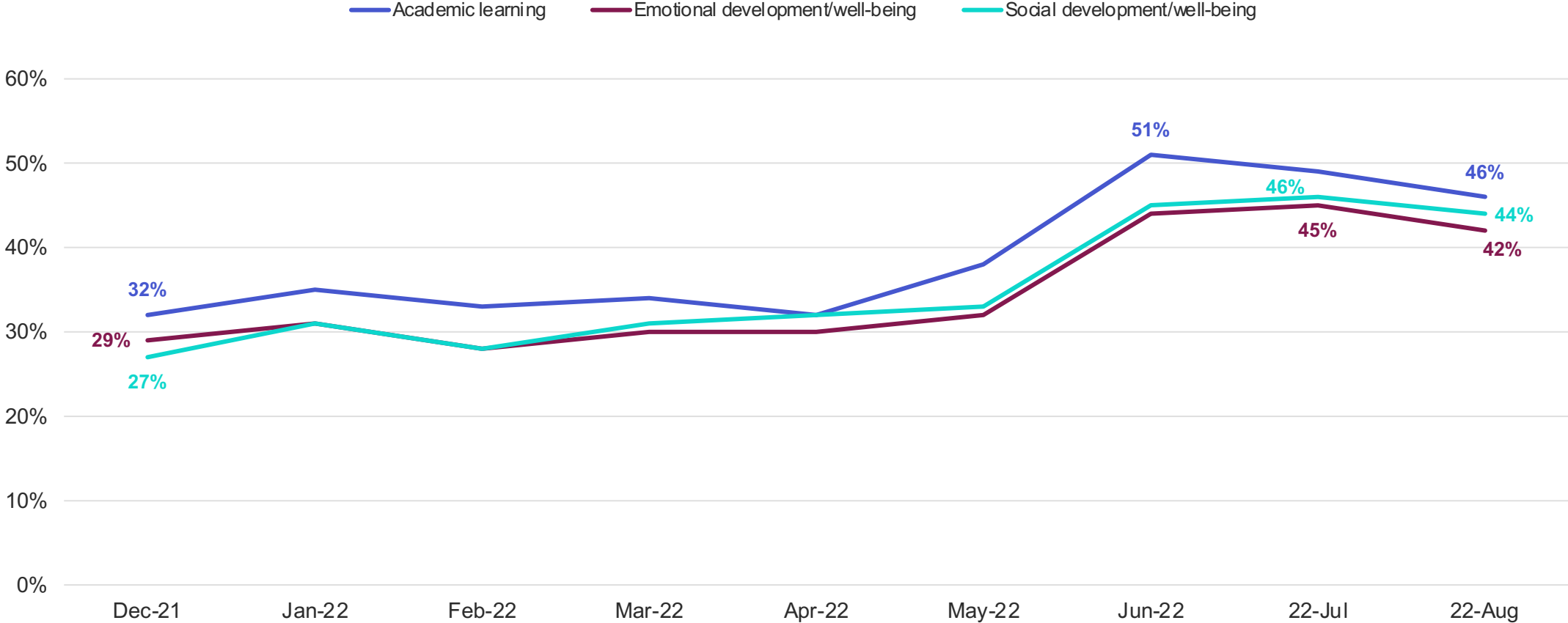
\*Charter Schools not shown due to low sample size.

Source: Survey conducted August 15, 2022 – August 16, 2022, among U.S. adults

# The proportion of parents who believe their child progressed ‘very well’ last school year declined again in August.

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

## School Parents - % Very Well

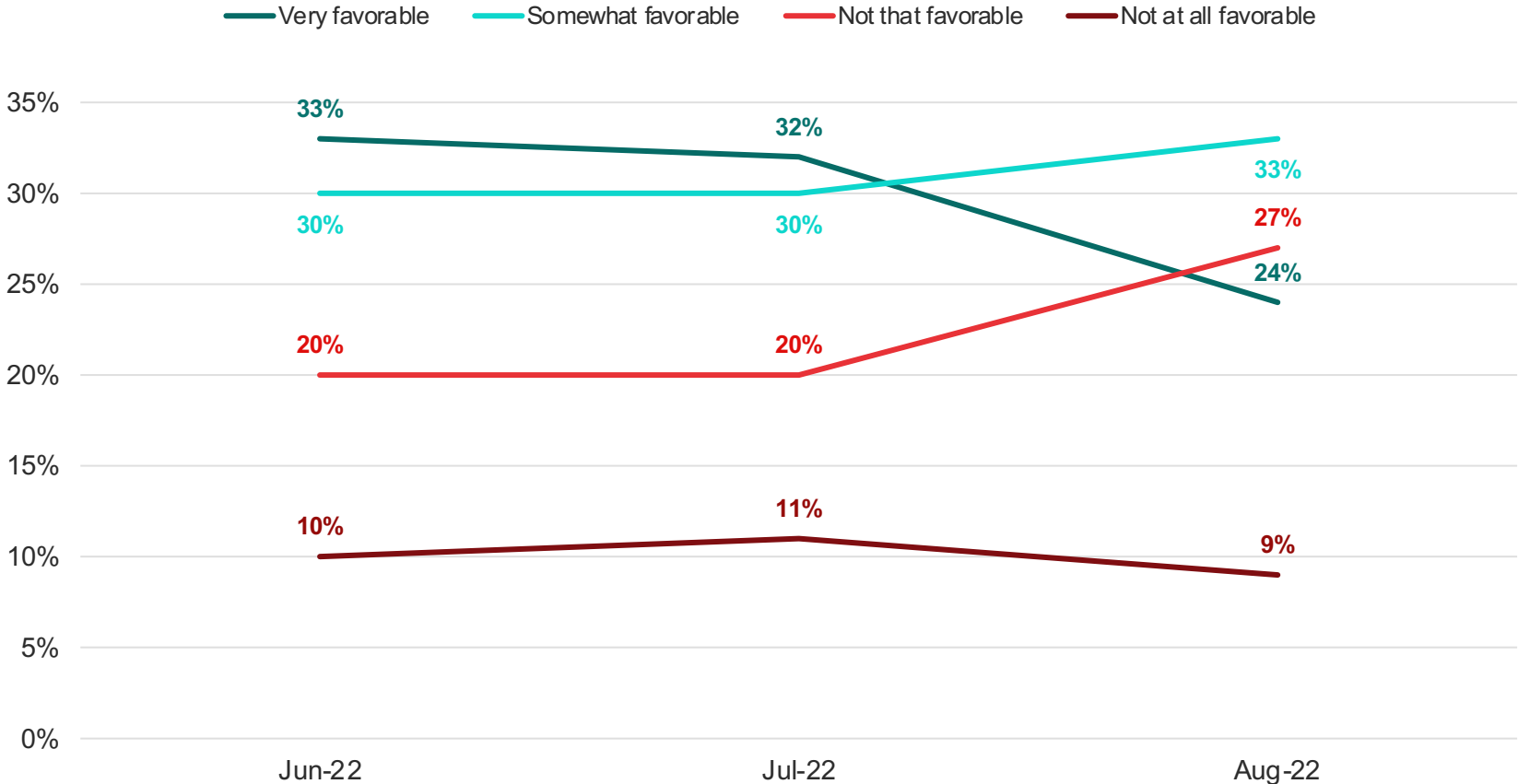


Note: Question text changed from “How do you feel your child/children have progressed in the CURRENT school year?” in June 2022

# Strong favorability toward homeschooling declined in August. Roughly a quarter of adults have ‘very favorable’ opinions and the same proportion view it ‘not that favorably.’

In general, what is your opinion of homeschooling?

## School Parents



## August 2022

Total Favorable	57%
Total Unfavorable	36%

## Previous question wording (March 2020 – August 2022):

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

Total	Max	Min
More Favorable	74% (Jun-20)	52% (Apr-20)
Less favorable	36% (Aug-22)	15% (Jun-20)

**Note:** In June 2022 through August 2022, we asked half of respondents about their opinions using the previous wording (including a mention of the coronavirus), and half of respondents using new wording (no mention of the coronavirus). The results above reflect data for the new wording.

# Parents are generally satisfied with their experiences across different school sectors. Private school parents are most likely to be very satisfied with their experiences.

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

## School Parents

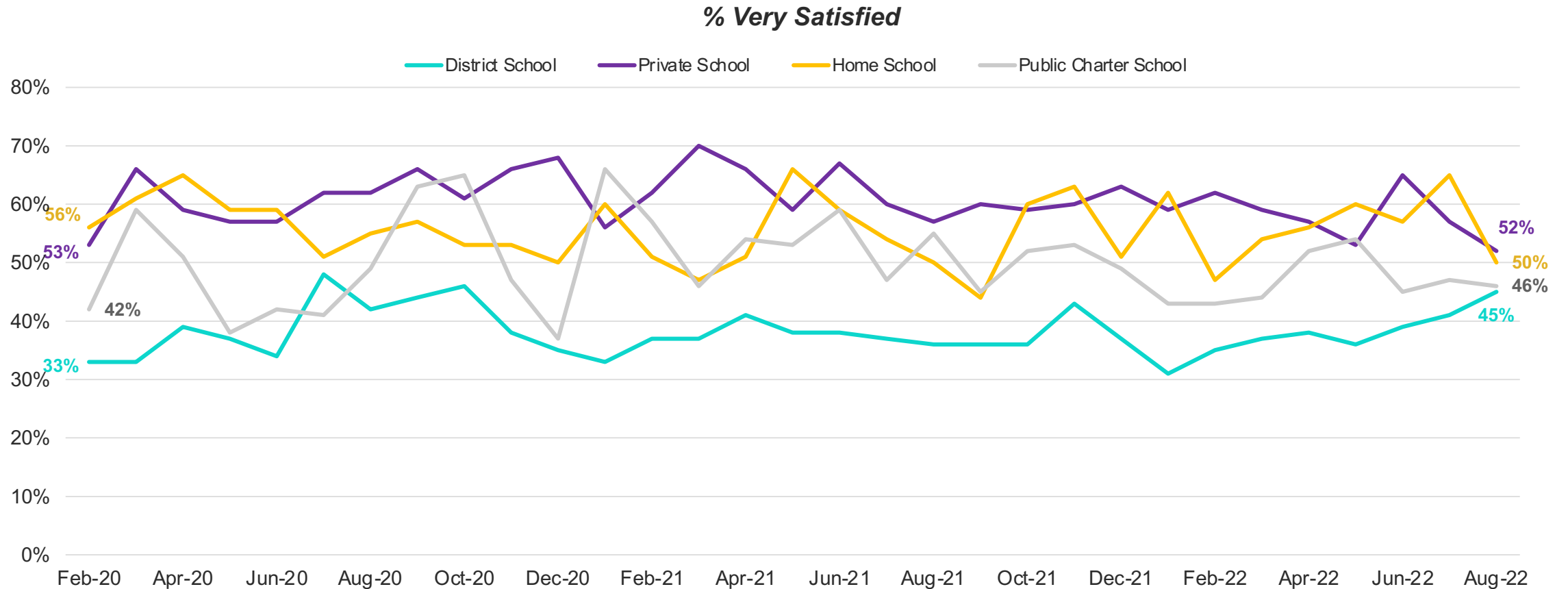


Source: Survey conducted August 15, 2022 – August 16, 2022, among U.S. adults

# The proportion of parents who are very satisfied with their district school experiences continued to increase in August, whereas fewer home school and private school parents were very satisfied.

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

## School Parents



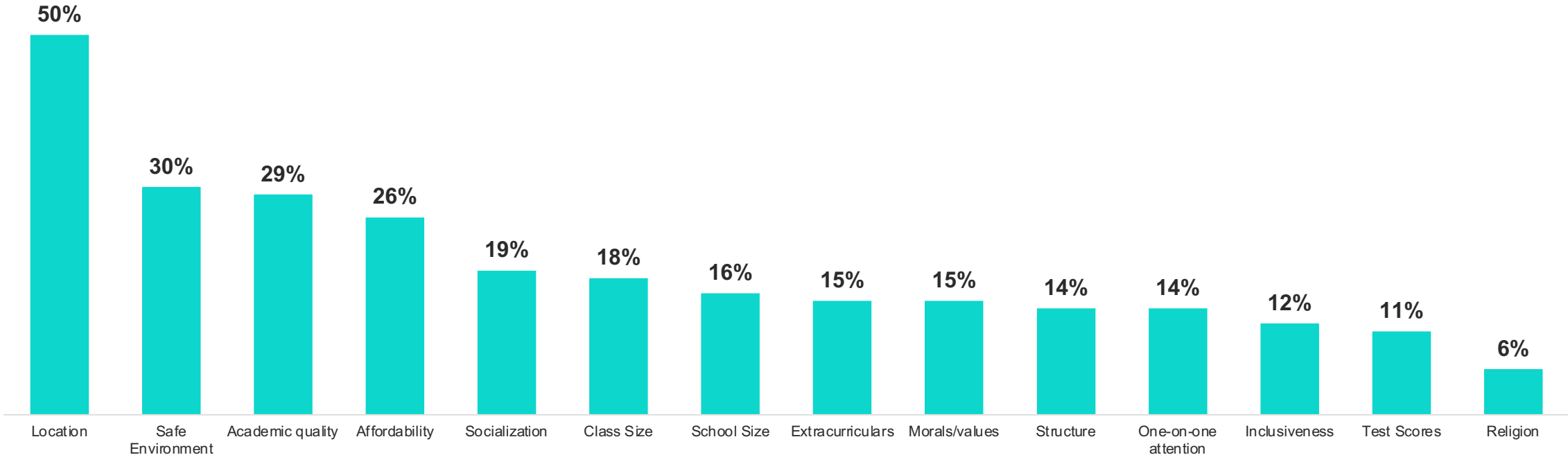
**Note:** The following school types have low sample size (n<80) for the following months:  
 Home School: July 2020 and August 2020,  
 Public Charter School: July 2020, August 2020, December 2020, and February 2021

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. Parents consider religion least often when choosing a school for their child.

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

**School Parents**

**% Selected**



Source: Survey conducted August 15, 2022 – August 16, 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.

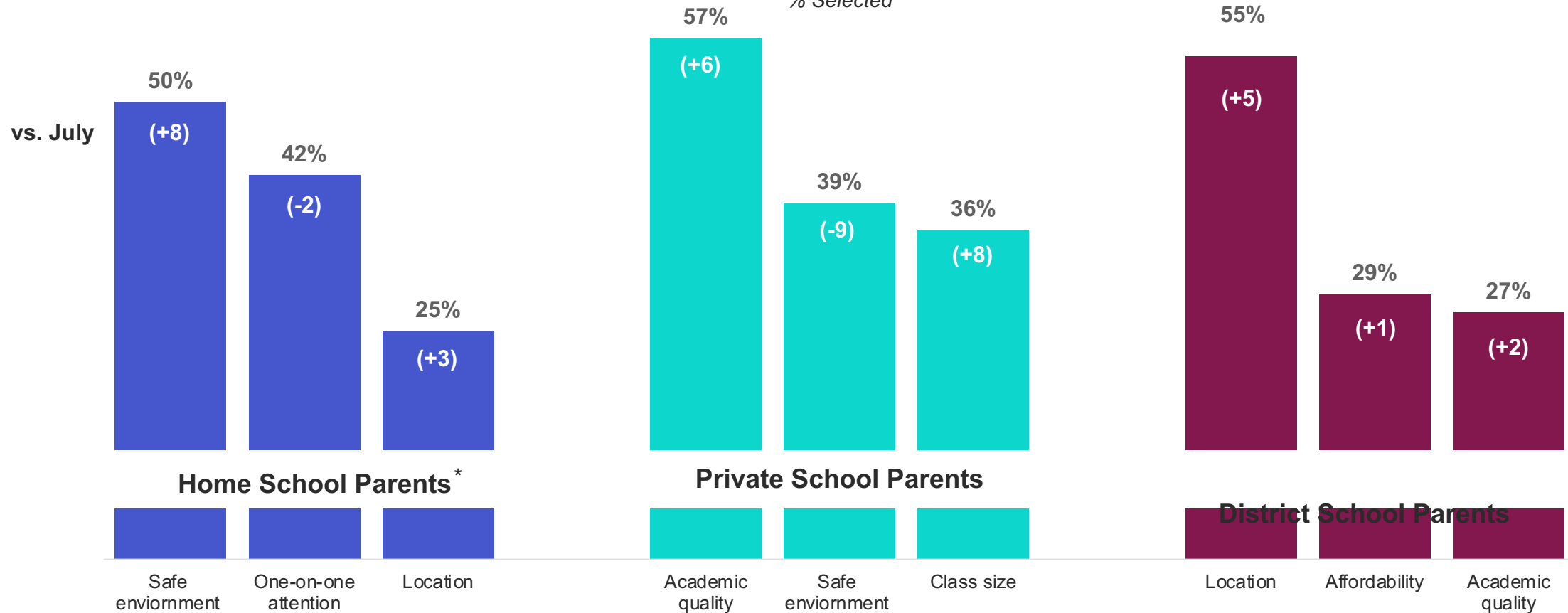
A safe school environment is important to an increasing proportion of home school parents this month, whereas district school parents are most likely to emphasize location as the main driver of their schooling decision.

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

**School Parents**

**Top 3 Reasons**

% Selected



\*Low sample size for home school parents.

\*Charter Schools not shown due to low sample size.

Notes: Parent groups based on child/children school type attendance in SY22-23. Results are composite numbers between those who were asked about their youngest child and those who were asked about their oldest child.

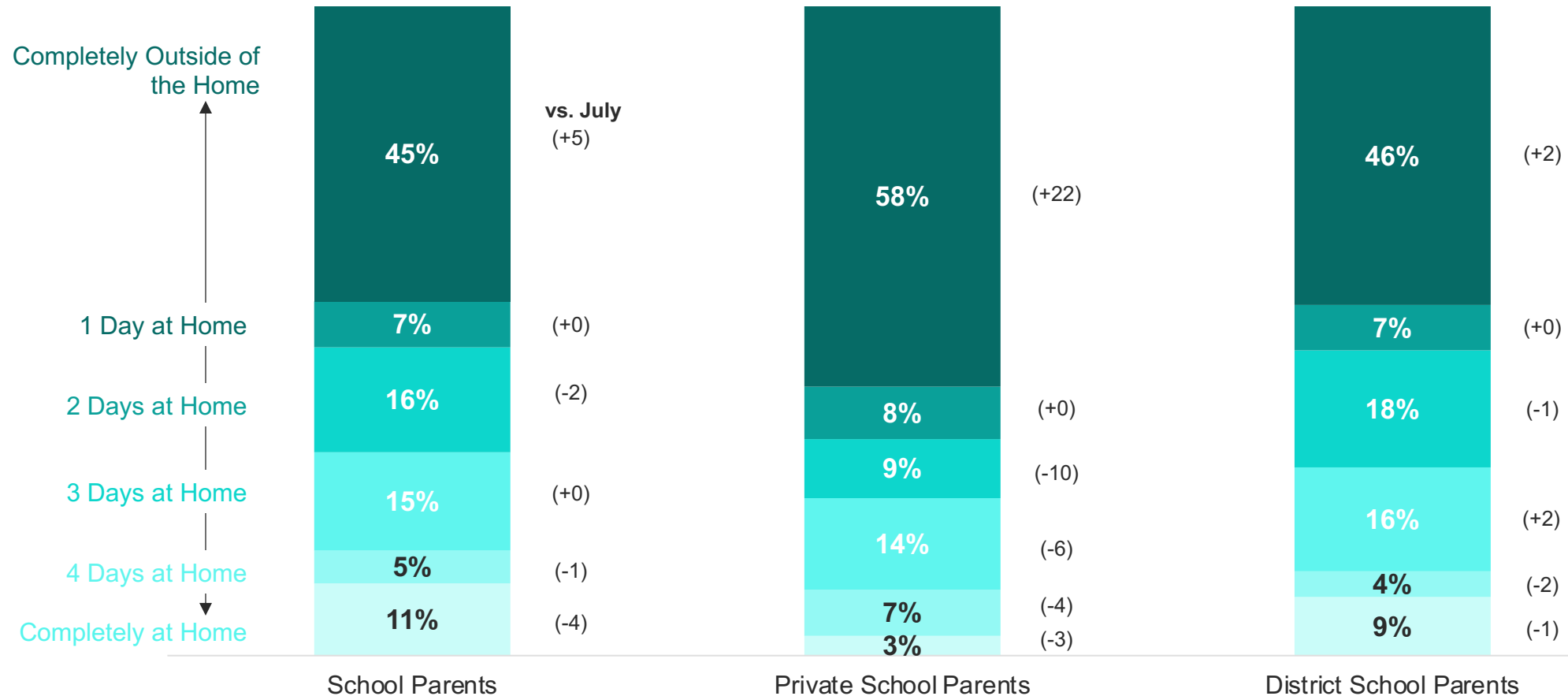
Source: Survey conducted August 15, 2022 – August 16, 2022, among U.S. adults



# Six out of ten private school parents prefer to have their children learn completely outside of the home— an increase of 22 points since July.

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

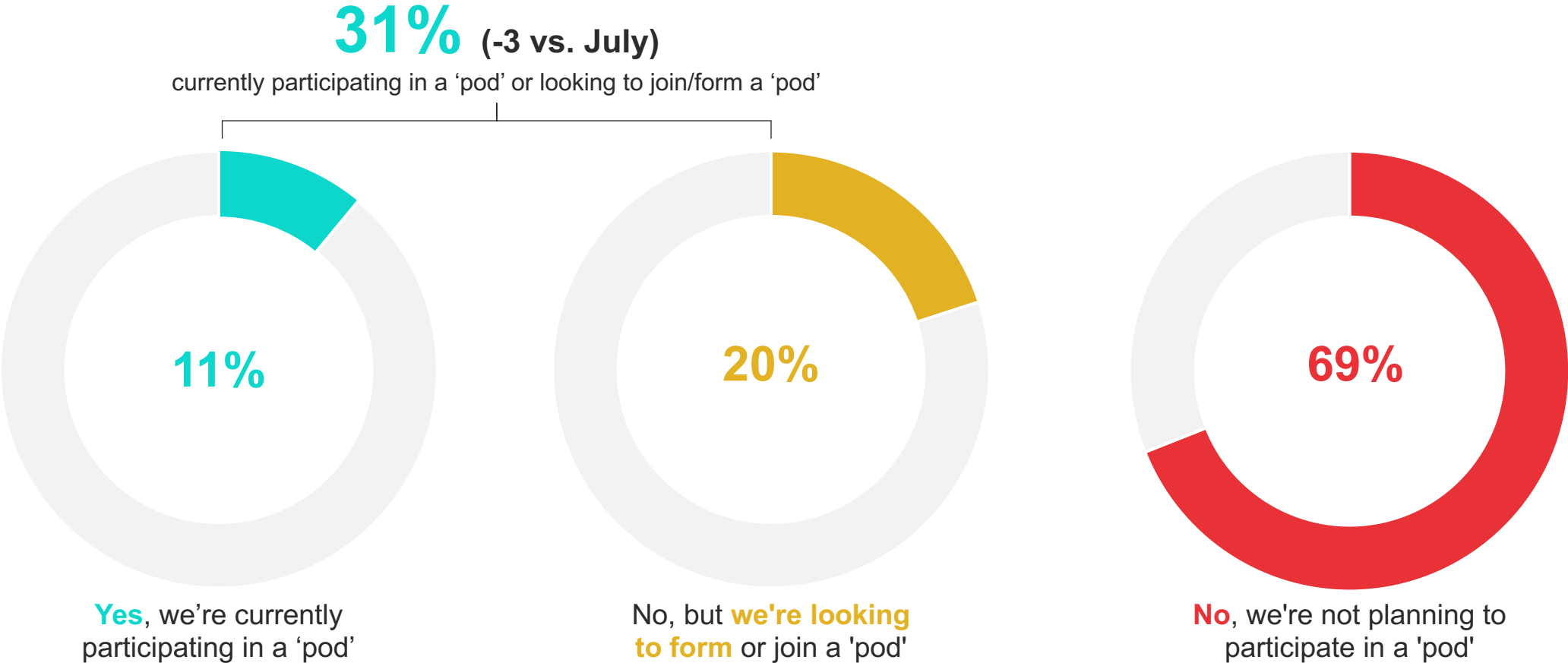


**Note:** Parent groups based on child/children school type attendance in SY22-23.  
**Source:** Survey conducted August 15, 2022 – August 16, 2022, among U.S. adults

# In August, nearly one-third of parents indicated they were participating in or seeking learning pods.

'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 August 15, 2022 – August 16, 2022, among U.S. adults

# In August, there were substantial decreases in pod interest among several demographic groups, including urban, high-income, West-based, and private school parents.

'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

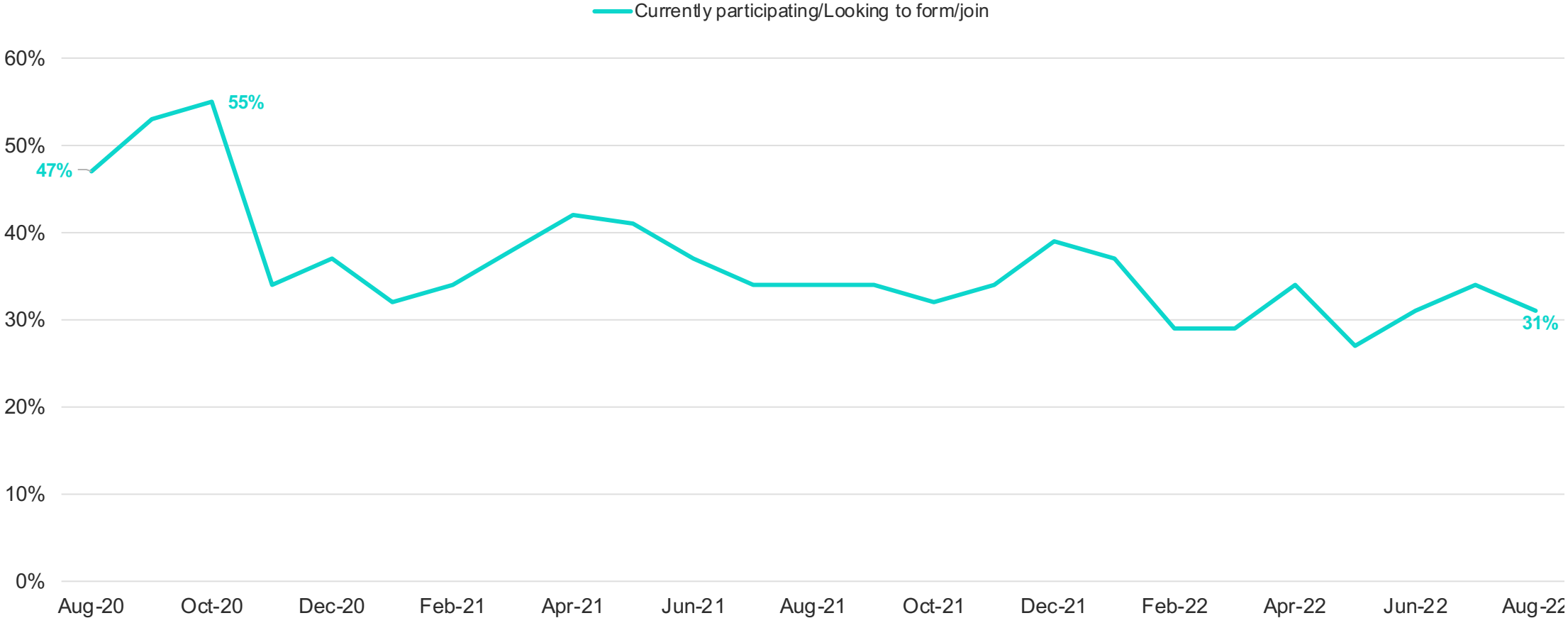
Most likely to participate in / form / join a pod			Moderately likely to participate in / form / join a Pod			Less likely to participate in / form / join a Pod		
		vs. July			vs. July			vs. July
Home School Parent	52%	+5	Democrat	35%	-9	Midwest	28%	+0
Black	48%	-2	Educ: < College	31%	-1	West	28%	-12
Hispanic	43%	-7	Educ: < Bachelors or Postgrad	31%	-7	Small Town	27%	+1
Urban	39%	-13	Low Income < \$35K	30%	-1	Rural	25%	+3
Northeast	38%	+4	District School Parent	30%	-3	High Income: \$75k+	25%	-10
Special Education Parents	38%	-8	South	30%	-3	Non-Hispanic White	24%	-3
Middle Income \$35K-\$75K	36%	+0	Suburban	29%	+0	Independent	22%	-3
Republican	35%	+7	Private School Parent	29%	-16			

**Note:** Parent groups based on child/children school type attendance in SY22-23.  
**Source:** Survey conducted August 15, 2022 – August 16, 2022, among U.S. adults

# Interest in learning pods slightly decreased in August among school parents.

'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



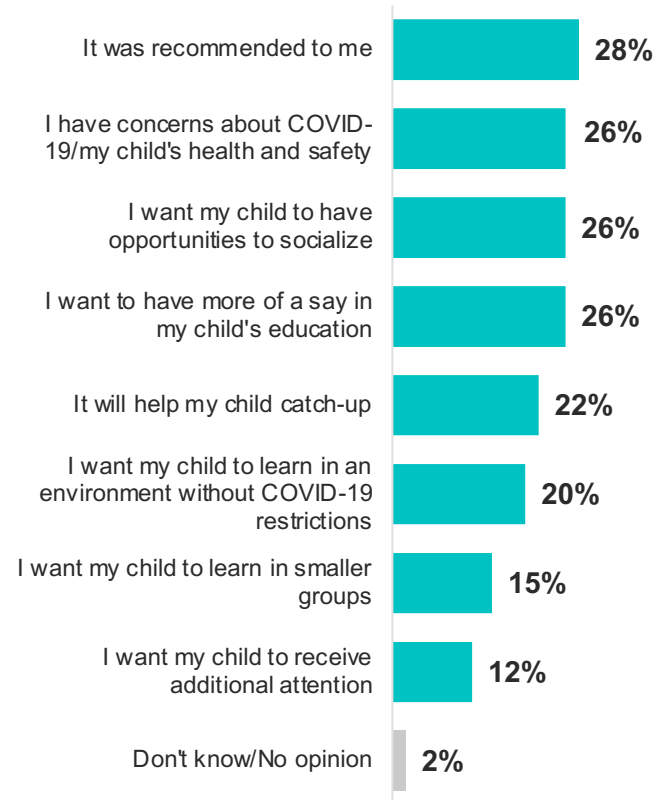
Note: Question text changed from "As a result of the coronavirus pandemic, are you currently participating in a 'pod' with other families?" in June 2022

# Parents express widely differing reasons for having a child participate in a learning pod. Those interested in pods signal the desire for more socialization for their child.

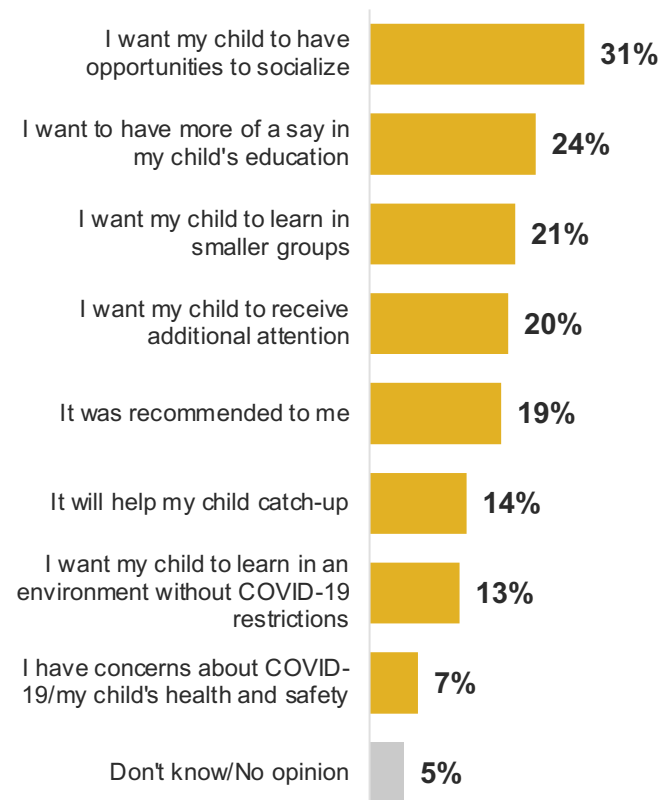
Why are you currently participating in a 'pod'? Why are you looking to form or join a 'pod'? Why are you not planning to participate in a 'pod'? Please select up to two.

## School Parents

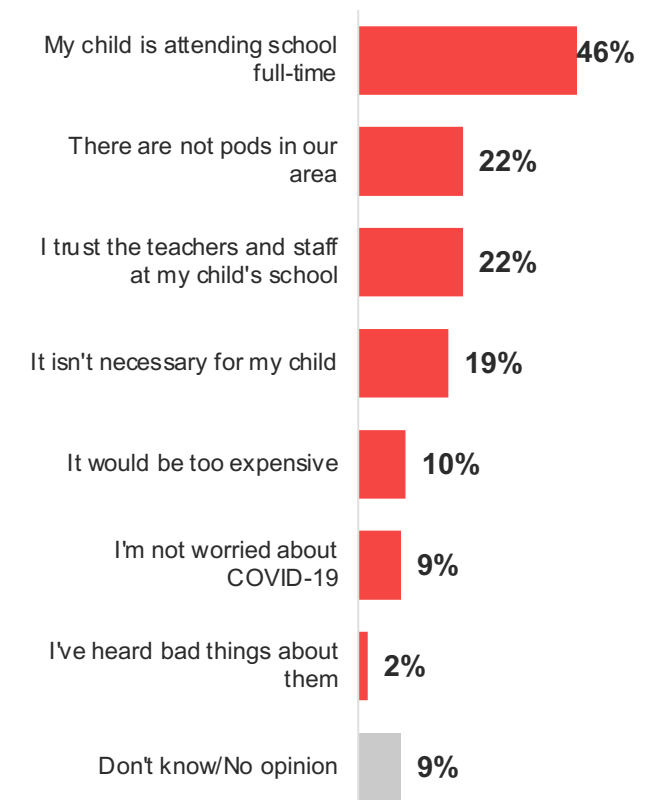
### WHY PARTICIPATING IN A 'POD'



### WHY LOOKING TO FORM OR JOIN A 'POD'



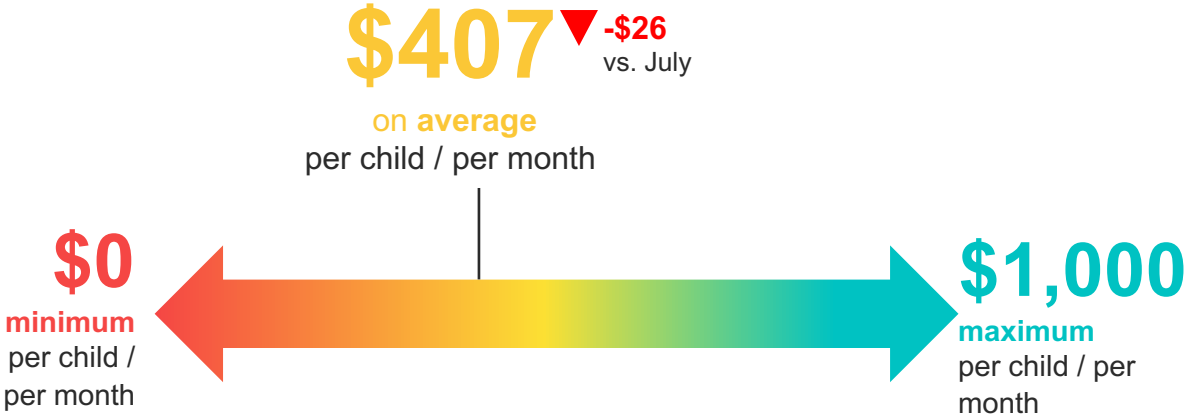
### WHY NOT PLANNING TO PARTICIPATE IN A 'POD'



# In August, school parents were willing to pay roughly \$400/month for a child to participate in a learning pod – a decrease from 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'



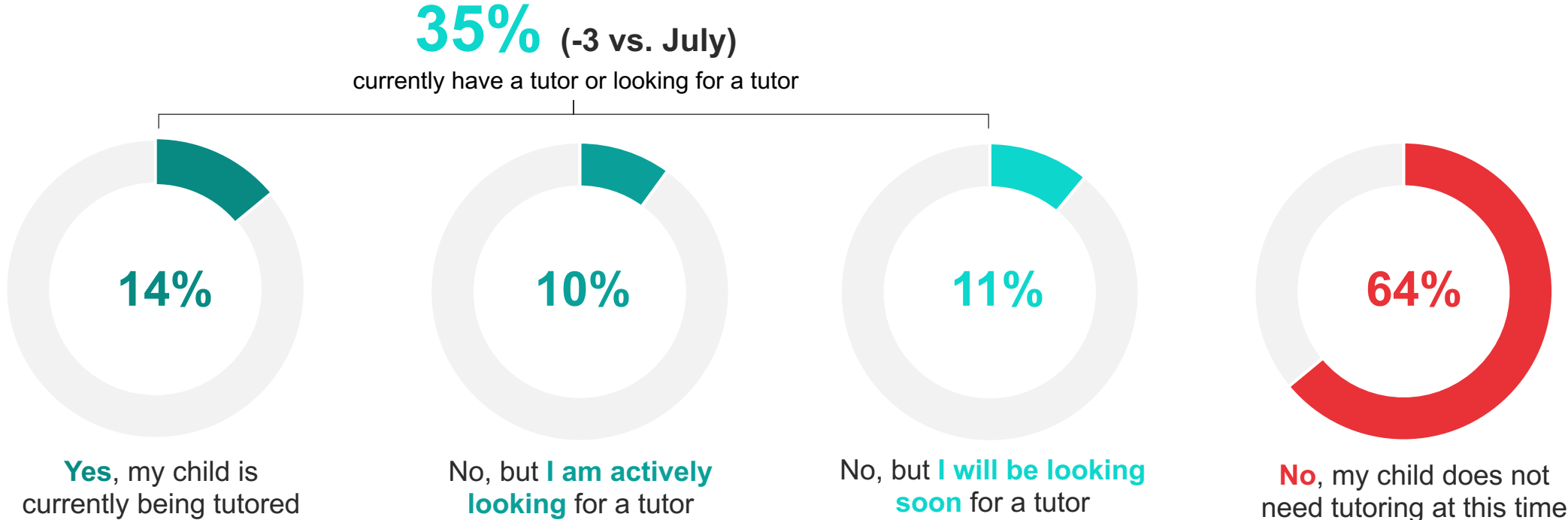
Average willing to spend per child/per month by demographic		
Income	*Low Income < \$35K	\$317
	Middle Income \$35K to < \$75K	\$411
	*High Income \$75K+	\$501
Political Affiliation	Democrat	\$467
	*Independent	\$331
	Republican	\$361
Region	*West	\$414
	*Midwest	\$381
	South	\$421
	*Northeast	\$398

\*indicates base size n = <100

# In August, roughly one-third of parents indicated that they are currently using a tutor, or that they were interested in tutoring for their children.

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

## School Parents



Source: Survey conducted August 15, 2022 – August 16, 2022, among U.S. adults

# In August, interest in tutoring substantially decreased among Hispanic and urban respondents, although these groups are still among those most interested in tutoring.

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

## School Parents

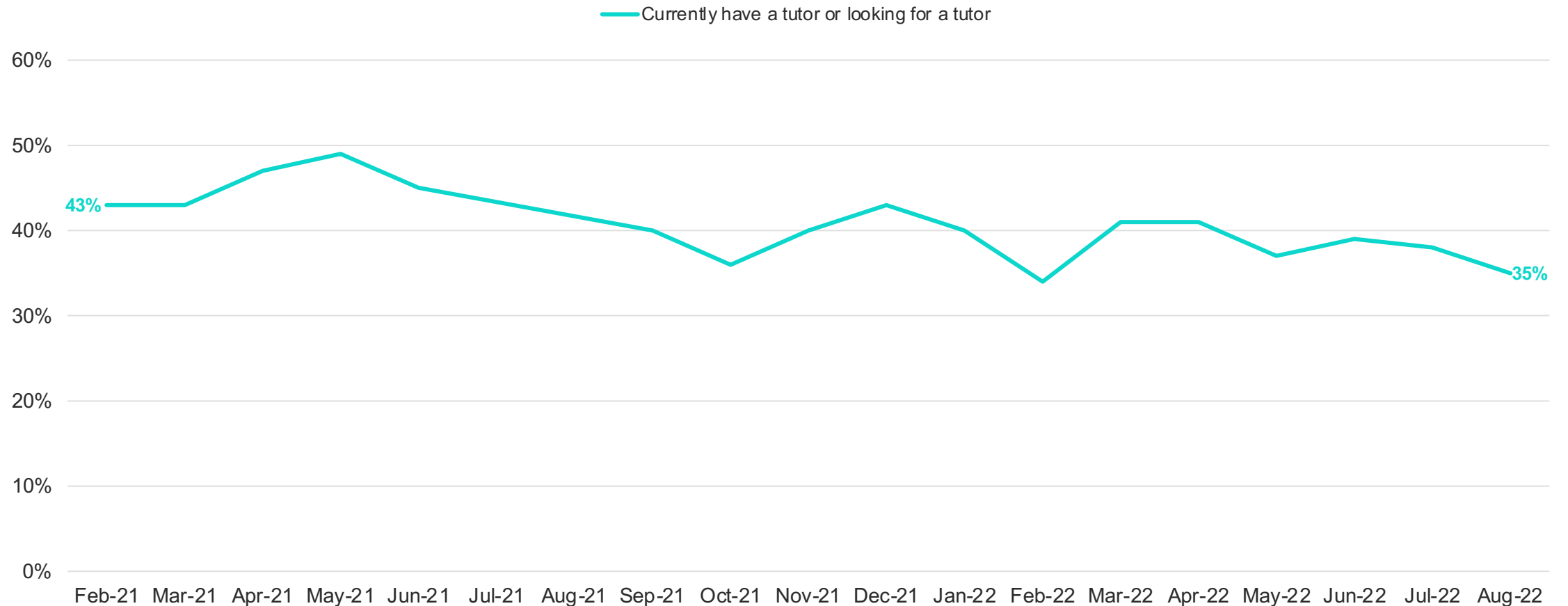
Groups <b>most</b> likely to be looking for/already having tutoring			Groups <b>moderately</b> likely to be looking for/already having tutoring			Groups <b>less</b> likely to be looking for/already having tutoring		
		vs. July			vs. July			vs. July
Special Education Parents	54%	-8	Educ: Bachelors or Postgrad	39%	-4	Independent	32%	+0
Black	51%	-4	South	38%	+1	Republican	32%	-1
Home School Parent	46%	+9	Suburban	37%	-1	High Income: \$75K+	32%	-7
Democrat	43%	-4	Northeast	36%	+0	Low Income < \$35K	31%	-7
Middle Income \$35K-\$75K	42%	+3	District School Parent	36%	-2	Non-Hispanic White	30%	-1
Hispanic	42%	-13	West	36%	-10	Small Town	29%	+3
Urban	41%	-11	Educ: < College	34%	-3	Rural	29%	+2
Private School Parent	40%	-5	Midwest	33%	-3			



# School parents' interest in tutoring continued a gradual decline since June.

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

## School Parents

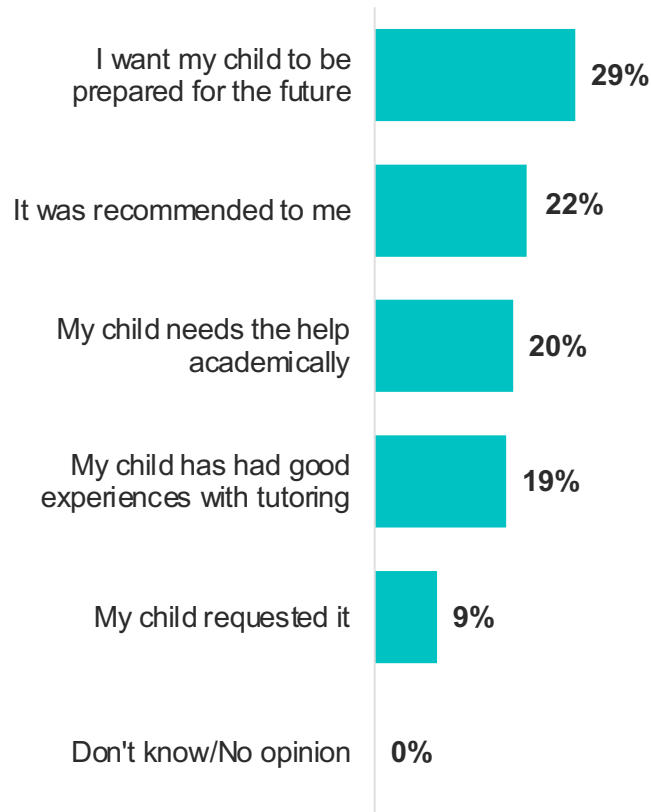


Note: Question was not asked in July 2021 and August 2021.

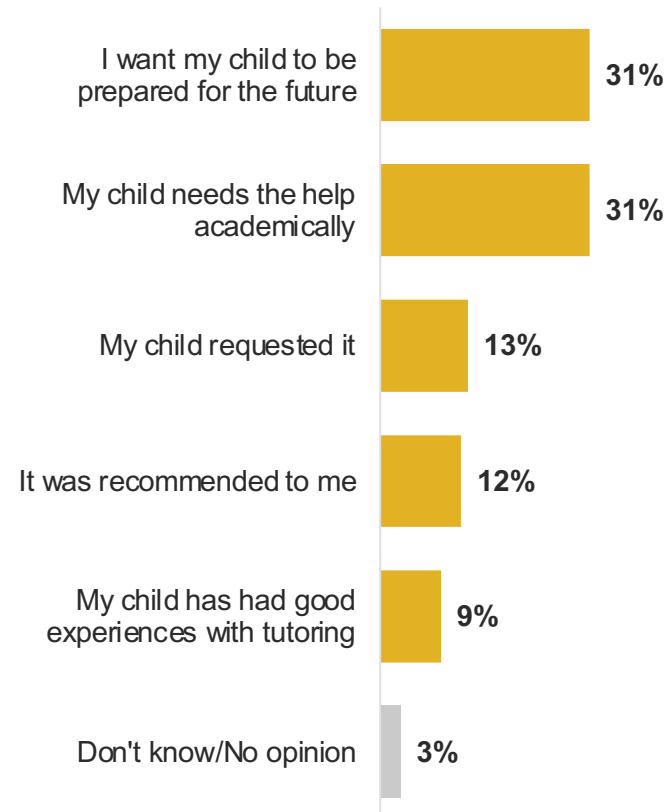
School parents that are interested/having their child participate in tutoring are motivated by preparing their child for the future or extra academic help. Those who are not interested in tutoring point to their child doing fine academically.

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?

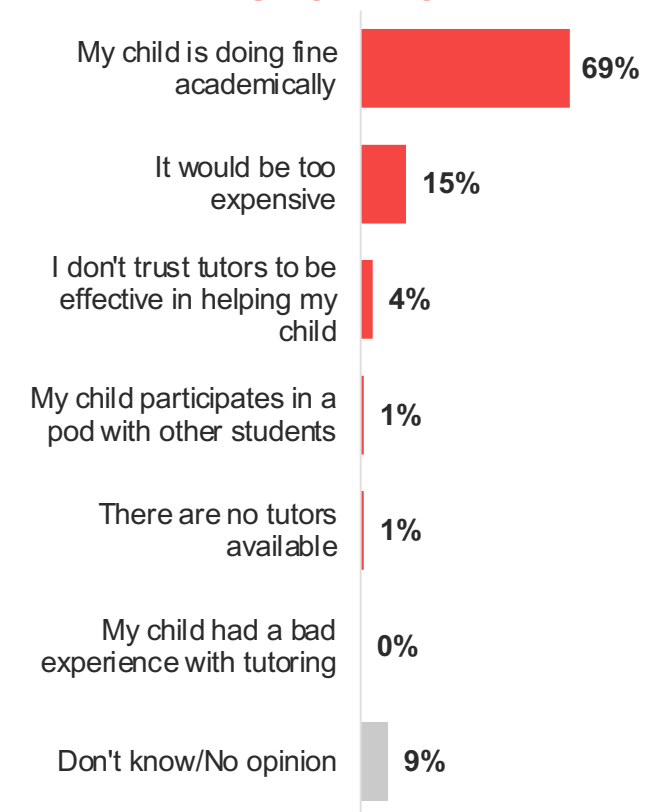
### WHY BEING TUTORED



### WHY PLANNING TO HAVE A TUTOR



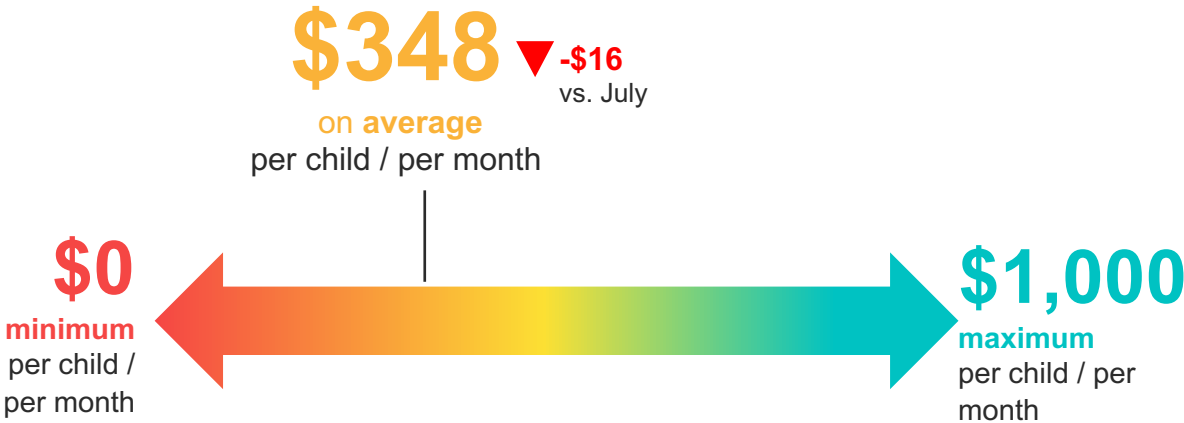
### WHY NOT INTERESTED IN TUTORING



# In August, the monthly amount parents were willing to spend on tutoring declined slightly to just under \$350 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



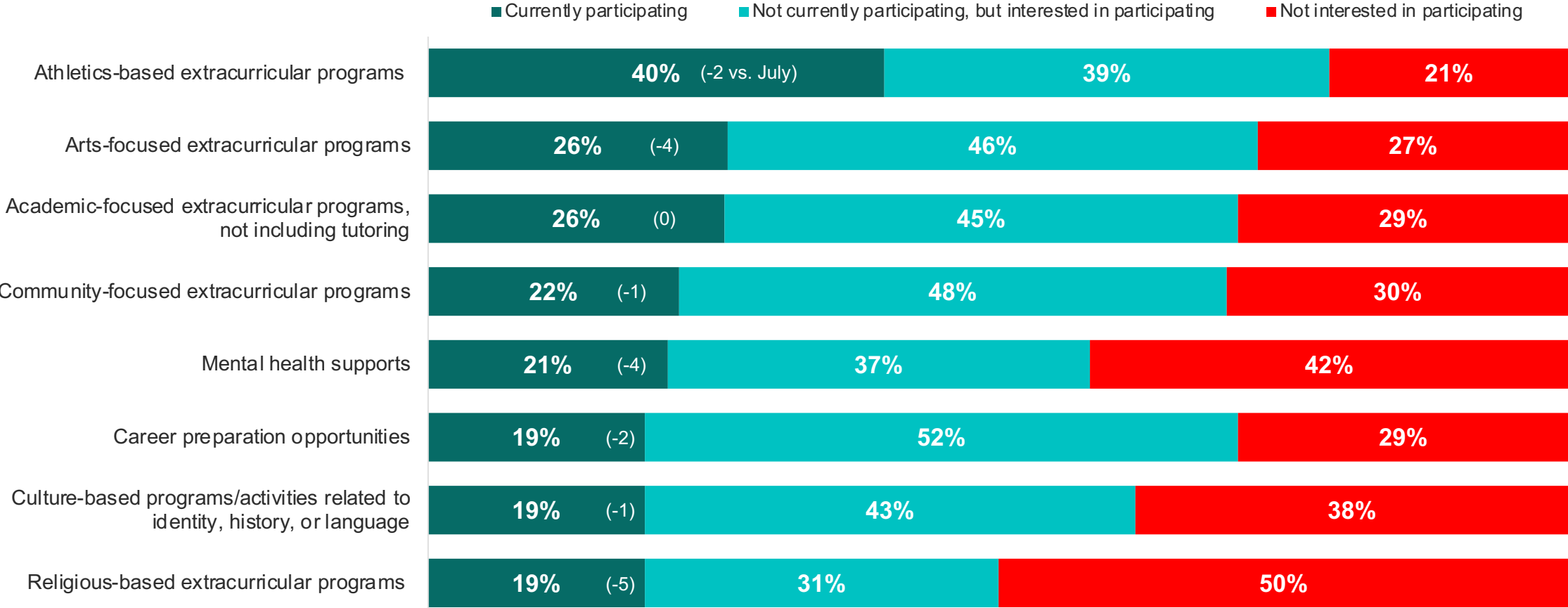
Average willing to spend per child/per month by demographic		
Income	*Low Income < \$35K	\$336
	Middle Income \$35K to < \$75K	\$326
	High Income \$75K+	\$402
Political Affiliation	Democrat	\$382
	*Independent	\$315
	Republican	\$338
Region	*West	\$343
	*Midwest	\$313
	South	\$345
	*Northeast	\$405

\*indicates base size n= <100

In August, school parents were most likely to say their child is either currently participating or interested in participating in athletics-based extracurricular activities. Interest in career preparation opportunities is high, but current participation is lower than other activities.

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 August 15, 2022 – August 16, 2022, among U.S. adults

AGENDA

**VIEWS ON K-12 EDUCATION**

**VIEWS ON SCHOOLING**

**SCHOOL CHOICE POLICIES**

**SURVEY PROFILE AND DEMOGRAPHICS**



## 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**

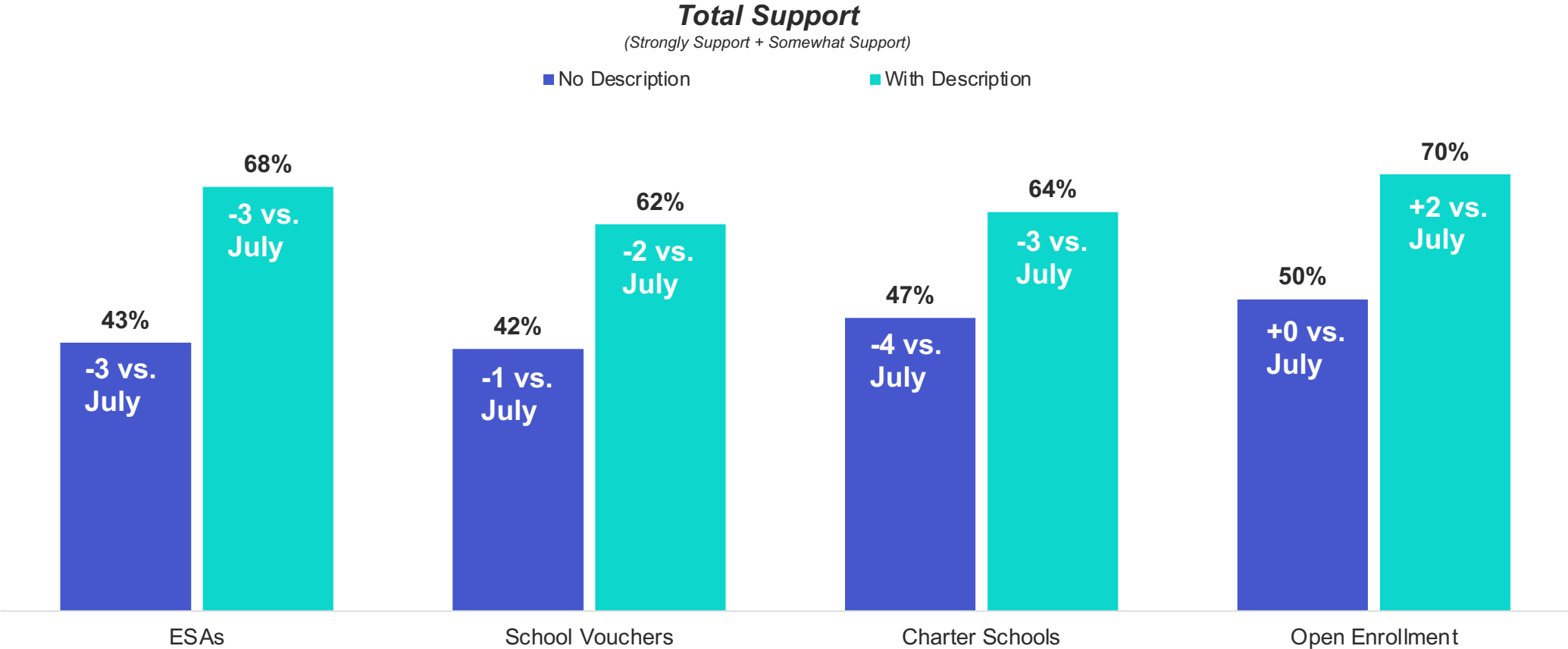
A school voucher system allows parents the option of sending their child to the school of their choice, whether that school is public or private, including both religious and non-religious schools. If this policy were adopted, tax dollars currently allocated to a school district would be allocated to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

**All Adults**



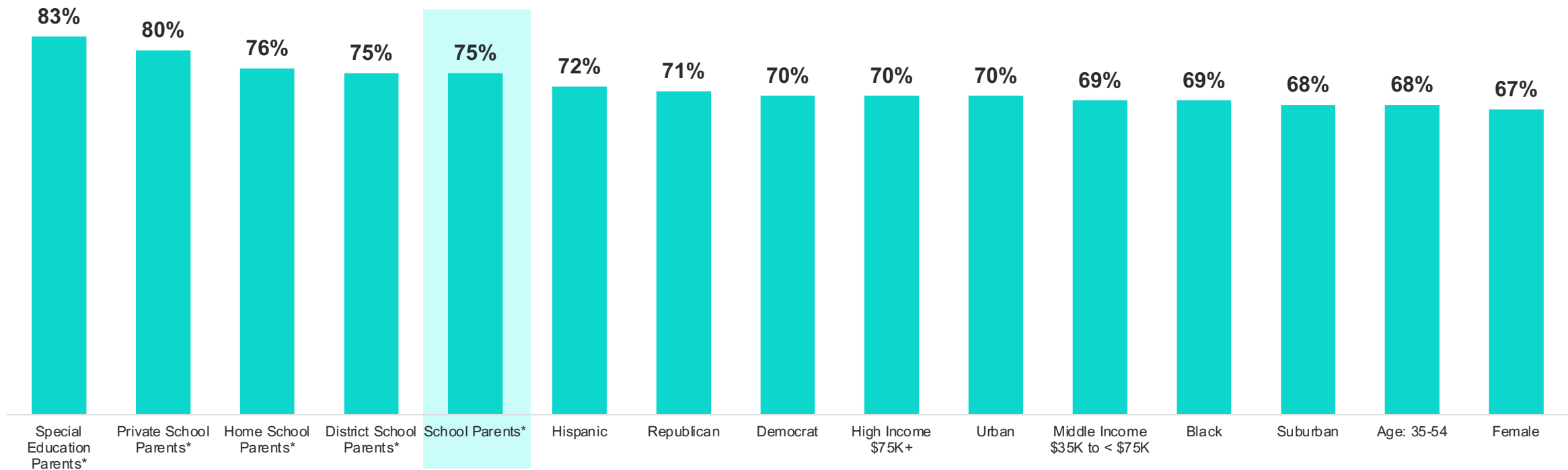
Source: Survey conducted August 15, 2022 – August 16, 2022, among U.S. adults

# Three-fourths of school parents say they support ESAs. A wide range of demographic groups also 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 SY22-23.

Source: Survey conducted August 15, 2022 – August 16, 2022, among U.S. adults



# Support for ESAs remains high despite declines across several demographic groups.

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** 

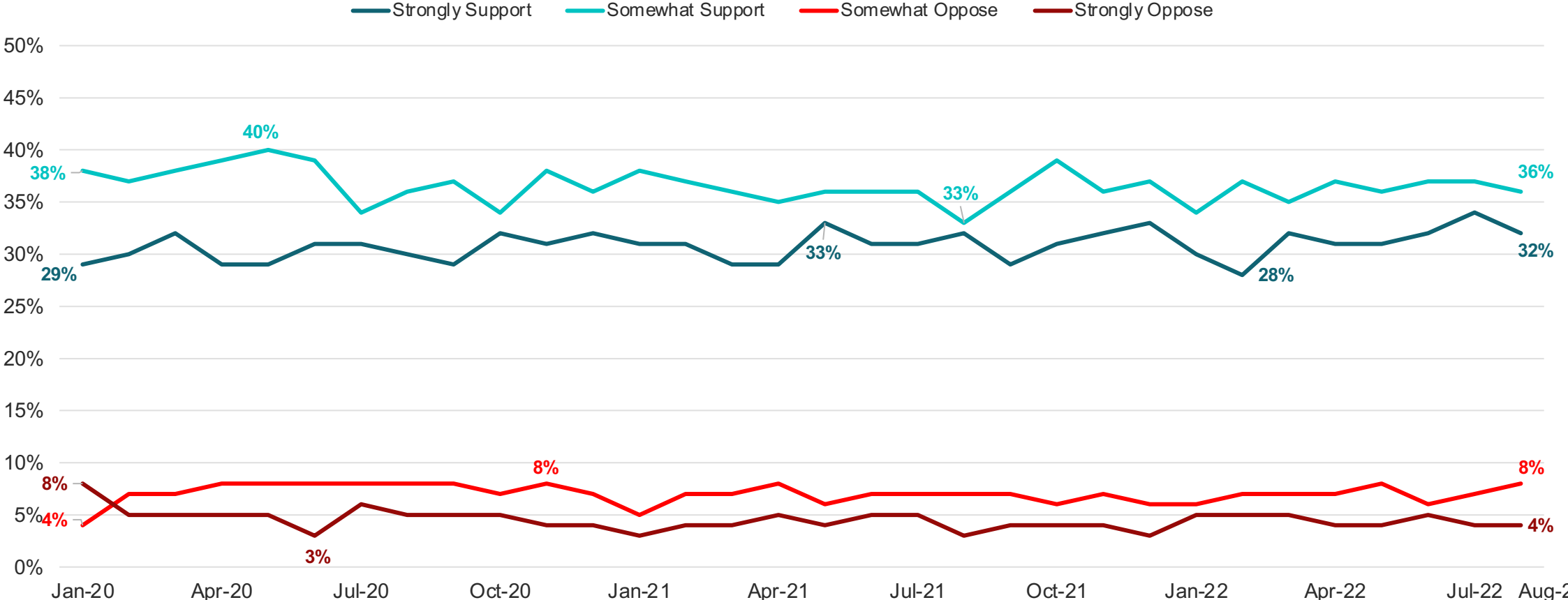
		vs. July			vs. July			vs. July
Hispanic	72%	+0	Millennial	69%	-6	Educ: < College	66%	-4
Educ: Bachelors or Postgrad	72%	-2	Male	68%	-1	Non-Hispanic White	66%	-4
Republican	71%	+1	Baby Boomers	68%	-2	Independent	66%	-2
Urban	70%	-3	West	68%	-3	Midwest	65%	-5
High Income \$75K+	70%	-4	South	68%	-3	Rural	65%	-6
Democrat	70%	-6	Suburban	68%	-4	Small Town	64%	+3
Black	69%	-4	Gen X	67%	+0	Low Income < \$35K	63%	-5
Middle Income \$35K-\$75K	69%	-5	Female	67%	-5	Gen Z	61%	-12
			Northeast	67%	-6			

Source: Survey conducted August 15, 2022 – August 16, 2022, among U.S. adults

# Americans' overall support of ESAs declined slightly in August, but the public remains roughly five and a half 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

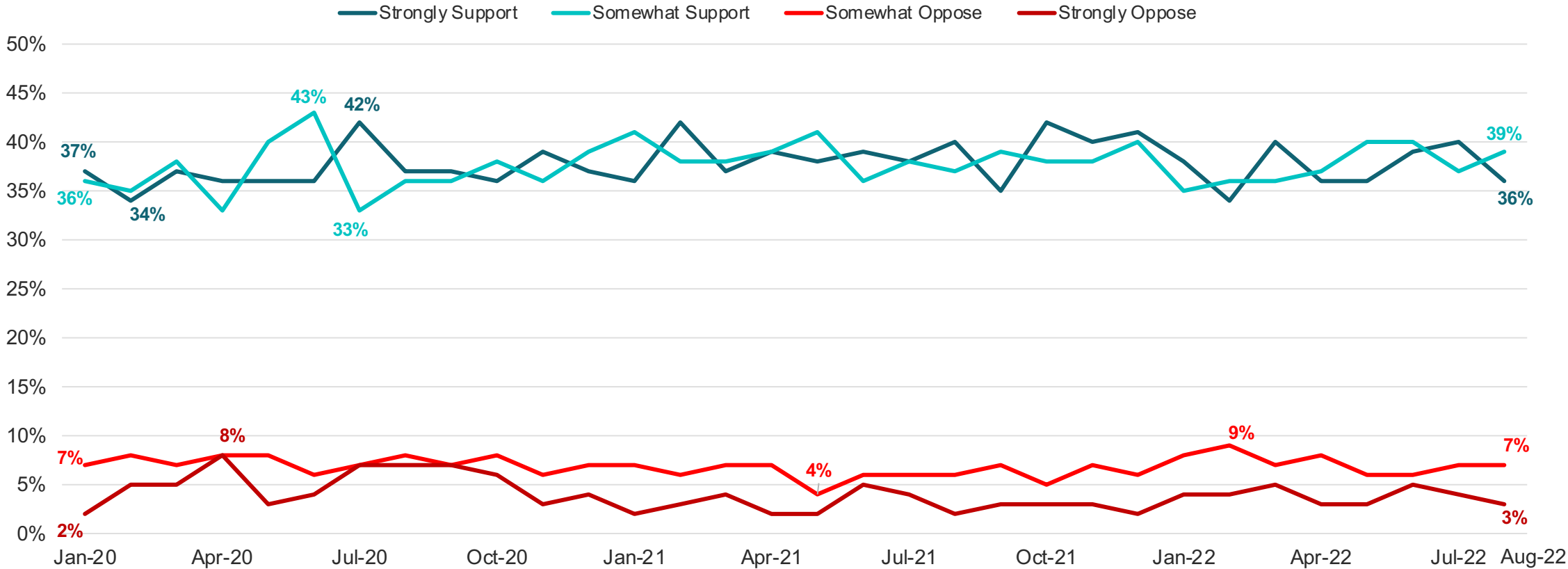


Note: Don't know/no opinion responses are not shown.

# In August, school parents were seven times as likely to be strongly supportive of ESAs versus strongly opposed. But that strong support decreased by four points compared to July.

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



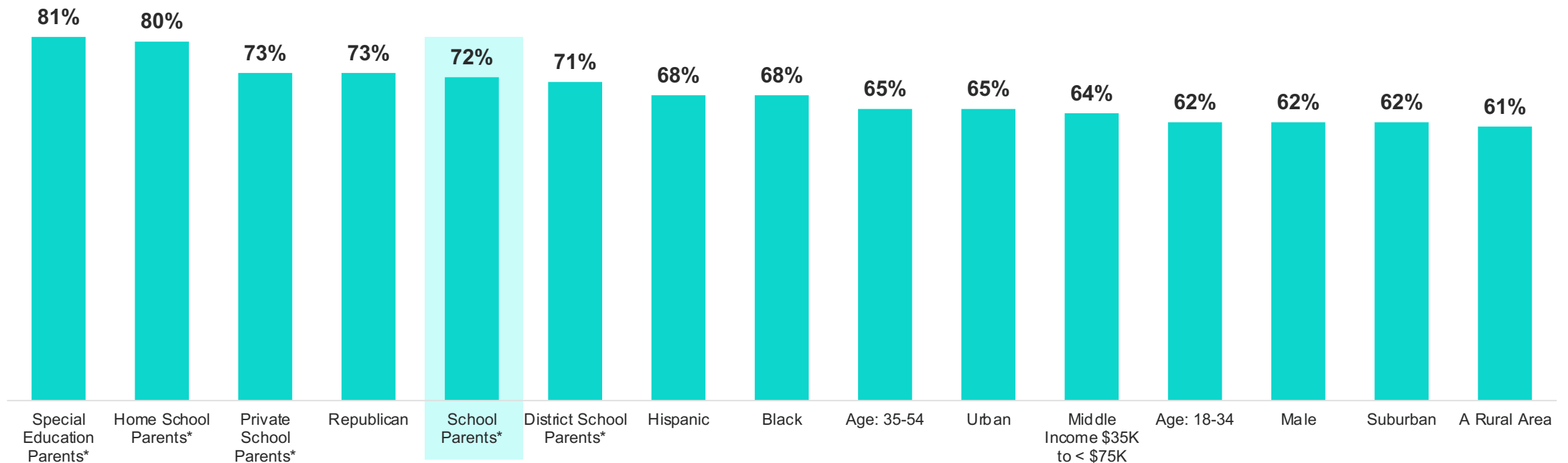
Note: Don't know/no opinion responses are not shown.

# Approximately seven out of ten 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 SY22-23.

Source: Survey conducted August 15, 2022 – August 16, 2022, among U.S. adults

# Support of school vouchers remains high among many demographic groups. However, in August, there was a significant decrease among GenZers.

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. July
Republican	<b>73%</b>	+2
Black	<b>68%</b>	+3
Hispanic	<b>68%</b>	-4
Northeast	<b>66%</b>	-2
Millennial	<b>66%</b>	-3
South	<b>65%</b>	+3
Gen X	<b>65%</b>	+0
Urban	<b>65%</b>	-2

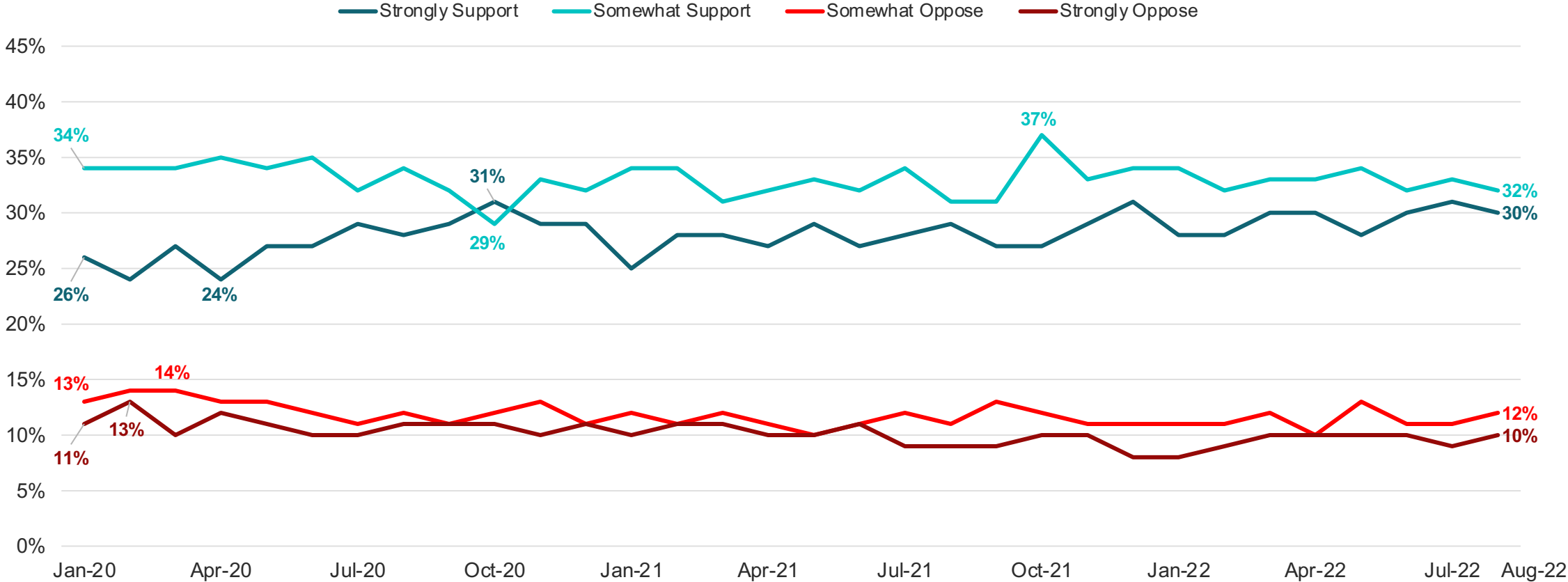
		vs. July
Middle Income \$35K-\$75K	<b>64%</b>	-1
Suburban	<b>62%</b>	+2
Male	<b>62%</b>	-3
Educ: < College	<b>62%</b>	-3
High Income \$75K+	<b>61%</b>	+3
Educ: Bachelors or Postgrad	<b>61%</b>	-1
Low Income < \$35K	<b>61%</b>	-1
Female	<b>61%</b>	-2
Rural	<b>61%</b>	-7

		vs. July
Baby Boomers	<b>60%</b>	+1
Non-Hispanic White	<b>60%</b>	-2
Independent	<b>60%</b>	-4
Democrat	<b>58%</b>	-4
West	<b>58%</b>	-7
Midwest	<b>57%</b>	-4
Small Town	<b>56%</b>	-4
Gen Z	<b>53%</b>	-14

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

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

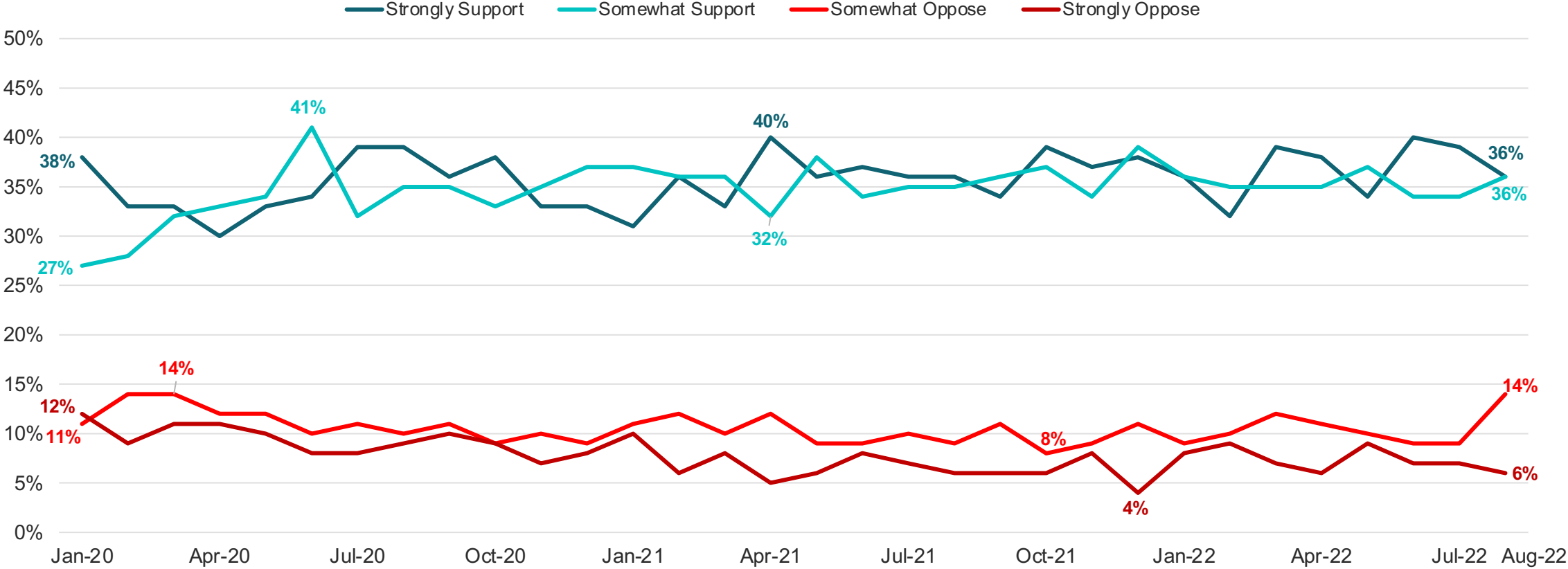


Note: Don't know/no opinion responses are not shown.

# School parents' support for school vouchers is over four times higher than opposition.

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



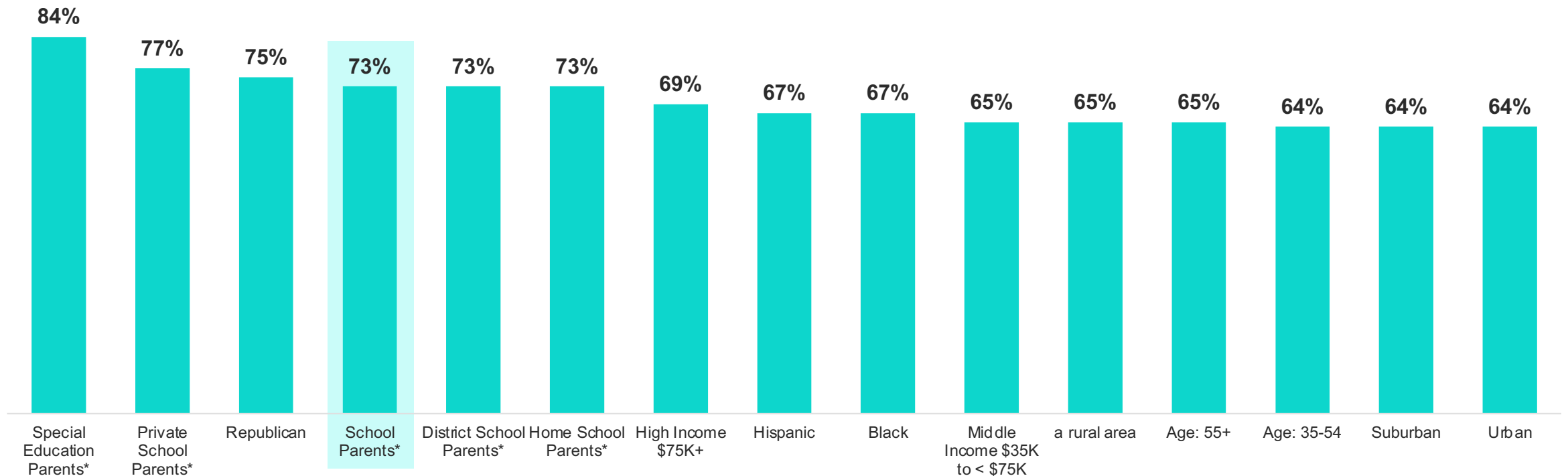
Note: Don't know/no opinion responses are not shown.

# Nearly three-fourths of school 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 SY22-23.

Source: Survey conducted August 15, 2022 – August 16, 2022, among U.S. adults



# In August, support for charter schools declined among several demographics, although support generally remains high.

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 

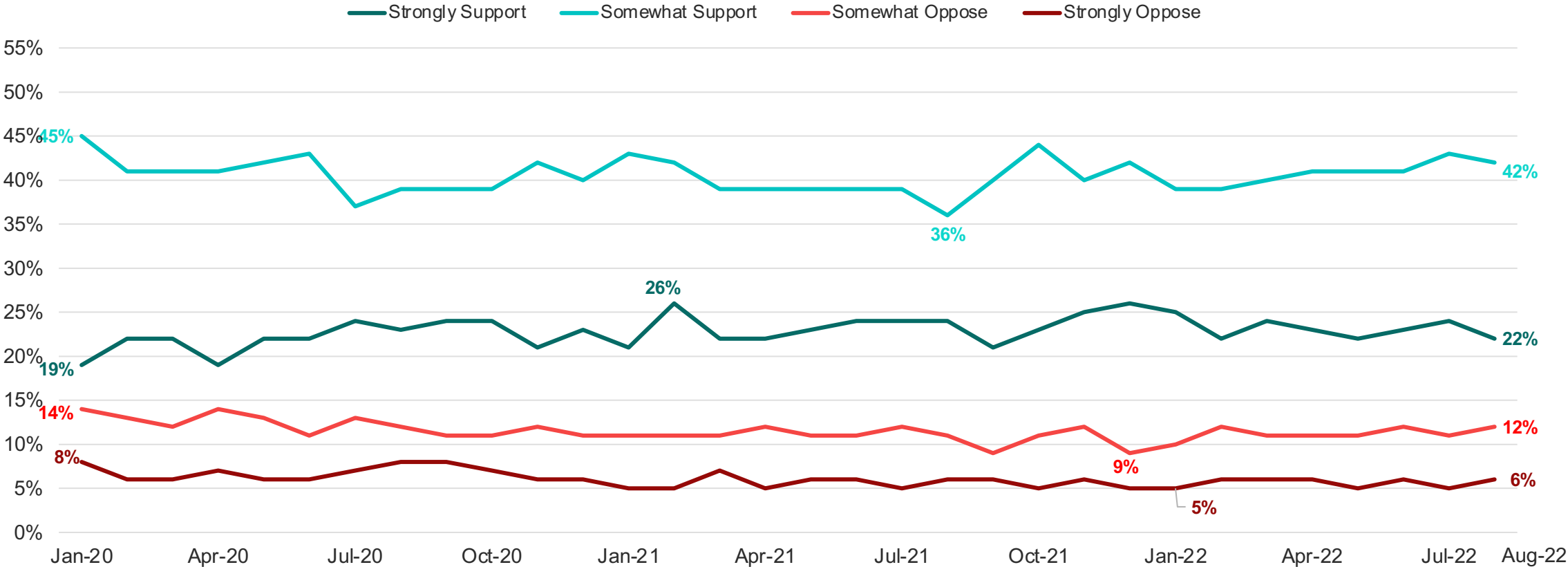
		vs. July		vs. July		vs. July		
Republican	75%	+2	Baby Boomers	66%	-1	Educ: < College	61%	-4
High Income \$75K+	69%	-3	Rural	65%	-3	Independent	61%	-4
South	67%	+3	Middle Income \$35K to < \$75K	65%	-4	West	61%	-8
Black	67%	+3	Male	64%	-2	Democrat	60%	-4
Gen X	67%	-2	Non-Hispanic White	64%	-3	Low Income < \$35K	59%	-3
Hispanic	67%	-4	Suburban	64%	-4	Small Town	58%	-1
Educ: Bachelors or Postgrad	67%	-4	Urban	64%	-4	Midwest	57%	-8
Northeast	67%	-6	Millennial	63%	-5	Gen Z	52%	-11
			Female	63%	-5			

Source: Survey conducted August 15, 2022 – August 16, 2022, among U.S. adults

# Americans' overall support for public charter schools is more than four times as high as opposition. Support decreased slightly in August.

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

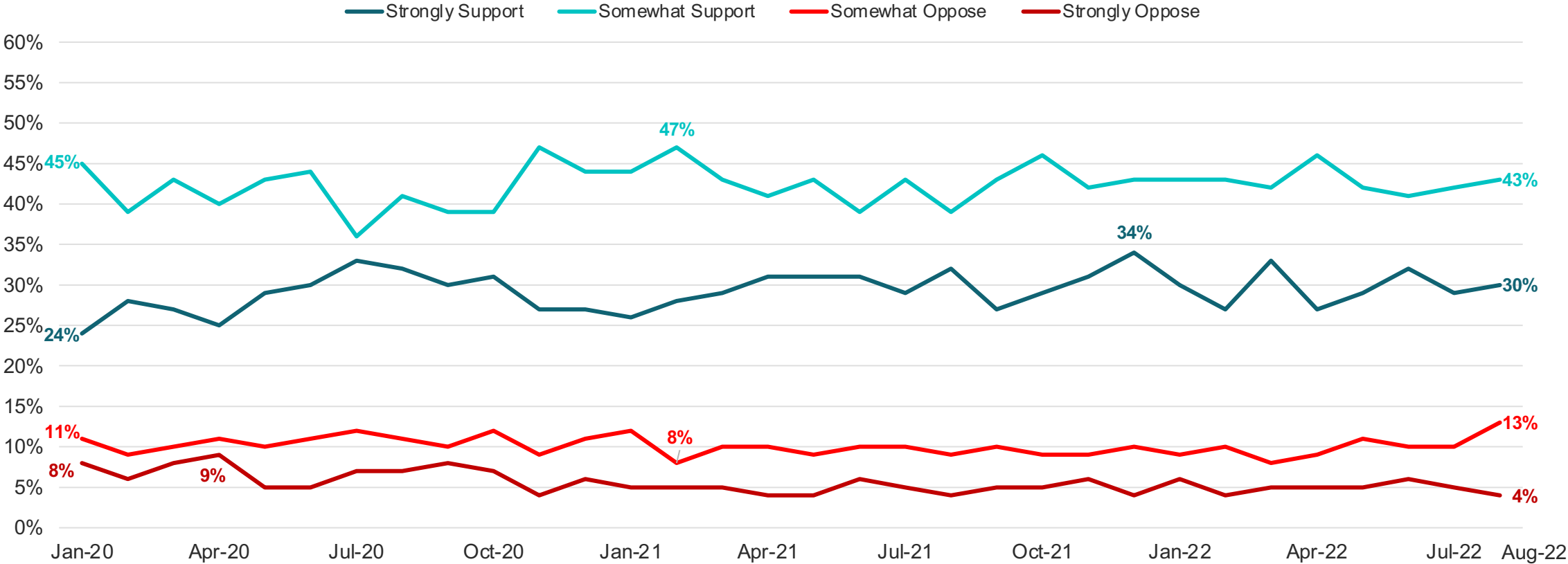


Note: Don't know/no opinion responses are not shown.

# In August, school parents' overall support for public charter schools is more than four times as high as 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?

## School Parents



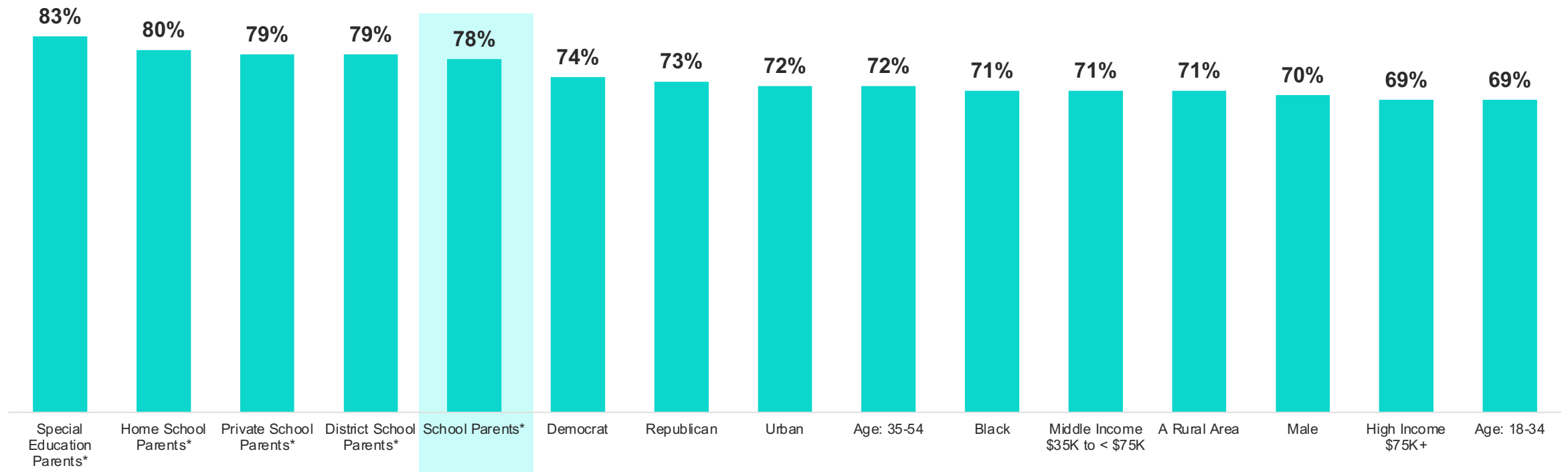
Note: Don't know/no opinion responses are not shown.

# More than 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 SY22-23.

Source: Survey conducted August 15, 2022 – August 16, 2022, among U.S. adults

# In August, inter-district open enrollment support remains high across many demographic groups and receives nearly equal support from Democrats and Republicans. However, support from Gen Z dropped eight points since July.

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

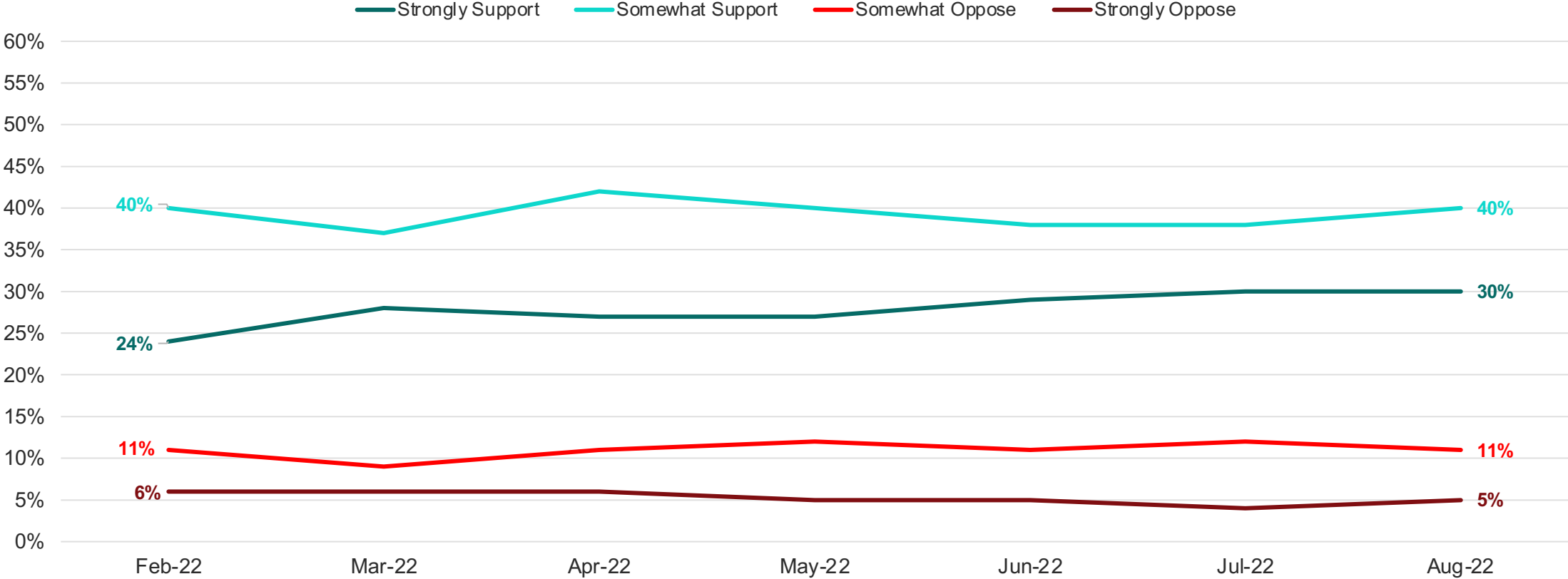
		vs. July			vs. July			vs. July
Democrat	74%	+2	Gen X	71%	+1	West	69%	-3
Republican	73%	+4	Black	71%	-2	High Income \$75K+	69%	-4
South	72%	+6	Male	70%	+3	Midwest	69%	-5
Millennial	72%	+1	Low Income < \$35K	69%	+3	Baby Boomers	68%	+2
Urban	72%	-4	Suburban	69%	+2	Northeast	68%	+1
Rural	71%	+3	Hispanic	69%	+0	Small Town	67%	+6
Educ: Bachelors or Postgrad	71%	+2	Educ: < College	69%	+0	Independent	64%	-3
Middle Income \$35K to < \$75K	71%	+1	Non-Hispanic White	69%	+0	Gen Z	63%	-8
			Female	69%	-1			

Source: Survey conducted August 15, 2022 – August 16, 2022, among U.S. adults

# The public’s overall support for 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

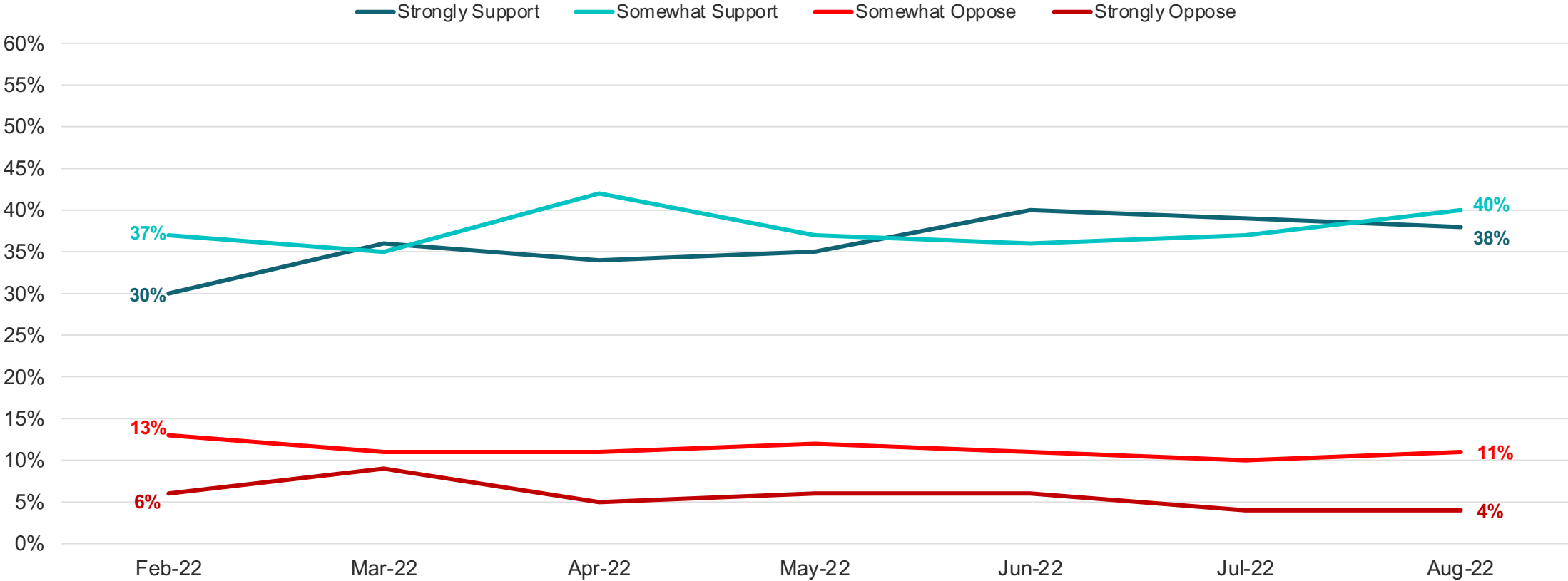


Note: Don't know/no opinion responses are not shown.

# Almost 80 percent of school parents support inter-district open enrollment – more than five times as high as opposition.

An “open enrollment” policy in K-12 education allows a student enrolled in public school to select and transfer to a public school of their choice, rather than attending a school based on where they live. A student can be allowed to transfer to a public school in another district (called “INTER-district”). The policy is based on a first come, first served process until districts are no longer able to accommodate new students.

## School Parents



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

AGENDA

**VIEWS ON K-12 EDUCATION**

**VIEWS ON SCHOOLING**

**SCHOOL CHOICE POLICIES**

**SURVEY PROFILE AND DEMOGRAPHICS**





# Survey Profile, 1

<b>Dates</b>	August 15-16, 2022
<b>Survey Data Collection &amp; Quality Control</b>	Morning Consult
<b>Survey Sponsor</b>	EdChoice
<b>Population</b>	General Population (Adults, Age 18+)
<b>Sampling Frame</b>	National sample of adults (age 18+) living in the United States, including the District of Columbia, with an oversample of school parents
<b>Sampling Method</b>	Non-Probability, Stratified (based on Age, Gender)
<b>Mode</b>	Online Survey
<b>Language</b>	English

## Survey Profile, 2

<b>Survey Time</b>	Gen Pop Median = 9.58 minutes Oversample Median = 11.41 minutes
<b>Sample Size</b>	N = 2,200 General Population N= 1,088 Total School Parents
<b>Oversampling</b>	N = 700 School Parents
<b>Quotas</b>	Age, Gender
<b>Weighting</b>	Age, Race, Ethnicity, Gender, Education, Census Region
<b>Measure of Precision (adjusted for weighting)</b>	± 2.32 percentage points (Gen Pop), ± 3.76 percentage points (Oversample)
<b>Participation Rate</b>	21.12% (Gen Pop), 11.80% (Oversample)
<b>Methods Page</b>	<a href="https://edchoice.morningconsultintelligence.com/methodology/">https://edchoice.morningconsultintelligence.com/methodology/</a>
<b>Project Contact</b>	Paul DiPerna, paul@edchoice.org

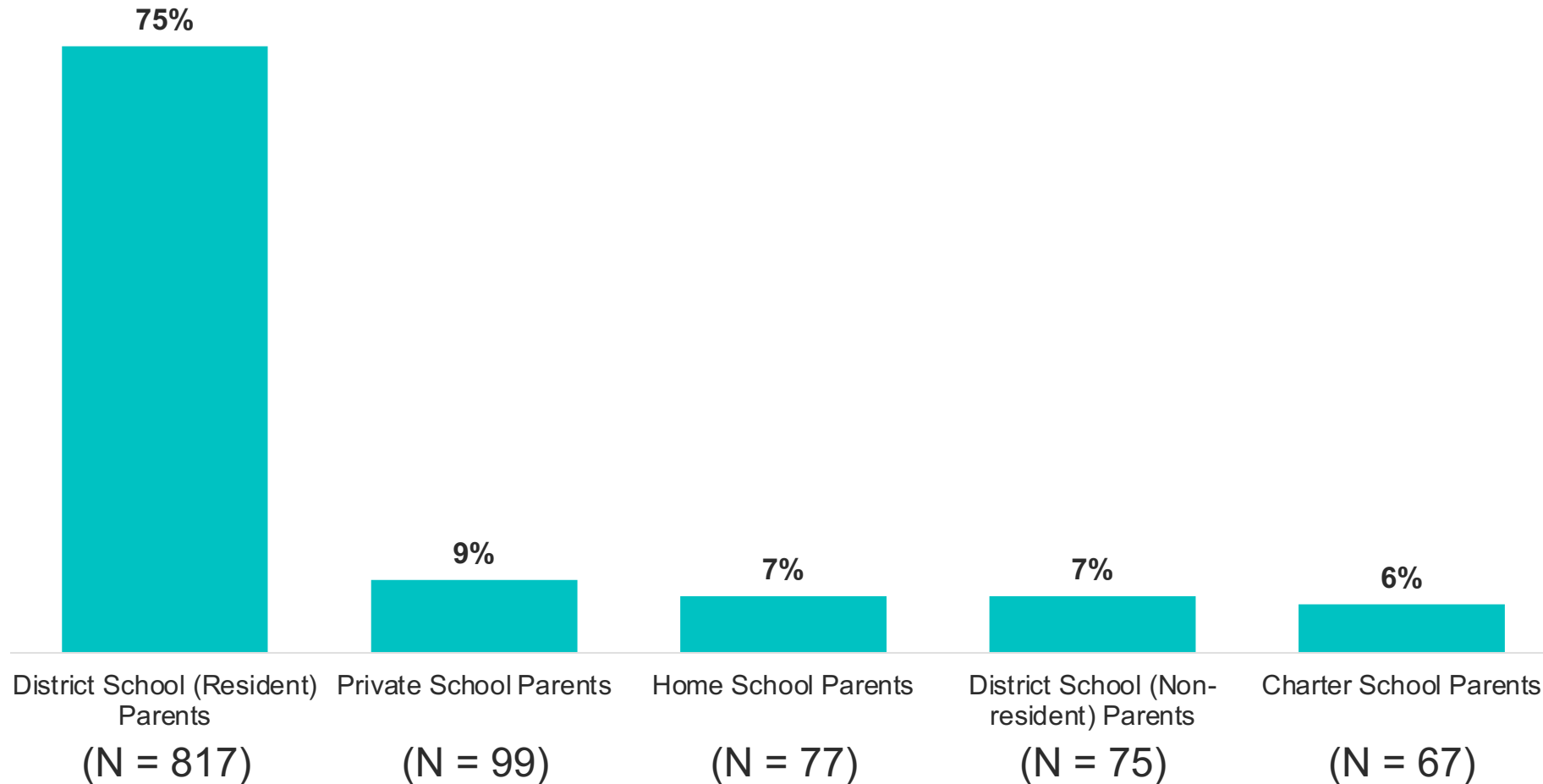
Demographics	Unweighted (N = )
Hispanic	231
Non-Hispanic White	1585
Black	258
Other	127
Generation Z	218
Millennial	636
Generation X	305
Boomers	737
Male	858
Female	1342
< College	1438
College +	762
Northeast	345
Midwest	488
South	850
West	517

Demographics	Unweighted (N = )
Total School Parents*	1088
K-4 Parents*	568
5-8 Parents*	438
9-12 Parents*	426
Non-Parents	926
Liberal	614
Moderate	660
Conservative	710
Democrat	787
Independent	605
Republican	627
Urban	554
Suburban	960
Small Town	265
Rural	421
Low Income <\$35K	883
Middle Income \$35K to <\$75K	719
High Income \$75K+	598

\* Denotes the sample came from school parents

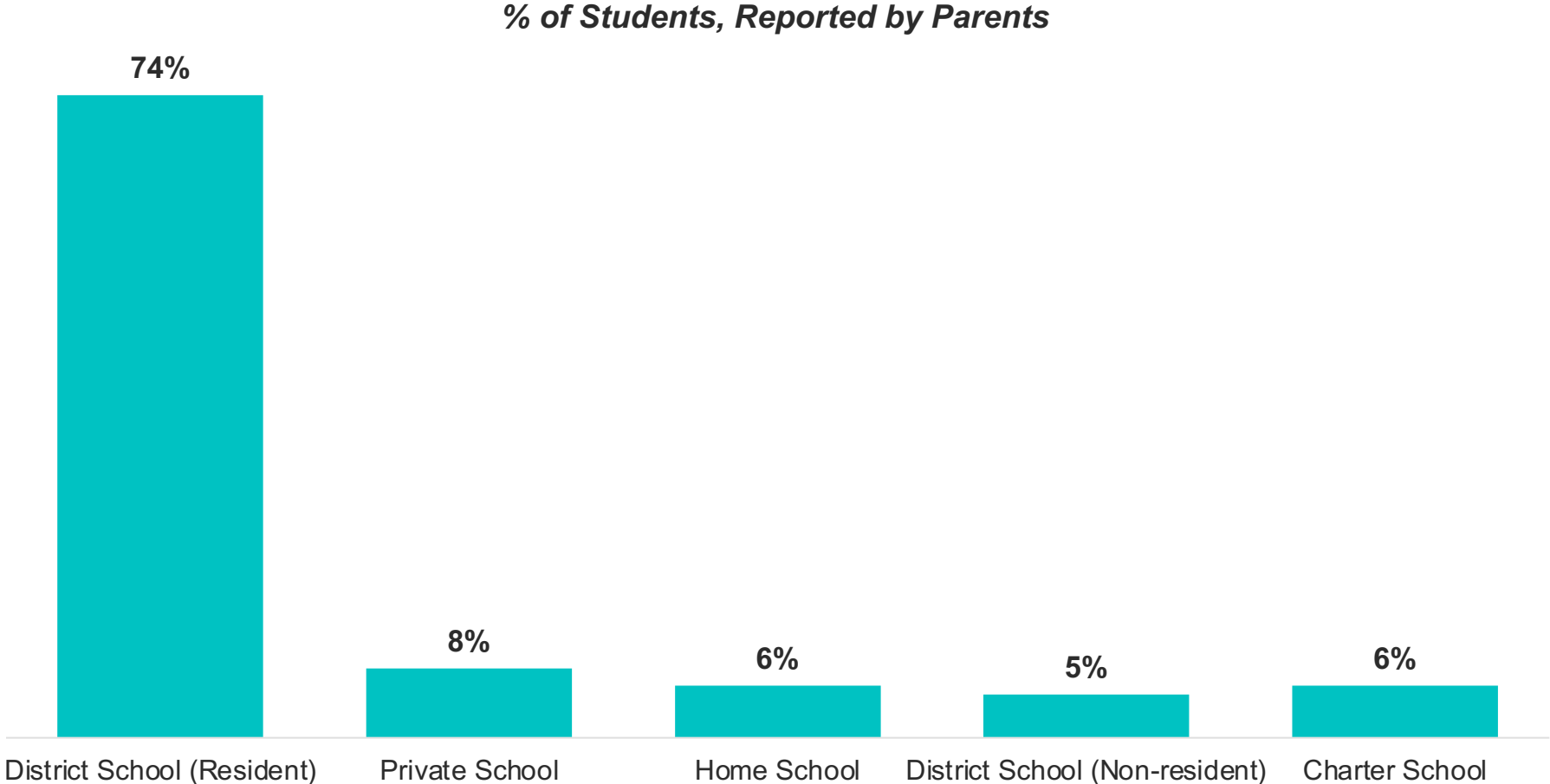
Demographics	Unweighted	Weighted	Target (%)
Hispanic	11%	16%	16%
White	72%	78%	78%
Non-Hispanic White	n/a	n/a	n/a
Black	12%	12%	12%
Other	6%	9%	9%
Age: 18-34	25%	30%	30%
Age: 35-54	30%	31%	31%
Age: 55+	46%	40%	40%
Age: 65+	27%	20%	20%
Male	39%	48%	48%
Female	61%	52%	52%
< College	65%	69%	69%
College +	35%	31%	31%
Northeast	16%	18%	18%
Midwest	22%	21%	21%
South	39%	37%	37%
West	24%	24%	24%

## Parent groups based on estimated school type attendance for the 2022-2023 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 2022-2023 school year



## 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 2022-2023 school year
Charter School Parents	Have at least one child enrolled in a charter school for the 2022-2023 school year
District/Public School Parents	Have at least one child enrolled in a district/public school for the 2022-2023 school year
Private School Parents	Have at least one child enrolled in a private school for the 2022-2023 school year
Home School Parents	Have at least one child enrolled in home school for the 2022-2023 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**<sup>®</sup>

Morning Consult is a global data intelligence company delivering insights on what people think in real time.

By surveying tens of thousands across the globe every day, Morning Consult is unmatched in scale and speed: It determines the true measure of what people think and how their decisions impact business, politics and the economy.

Industry leaders rely on Morning Consult's proprietary technology and analysis for real-time intelligence to transform information into a competitive advantage.



 **CHOICE**

EdChoice is a 501(c)(3) nonprofit, nonpartisan organization. Our mission is to advance educational freedom and choice for all as a pathway to successful lives and a stronger society. We are committed to understanding and pursuing a K–12 education ecosystem that empowers every family to choose the learning environment that fits their children's needs best.

Learn more at: [EDCHOICE.ORG](https://edchoice.org)



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