



# THE PUBLIC, PARENTS, AND K-12 EDUCATION

A National Polling Report

SEPTEMBER 2022

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# KEY FINDINGS

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1. Parents are evenly proportioned on whether their child's school is political. Over one-third feel their child's school is political, and the same number do not feel their child's school is political. Roughly 10 percent of parents feel their school is too conservative, and the same proportion feel their school is too liberal.
2. Seven out of ten Americans (including school parents) have heard of teacher shortages in the last month. News media continue to drive attention around this topic, rather than friends, family, or schools.
3. Two-thirds of Americans say they have at least a lot of respect for K-12 teaching as a profession. Over half say that teachers are undervalued. Perceptions of school board members are split, with about three in ten each saying they are overvalued and undervalued.
4. In September, school parents' overall interest in learning pods and tutoring held steady. The monthly amounts parents would be willing to spend increased since the previous month (pod: \$457/child/month; tutoring: \$370/child/month).
5. As students return to school, private school parents' interest in both learning pods and tutoring increased substantially since August. Roughly two-thirds are now interested in each activity. Private school parents were also much less likely in September to say they want their child to learn completely outside the home.
6. In a split-sample experiment, we observed that sharing a brief statement about declining national math and test scores had insignificant effects on parents' perceptions of how their children are progressing academically or emotionally. However, those who saw the statement about declining scores had lower perceptions of their children's social development.
7. In September, the economy continues to lead in voting priority at the local, state, and federal levels. Education decreased in priority at all levels of consideration.
8. Overall support for school choice policies remains high among both school parents and the general public, respectively:
  - Education savings accounts (ESAs) – 77% / 70%
  - School vouchers – 73% / 63%
  - Charter schools – 73% / 66%
  - Open enrollment – 76% / 69%

## Methodology:

This poll was conducted between September 16-17, 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 2.31 percentage points..

AGENDA

**VIEWS ON K-12 EDUCATION**

**VIEWS ON SCHOOLING**

**PODS, TUTORING, AND EXTRACURRICULARS**

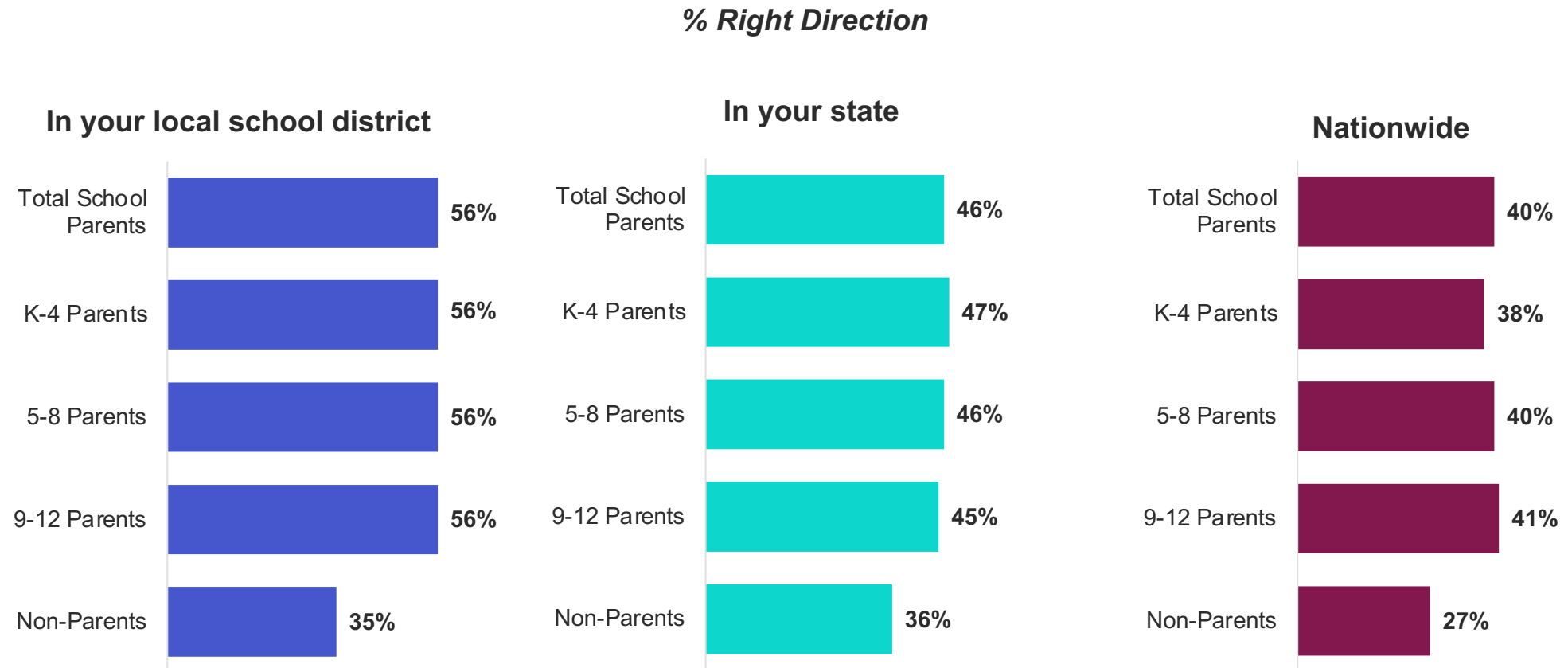
**SCHOOL CHOICE POLICIES**

**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.

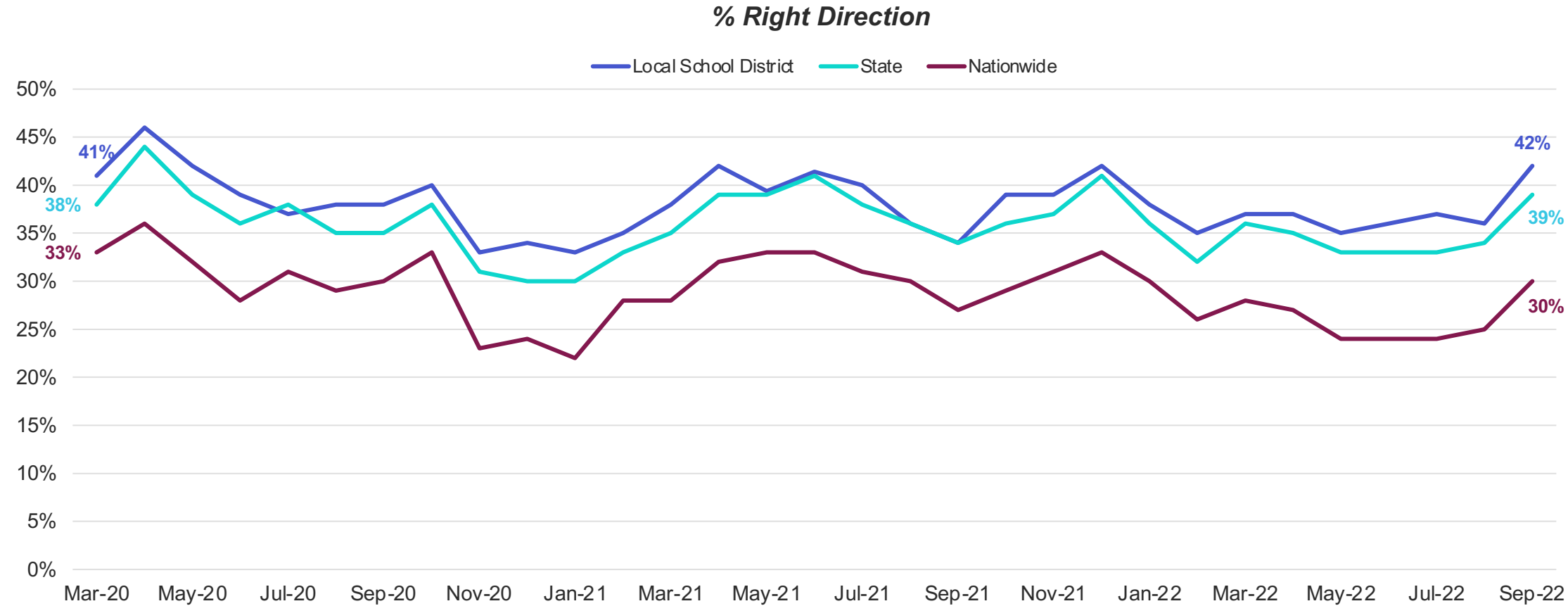
Do you feel things in K-12 Education are generally going in the right direction, or do you feel things have generally gotten off on the wrong track?



# In September, the public's positive views about the direction of K-12 education increased significantly across national, state and local 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?

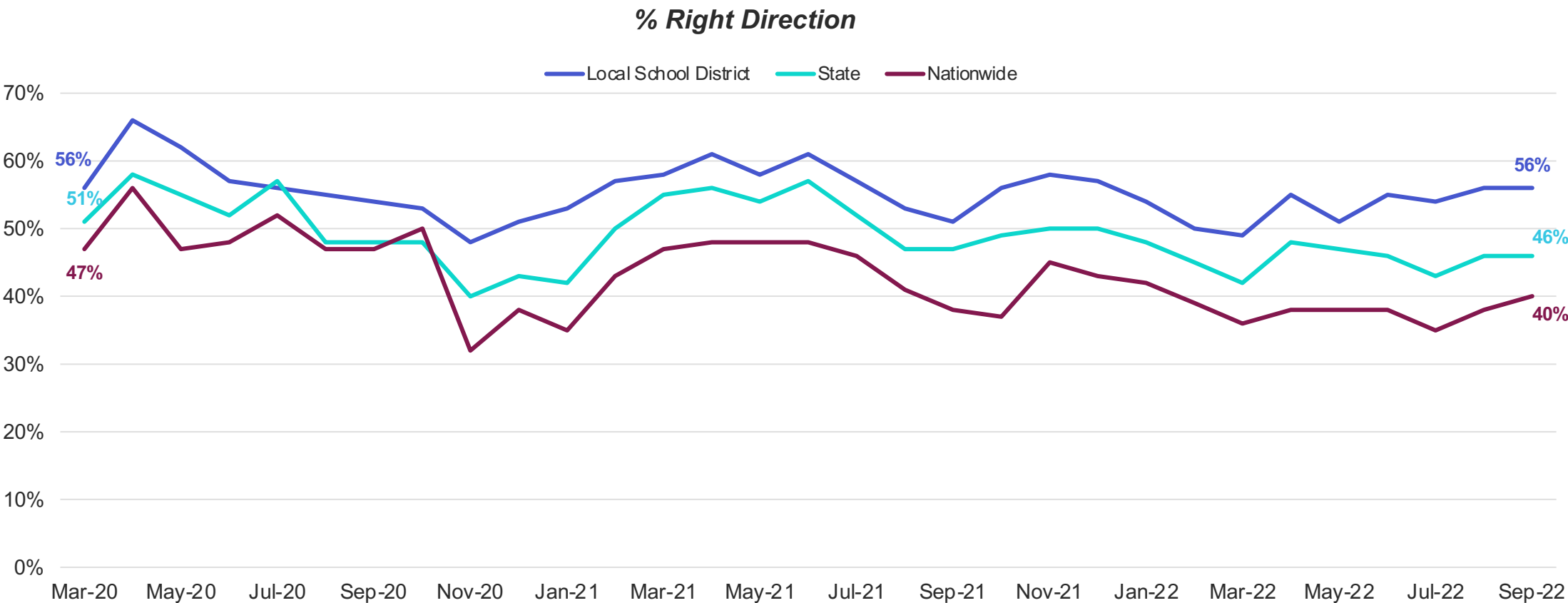
## All Adults



# School parents' perceptions of K-12 education were consistent in September compared to August.

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, they 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 **48%**

-  Core academic subjects (59%)
-  Socialization (53%)
-  How to be good citizens (52%)
-  Become independent thinkers (52%)
-  Skills for future employment (48%)
-  Values, moral character, religious virtues (44%)
-  To fix social problems (31%)

#### Grades 9-12

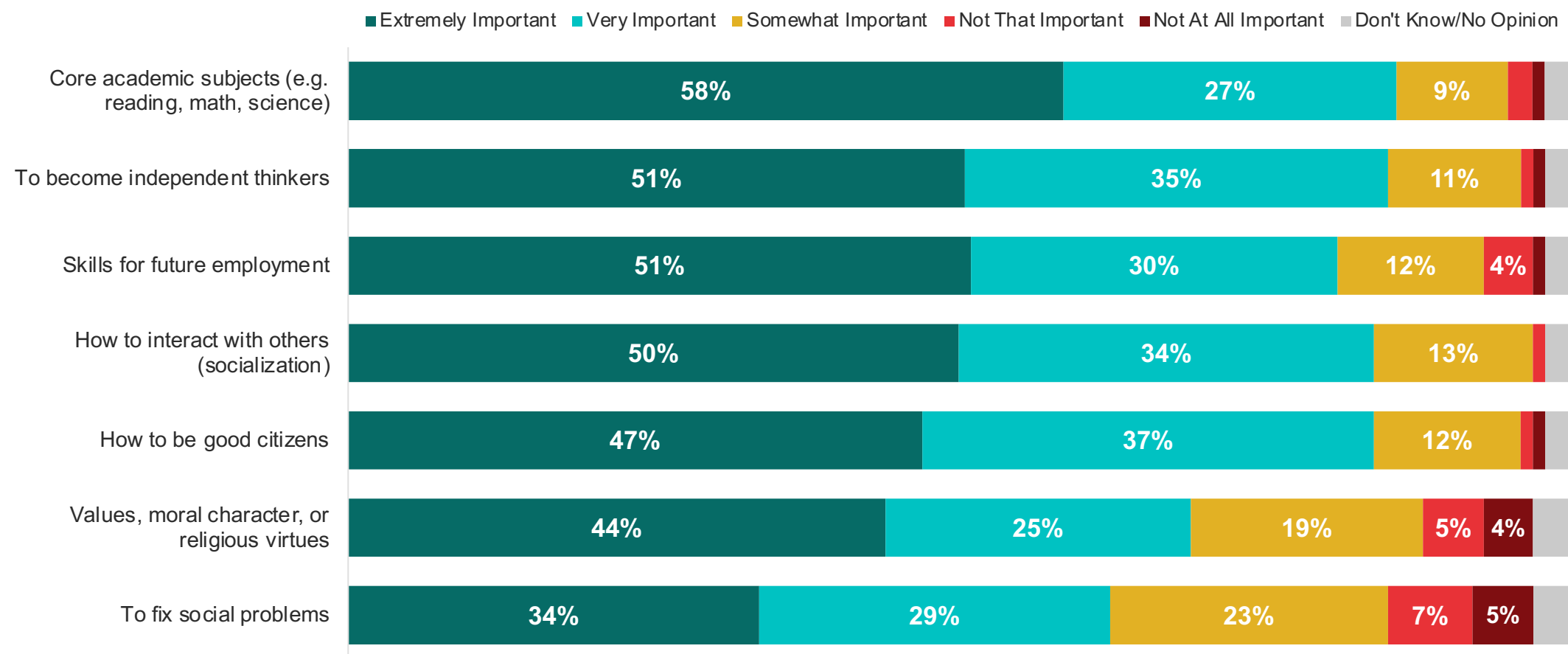
Average % selected Extremely Important **45%**

-  Skills for future employment (57%)
-  Core academic subjects (54%)
-  Become independent thinkers (50%)
-  How to be good citizens (47%)
-  Socialization (44%)
-  Values, moral character, religious virtues (37%)
-  To fix social problems (28%)

# 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

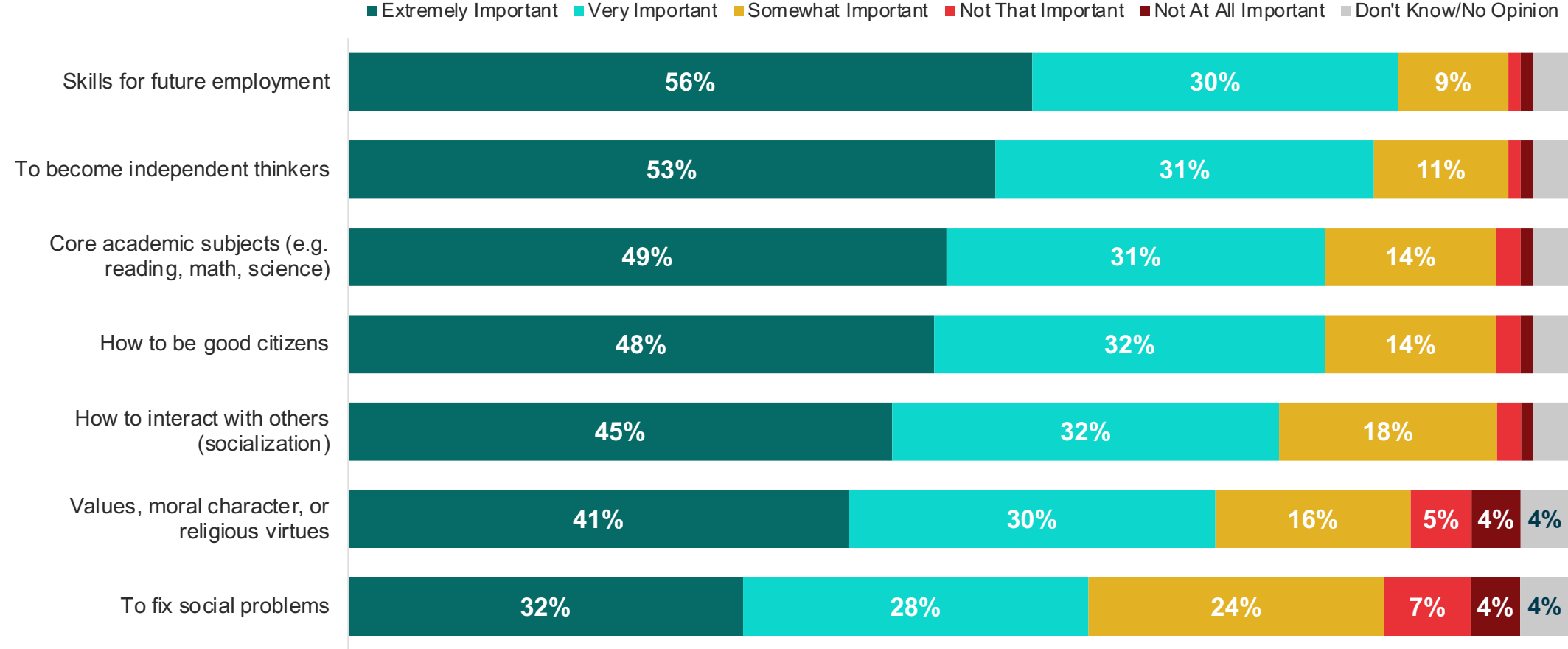




# School parents are most likely to say that high school should focus on skills for future employment and becoming independent thinkers.

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 September 16, 2022 – September 17, 2022, among U.S. adults

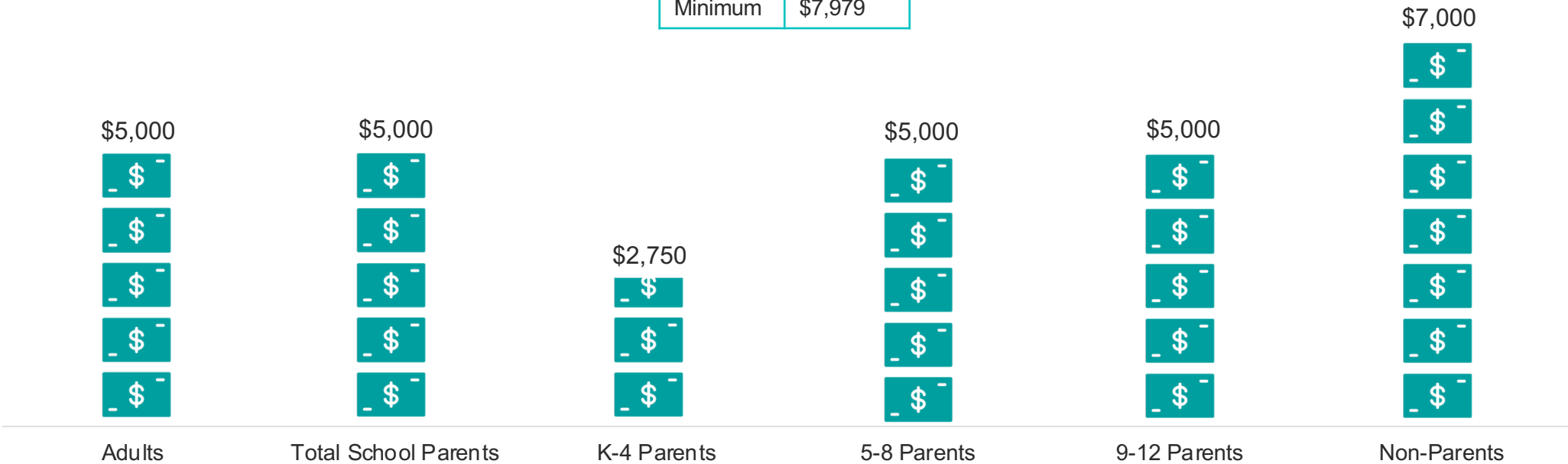
# Americans believe government spending per student is lower than actual expenditures. School parents, especially of younger children, are more likely than non-parents to underestimate per-student spending.

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

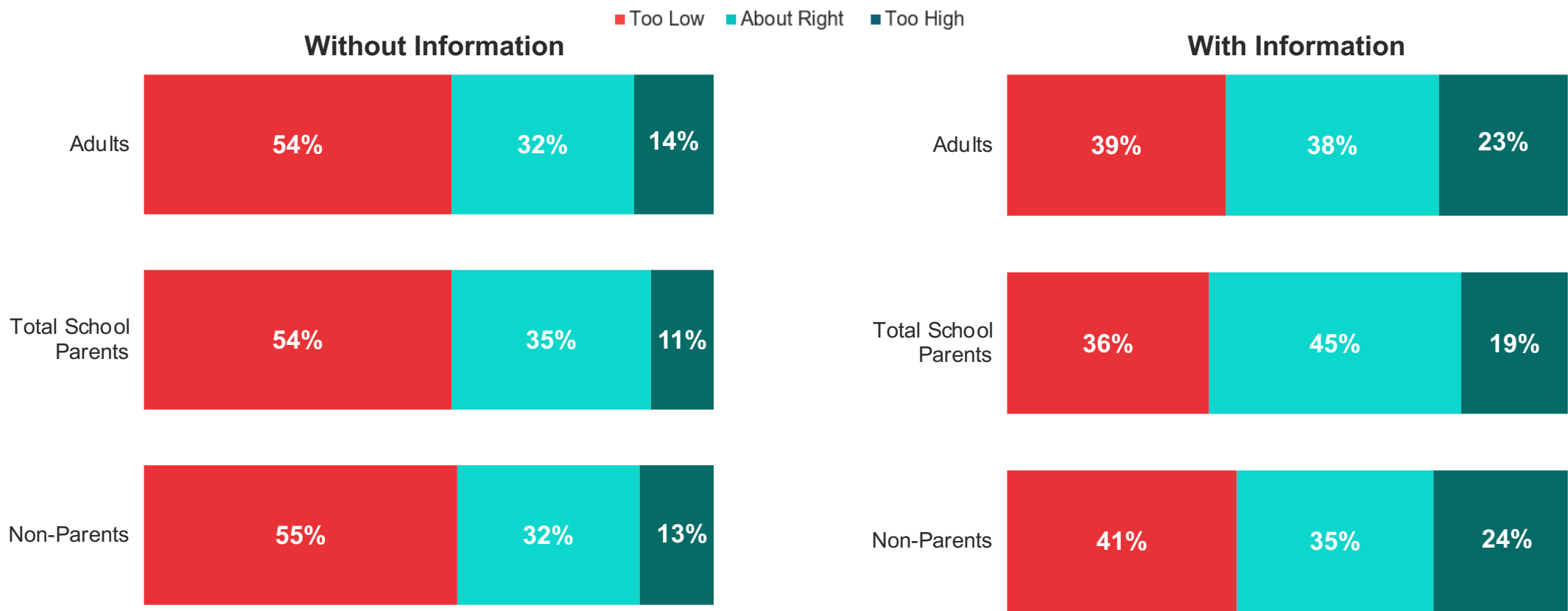


**FY19 State Actuals Source:** National Center for Education Statistics  
**Source:** Survey conducted September 16, 2022 – September 17, 2022, among U.S. adults

# Americans are much less likely (-15 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:

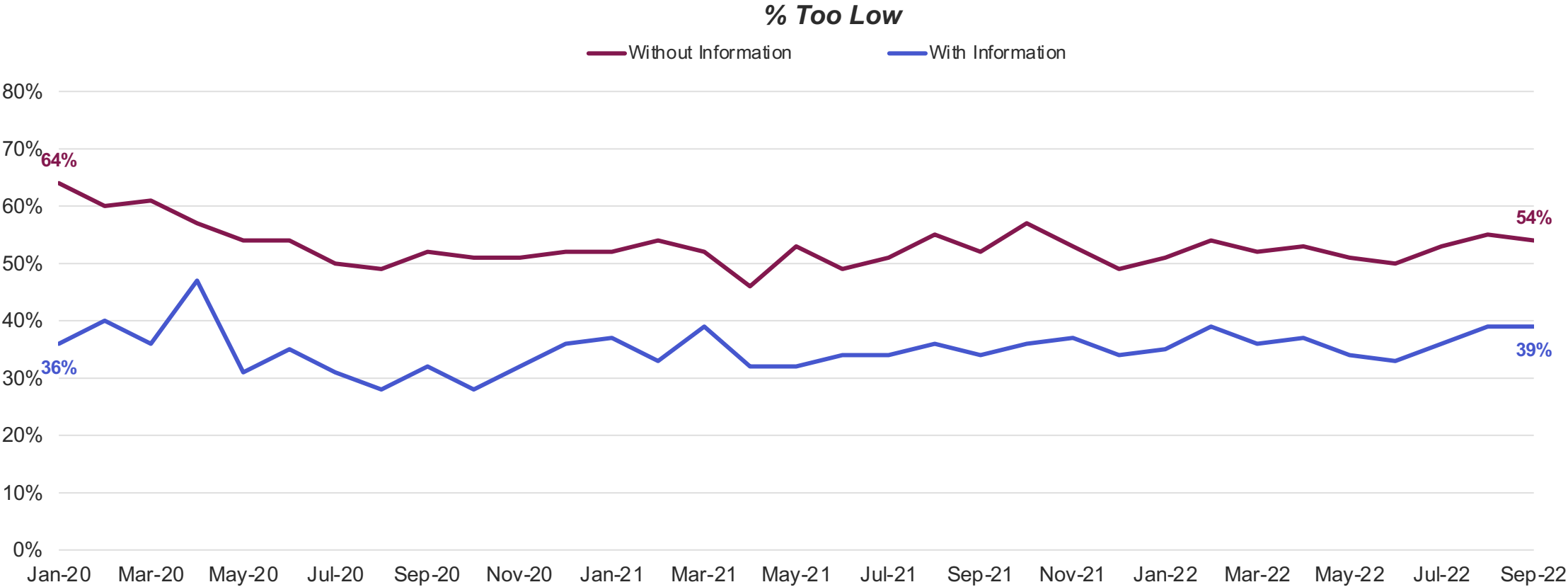
On average, [STATE] spends \$\_\_\_\_\_ per student attending public school each year. Do you believe public school funding is:



# The proportion of Americans who believe school funding is too low remained steady in September, 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:

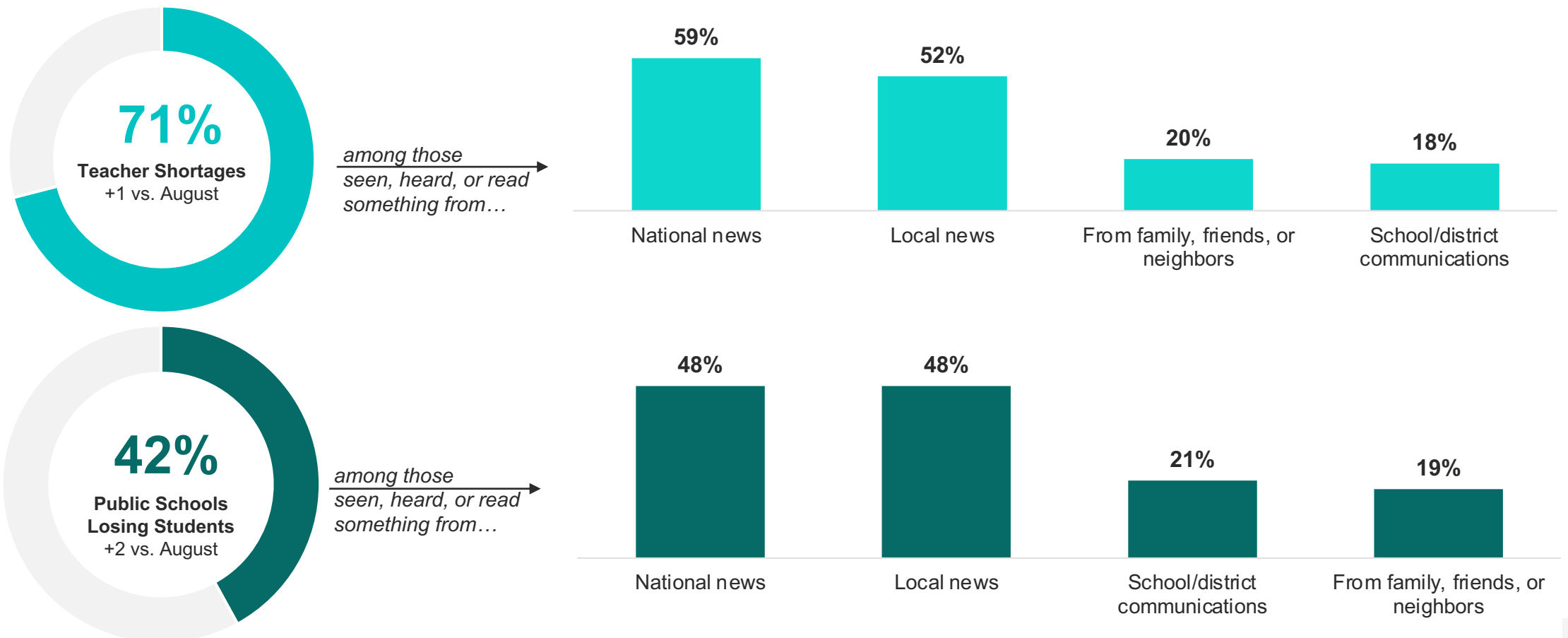
**All Adults**



Seven in ten Americans have heard about teacher shortages in the last month. Four in ten 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?

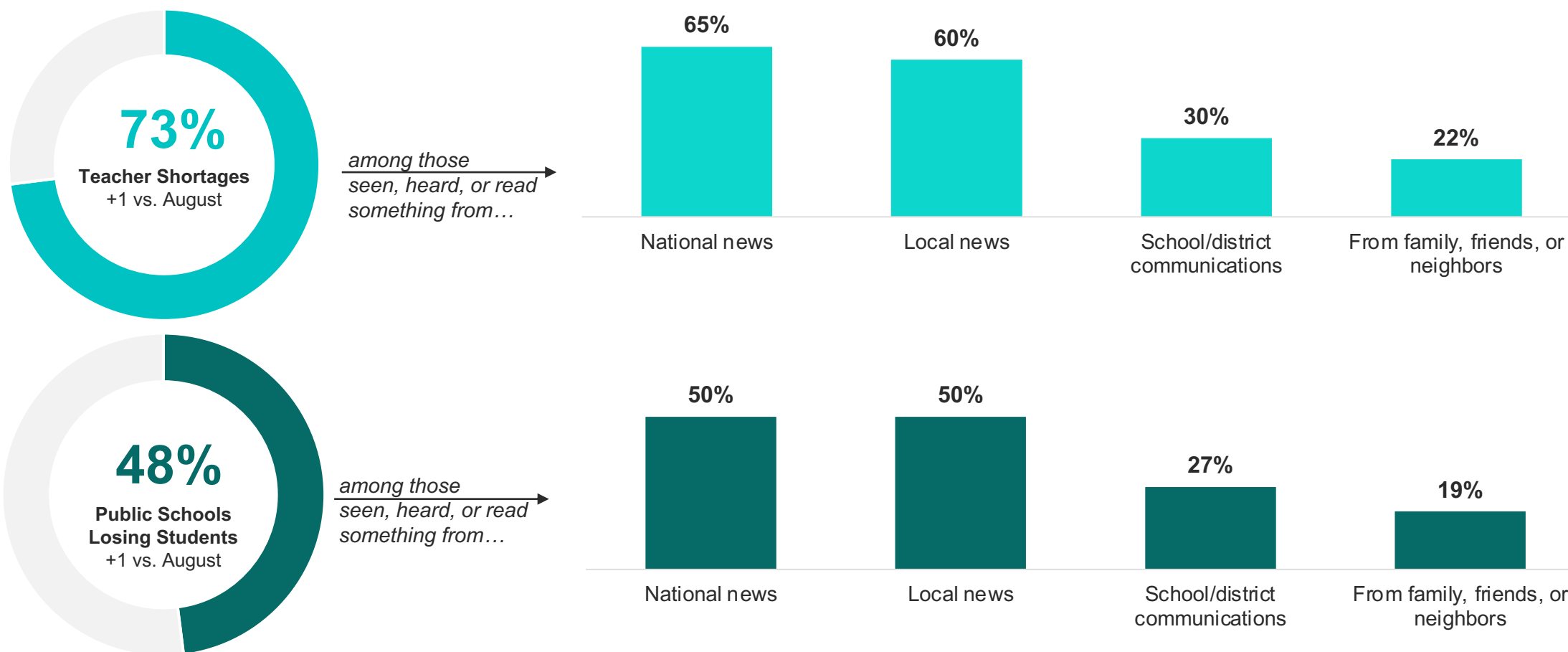
**All Adults**



More than two-thirds of school parents have heard of teacher shortages in the last month. Half heard about public schools losing students. National and local news remain the top sources of information on these topics.

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

### School Parents

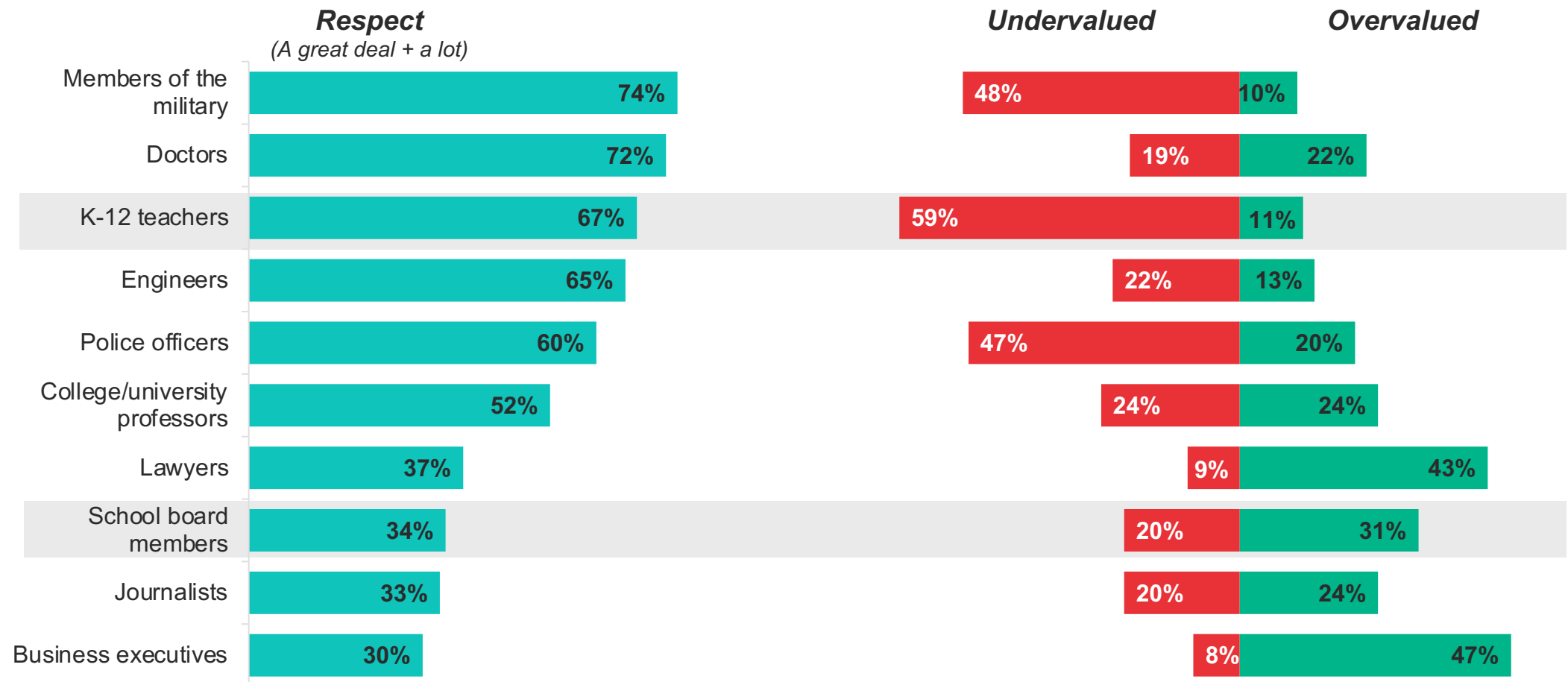


Two-thirds of Americans say they respect K-12 teachers. At the same time, nearly 60 percent also feel teachers are undervalued. Respect for school board members is about half that for K-12 teachers. One in three adults feels school board members are overvalued.

How much do you respect the following professions?

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

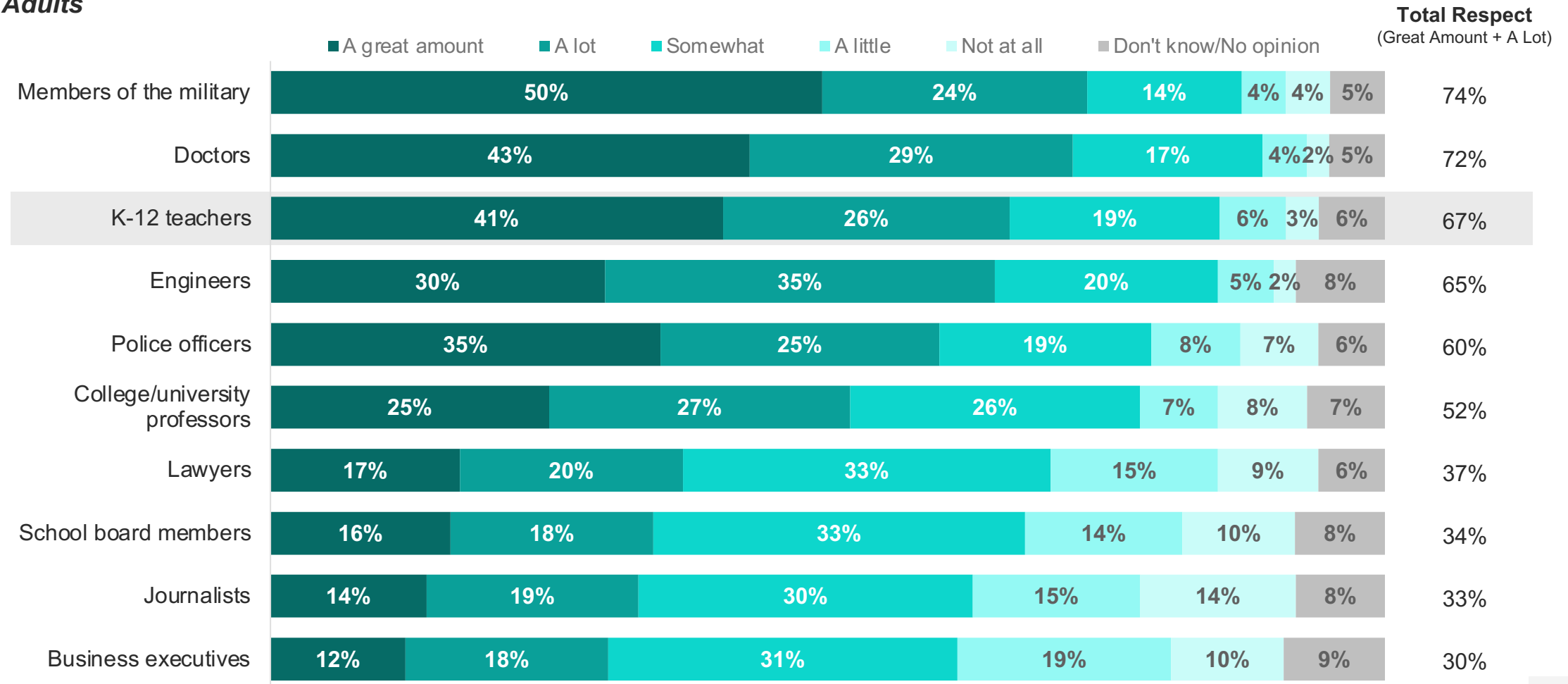
### All Adults



# Overall respect for K-12 teachers is similar to that for engineers, and above that for business executives, journalists, and other professions.

How much do you respect the following professions?

## All Adults

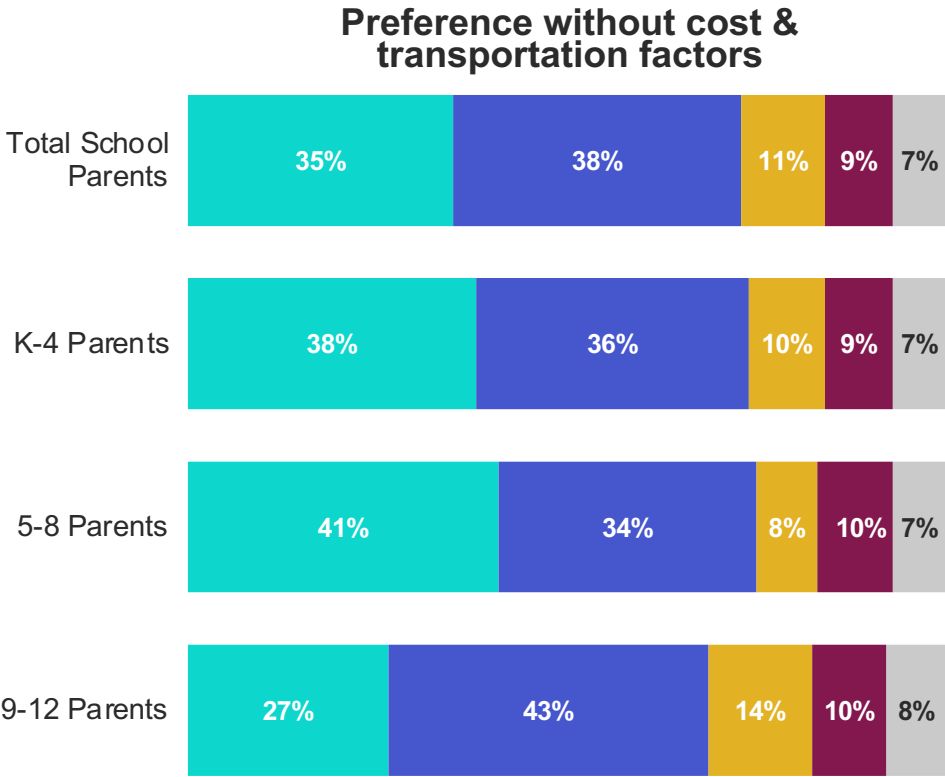
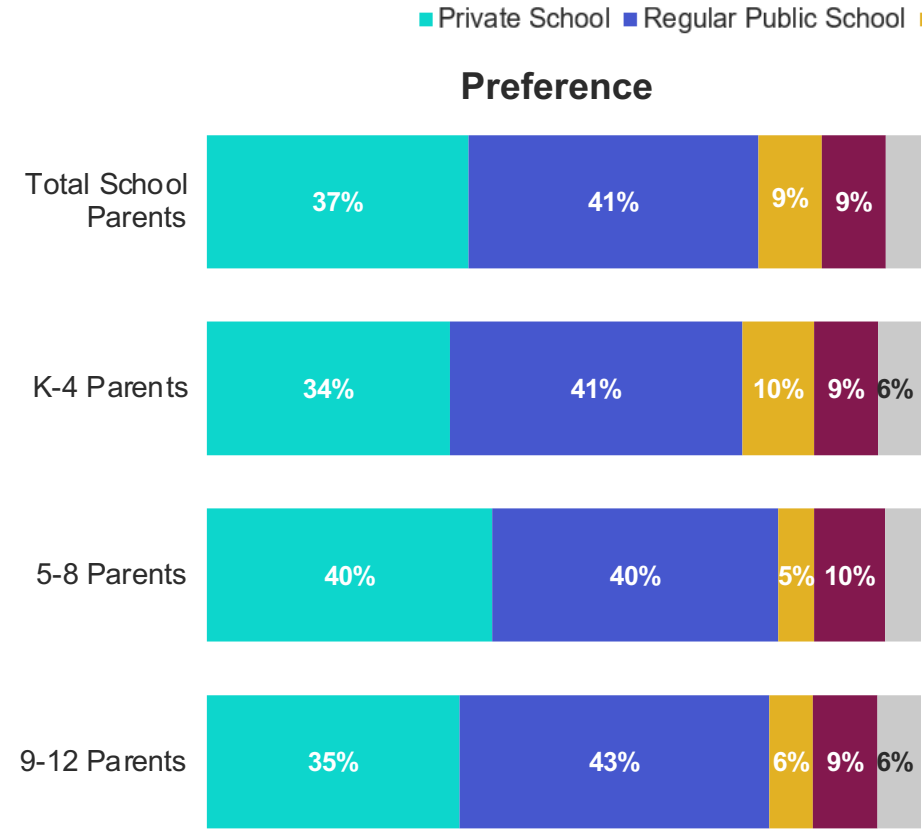




# Among parents of children in grades K-8, preference for public schools is more likely to decrease when cost and transportation are not factors.

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?



In September, economic issues still dominate voting priorities at the local, state, and federal levels. Education decreased in priority at the local and state levels. The importance of healthcare also decreased at all 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. August	STATE OFFICES	vs. August	FEDERAL OFFICES	vs. August
Economic Issues	53%	-2	57%	+1	52%	-6
Women's Issues	29%	+3	30%	-1	26%	-6
Health Care Issues	27%	-4	27%	-6	25%	-5
Security Issues	25%	+3	21%	-4	26%	+0
Education Issues	25%	-5	21%	-6	18%	-4
Senior's Issues	23%	-7	22%	-2	25%	+0
Energy Issues	19%	-6	21%	-1	25%	+0

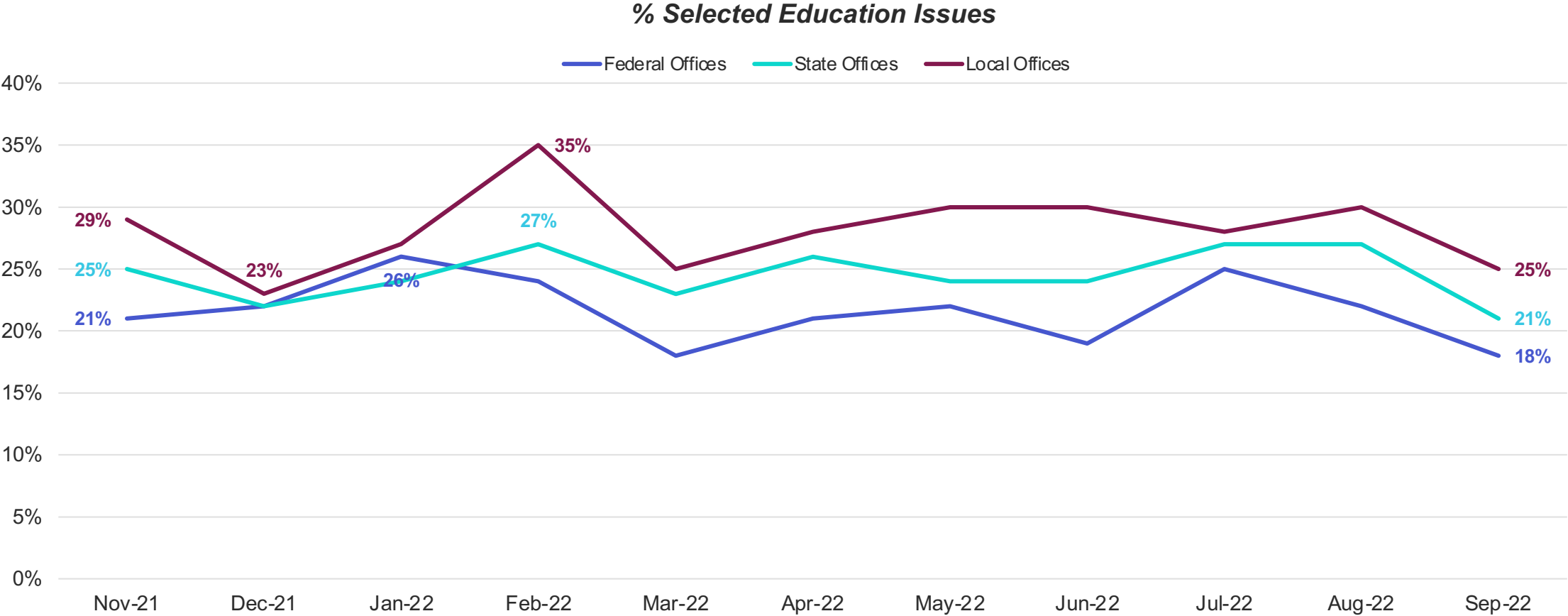
**Note:** Participants were only randomly asked about one of three offices

**Source:** Survey conducted September 16, 2022 – September 17, 2022, among U.S. adults

# In September, Americans were less likely to prioritize education issues at the local, state, and national 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**



# In September, education issues were viewed with less priority, especially among those living in a small town and private school and special education parents.

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. August
West	33%	-8
Independent	32%	-5
Special Education Parents	32%	-12
Suburban	31%	-6
District School Parent	30%	-4
Midwest	30%	-5
Home School Parent	30%	-6

		vs. August
Hispanic	30%	-7
Educ: < College	29%	-5
Low Income < \$35K	29%	-6
Democrat	29%	-6
High Income: \$75K+	29%	-7
Educ: Bachelors or Postgrad	29%	-8
Black	28%	-3
Urban	28%	-4
South	28%	-5

		vs. August
Middle Income: \$35K-\$75K	28%	-6
Small Town	28%	-14
Non-Hispanic White	27%	-8
Rural	26%	-4
Republican	26%	-5
Northeast	22%	-8
Private School Parent	20%	-14

Percentages are based on a composite score of all 3 offices asked (Federal, State, and Local).

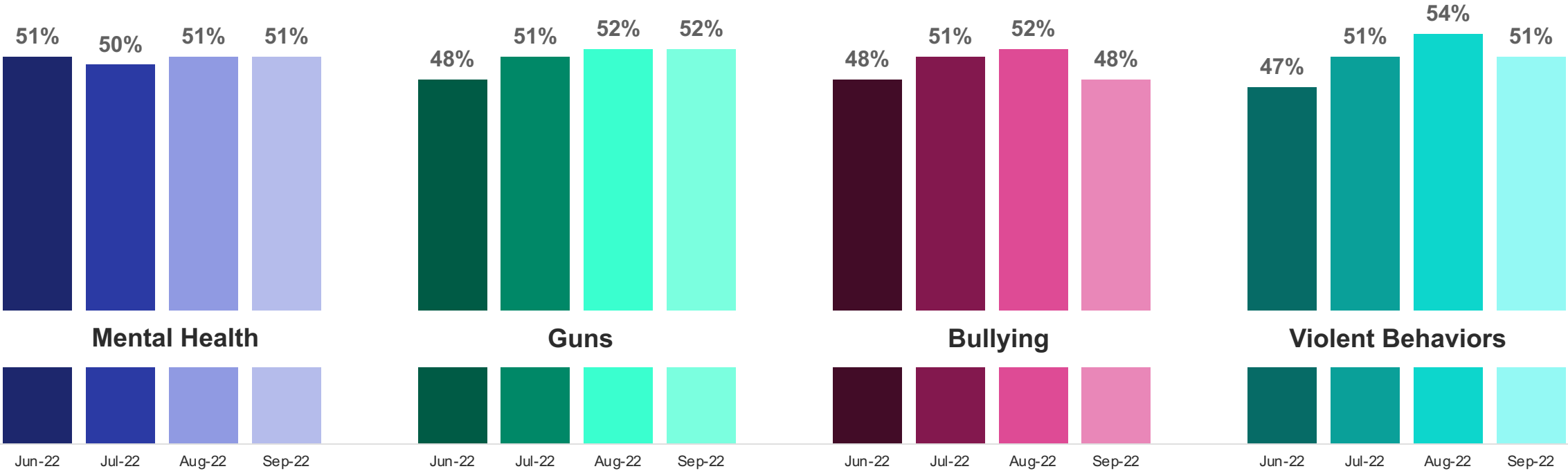
Source: Survey conducted September 16, 2022 – September 17, 2022, among U.S. adults

In September, 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. Perceptions that schools handled bullying well declined.

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

School Parents

Most Positive  
(Extremely + Very Well)



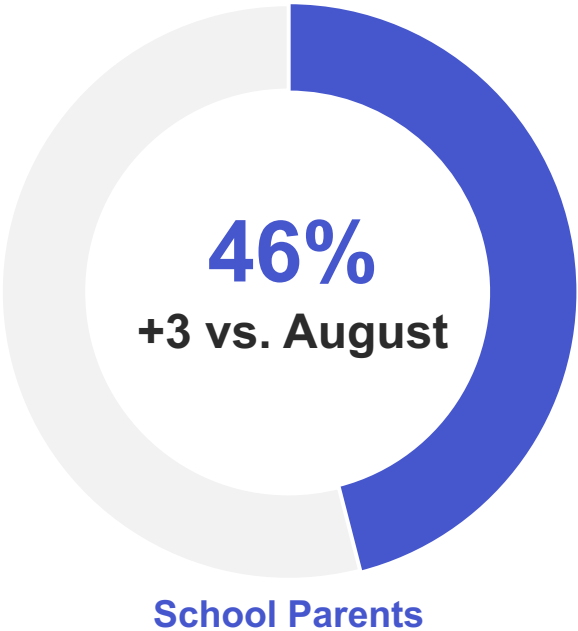
Source: Survey conducted September 16, 2022 – September 17, 2022, among U.S. adults

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

# In September, high school parents' concerns about violent intruders entering schools increased substantially.

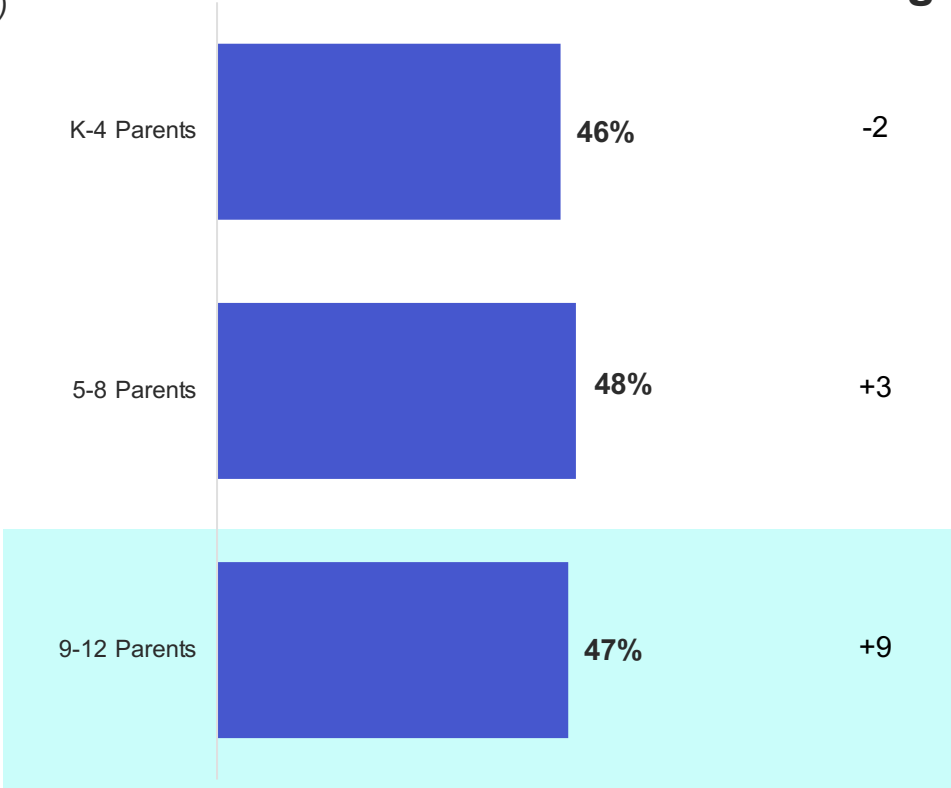
How concerned are you about a violent intruder, like a mass shooter, entering your child's/children's school?

## School Parents



## Total Concern (Extremely+ Very Concerned)

vs. August



AGENDA

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**SCHOOL CHOICE POLICIES**

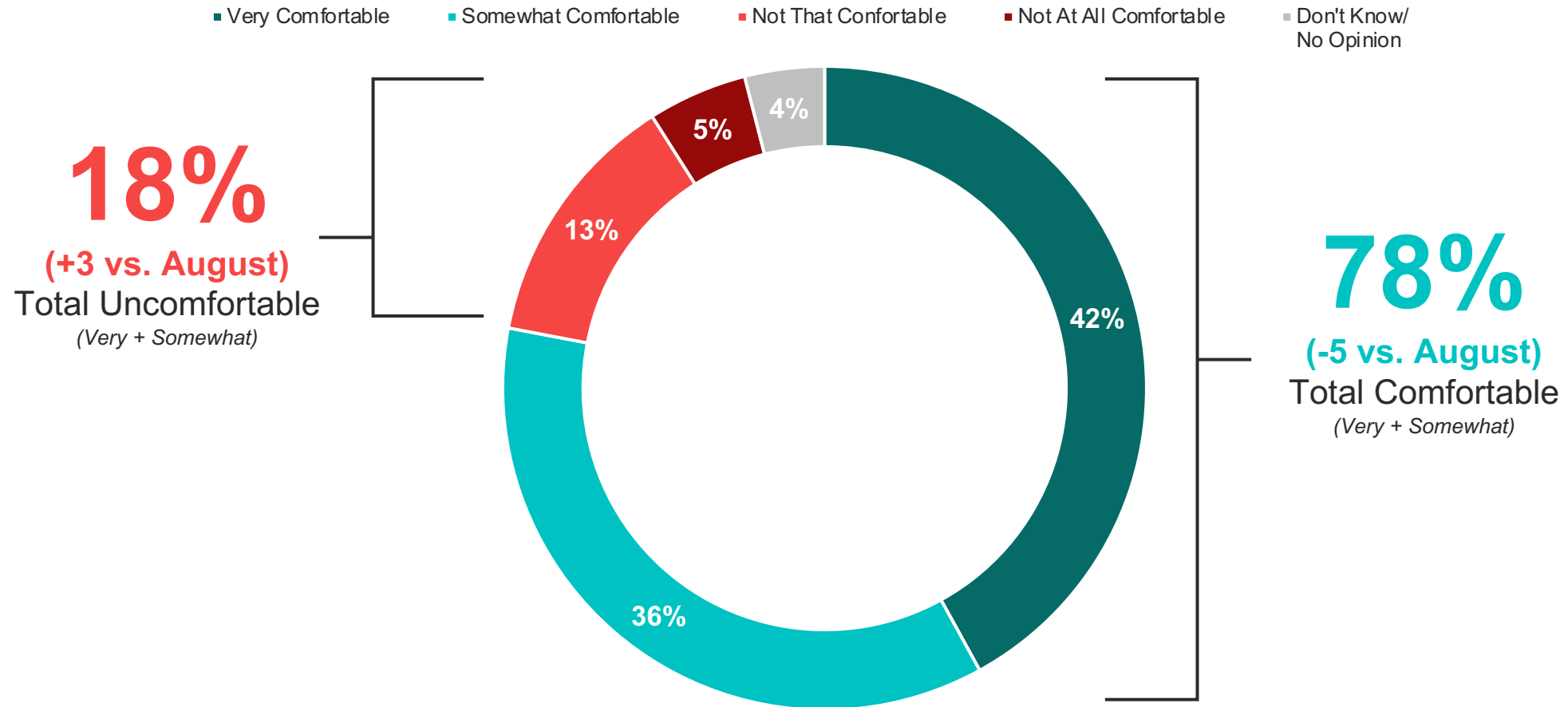
**SURVEY PROFILE AND DEMOGRAPHICS**



# Parents are slightly less likely to be comfortable with their children attending school – because of COVID-19 – than they were in August.

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

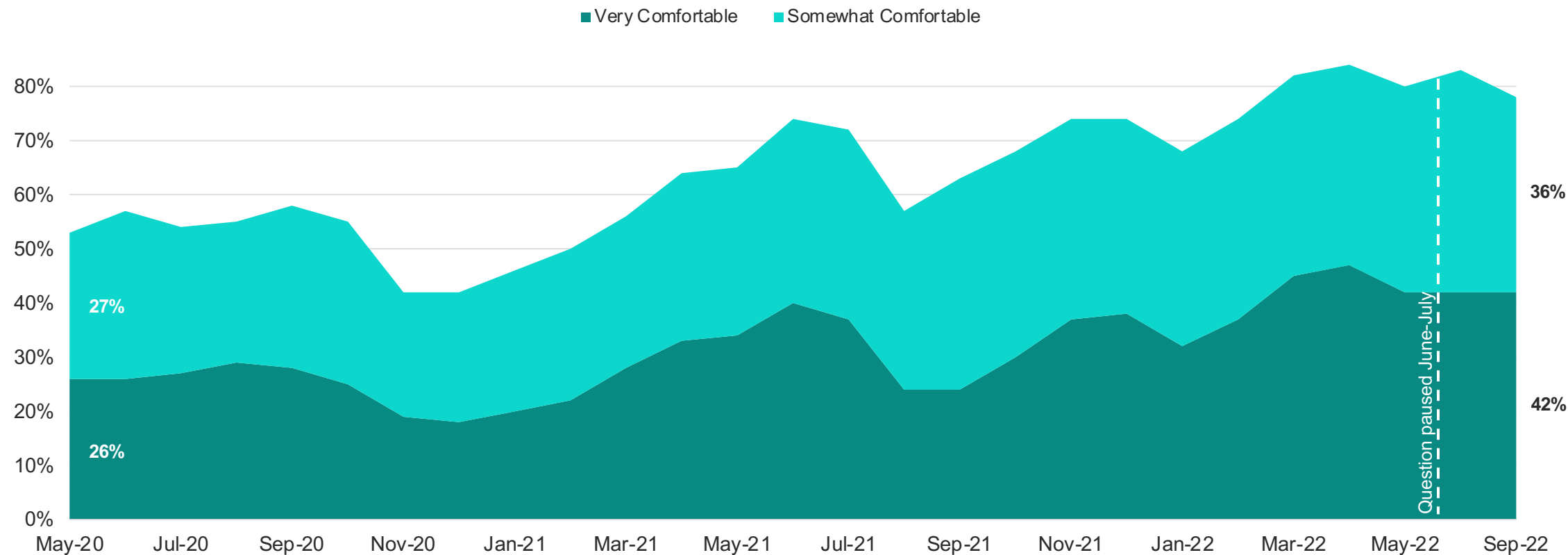




# School parents' comfort with their children attending school declined slightly since August.

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

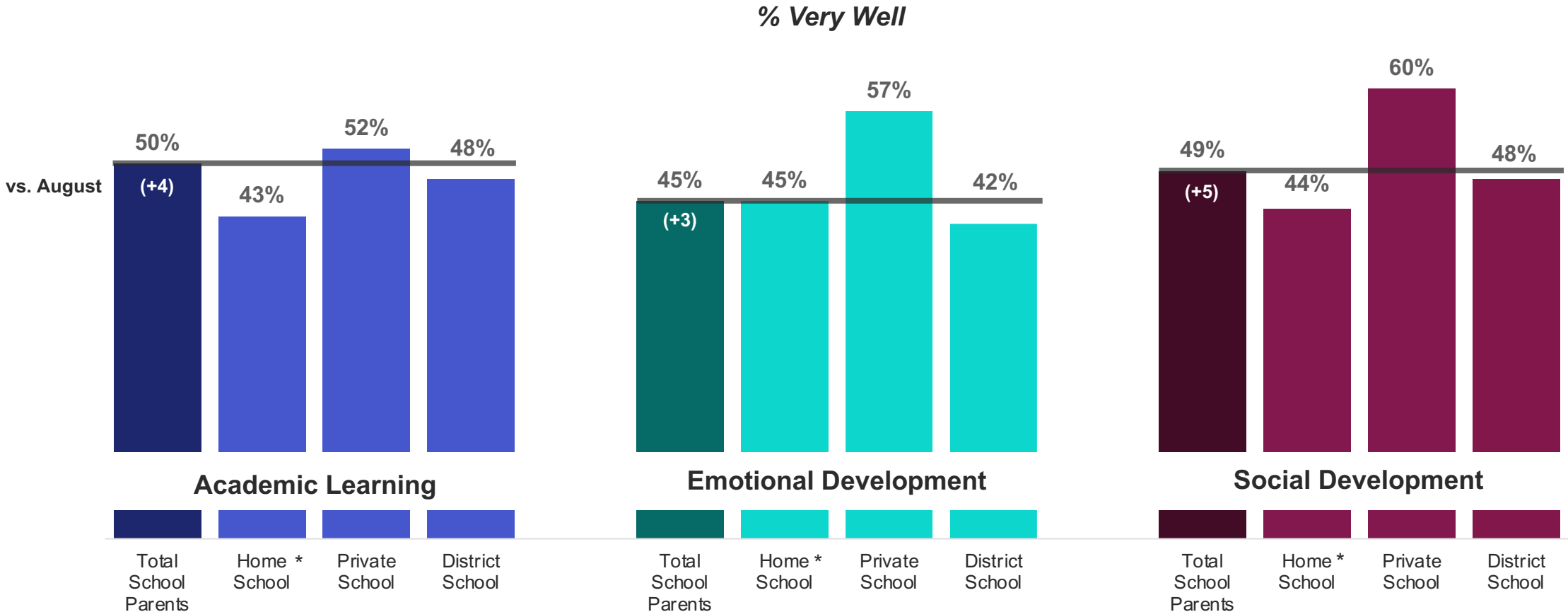


\* Wording of the question changed slightly from “returning to school” to “attending school” in January 2022  
**Note:** Question was not asked in June 2022 and July 2022.

Half of school parents believe their child is progressing very well academically and socially this year. Just under half believe they are progressing very well emotionally. Perceptions regarding social development were more positive than in August.

How do you feel your child/children is/are progressing on the following this school year?

School Parents

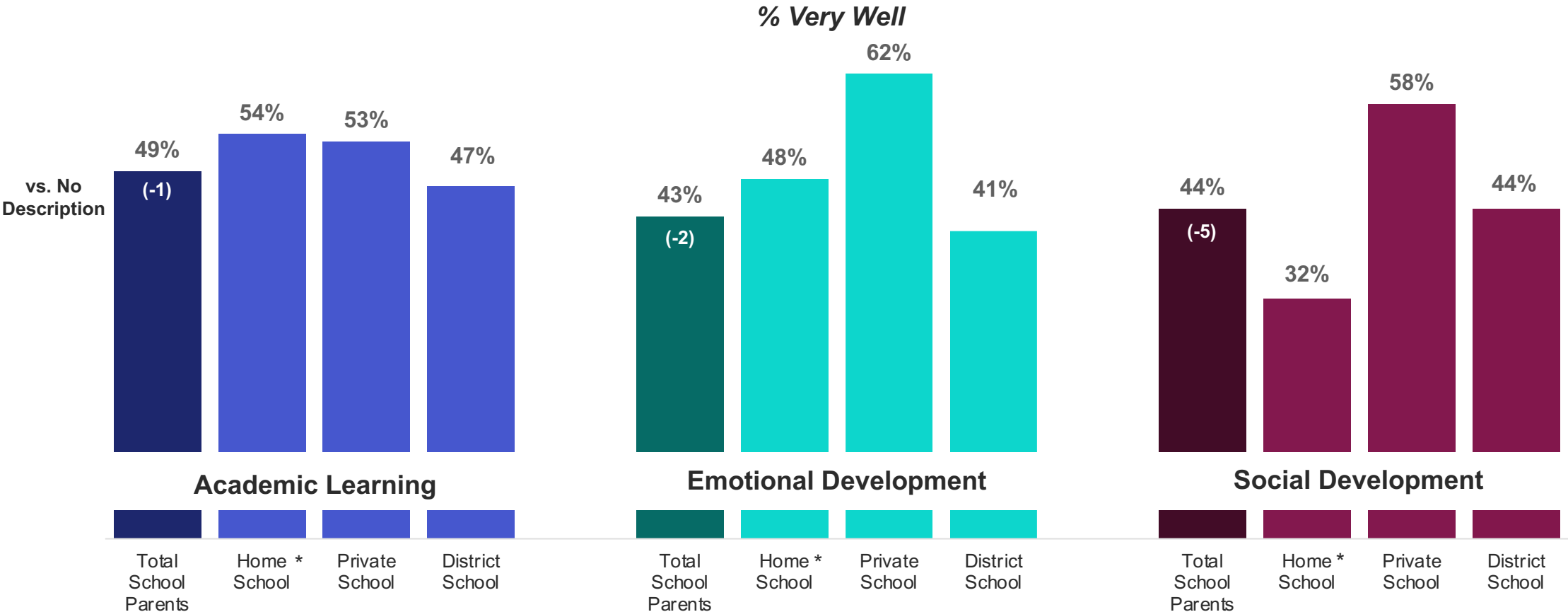


*\*Low sample size for home school parents.*  
*\*Charter Schools not shown due to low sample size.*  
**Note:** Question text changed from “last year” to “this year” this month.  
**Source:** Survey conducted September 16, 2022 – September 17, 2022, among U.S. adults

School parents who were given a statistic about declining national math and reading scores were less likely to say their child was progressing well with social development. Their impressions about their academic learning and emotional development were the same as parents who didn't receive the statistic.

According to the most recent national assessment, the results for 9-year-olds show the largest average score decline in reading since 1990, and the first score decline in mathematics since testing began in 1973. How do you feel your child/children is/are progressing on the following this school year?

**School Parents**

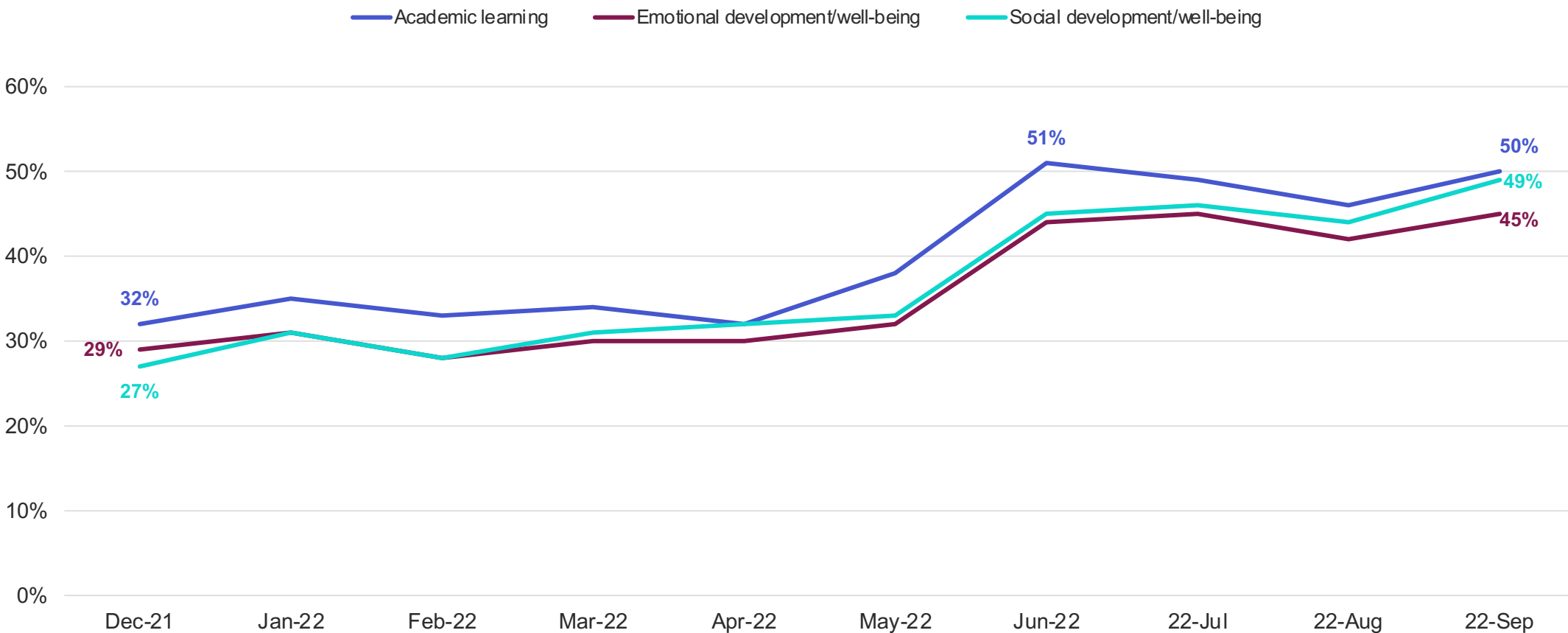


*\*Low sample size for home school parents.  
\*Charter Schools not shown due to low sample size.  
Source: Survey conducted September 16, 2022 – September 17, 2022, among U.S. adults*

# The proportion of parents who believe their child is progressing ‘very well’ in terms of social development increased significantly this month.

How do you feel your child/children is/are progressing on the following this school year?

## School Parents - % Very Well

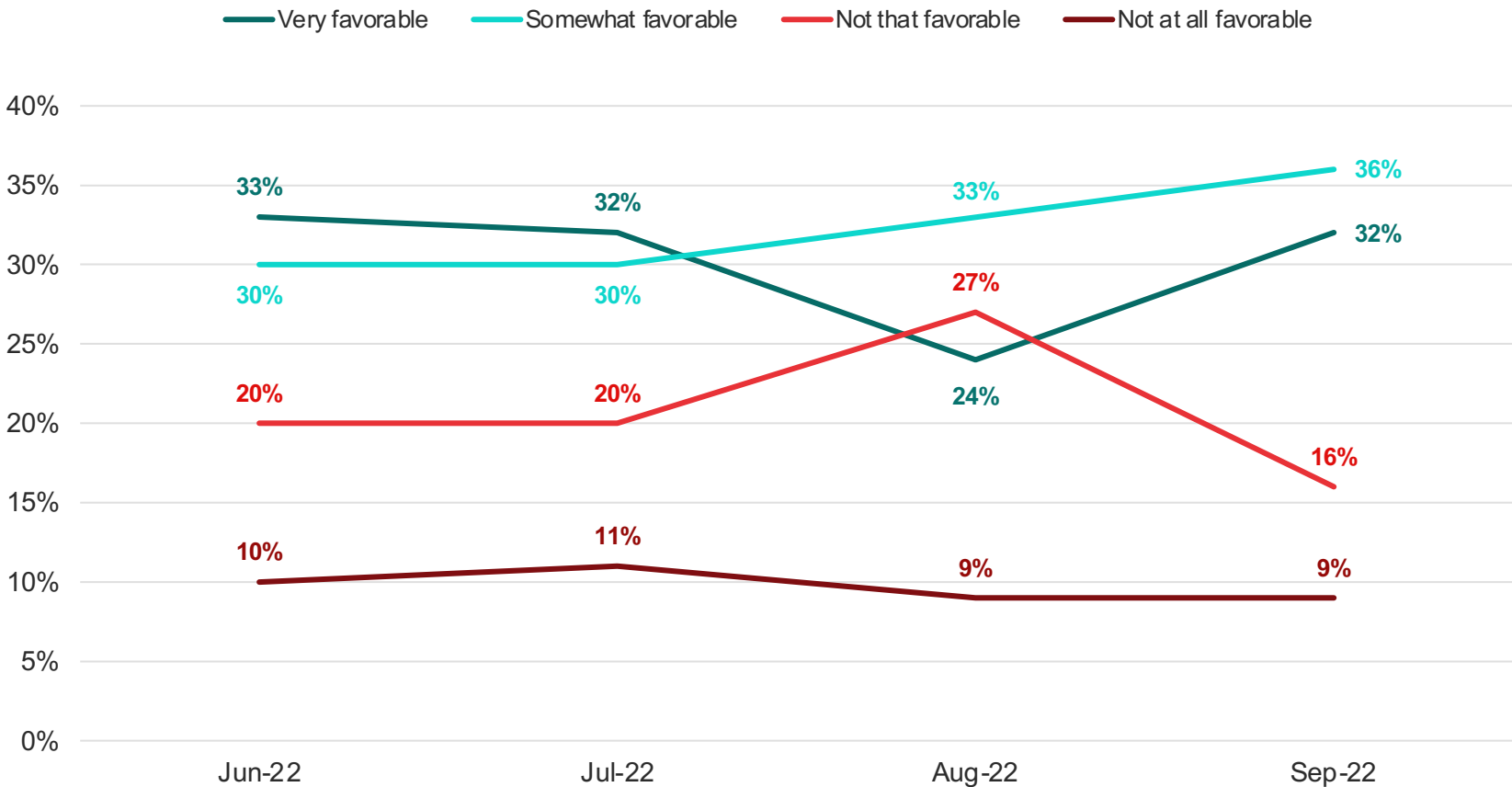


**Note:** Question text changed from “last year” to “this year” this month.

# Strong favorability toward homeschooling increased by eight points in September. Over two-thirds of school parents have a favorable view of homeschooling.

In general, what is your opinion of homeschooling?

## School Parents



## September 2022

Total Favorable	69%
Total Unfavorable	25%

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

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

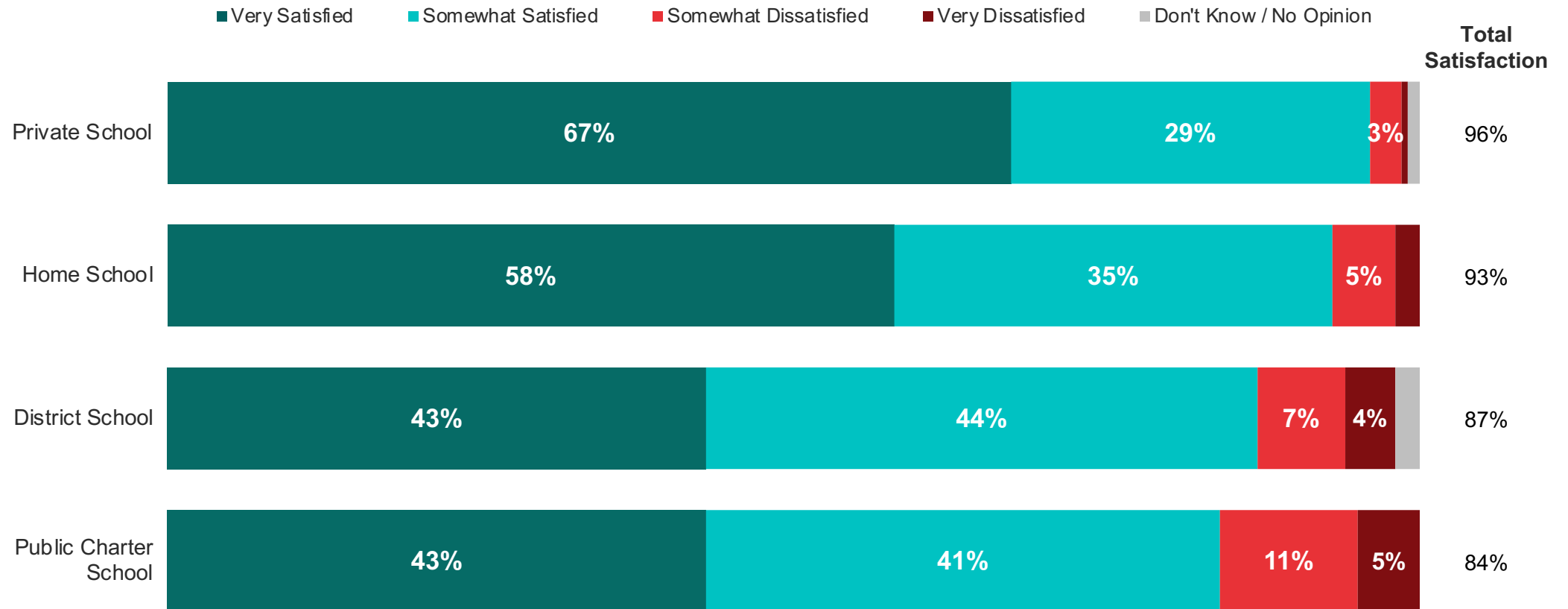
Total	Max	Min
More Favorable	74% (Jun-20)	52% (Apr-20)
Less favorable	36% (Aug-22)	15% (Jun-20)

**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 and home 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?

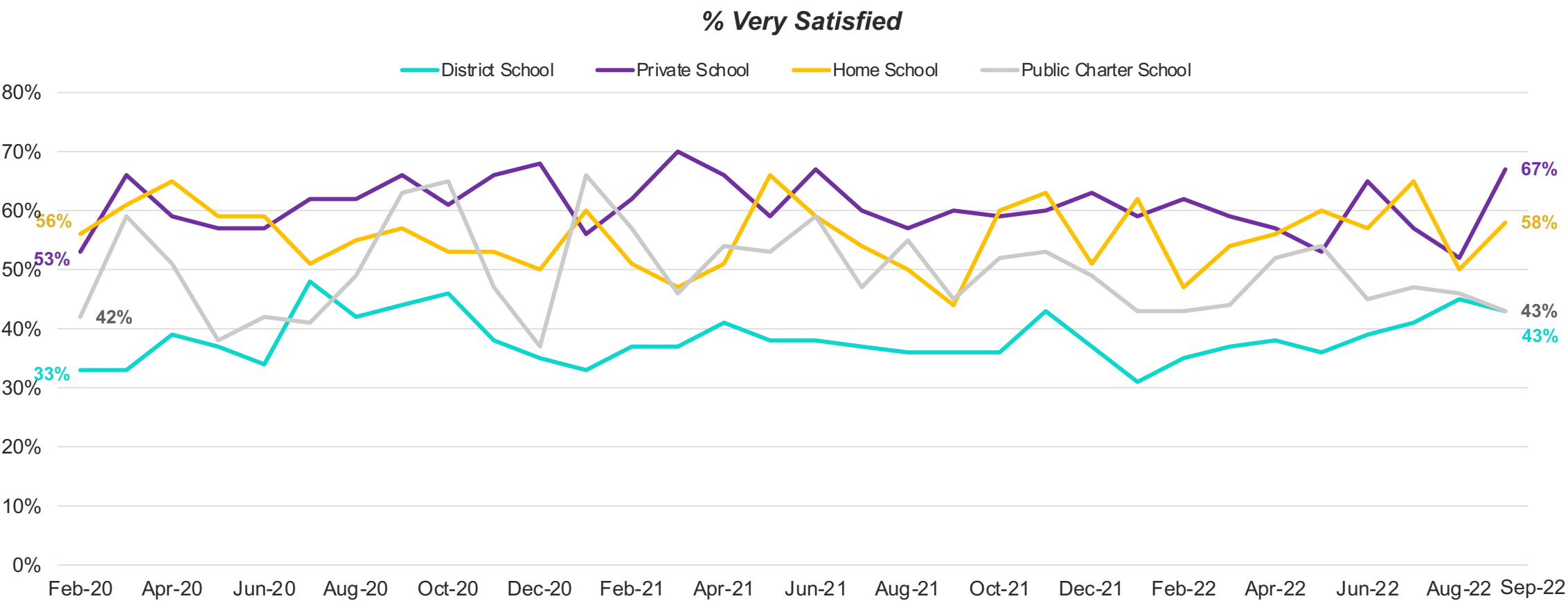
### School Parents



# The proportion of parents who are very satisfied with their private school and home school experiences increased in September.

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

## School Parents

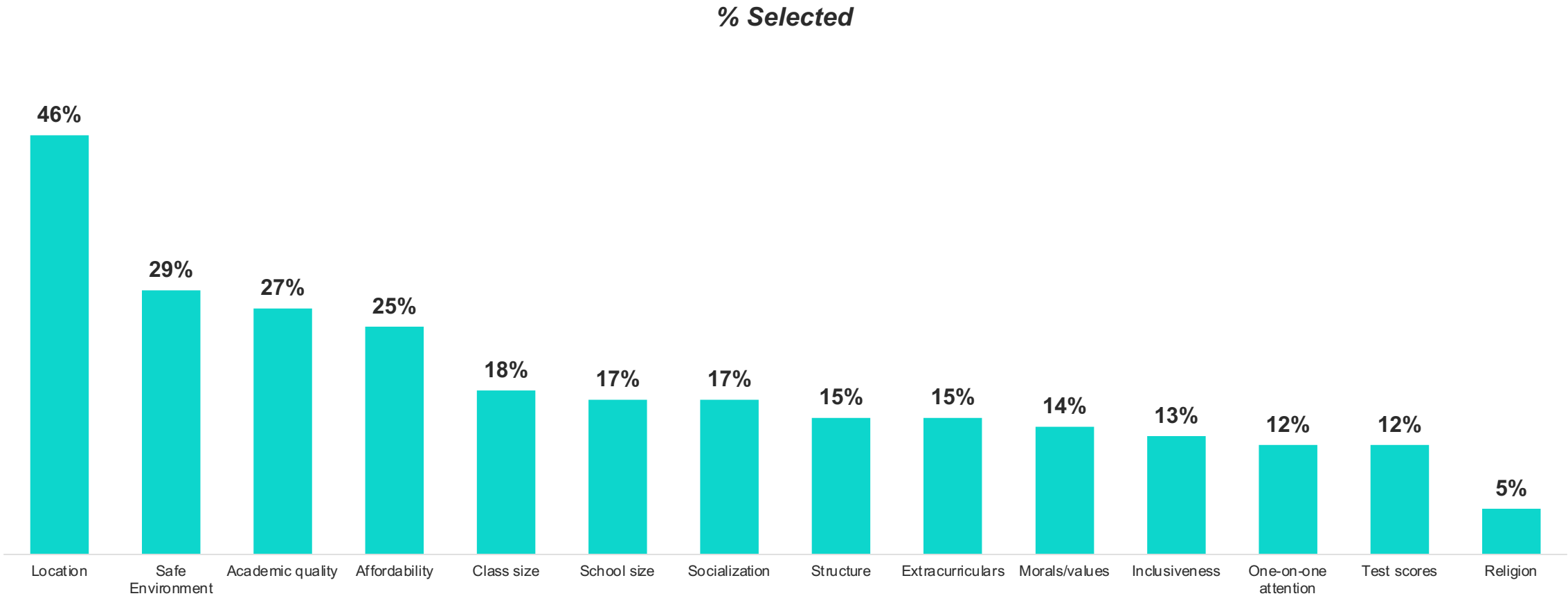


**Note:** The following school types have low sample size ( $n < 80$ ) for the following months:  
Home School: July 2020 and August 2020,  
Public Charter School: July 2020, August 2020, December 2020, and February 2021

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**



**Source:** Survey conducted September 16, 2022 – September 17, 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.

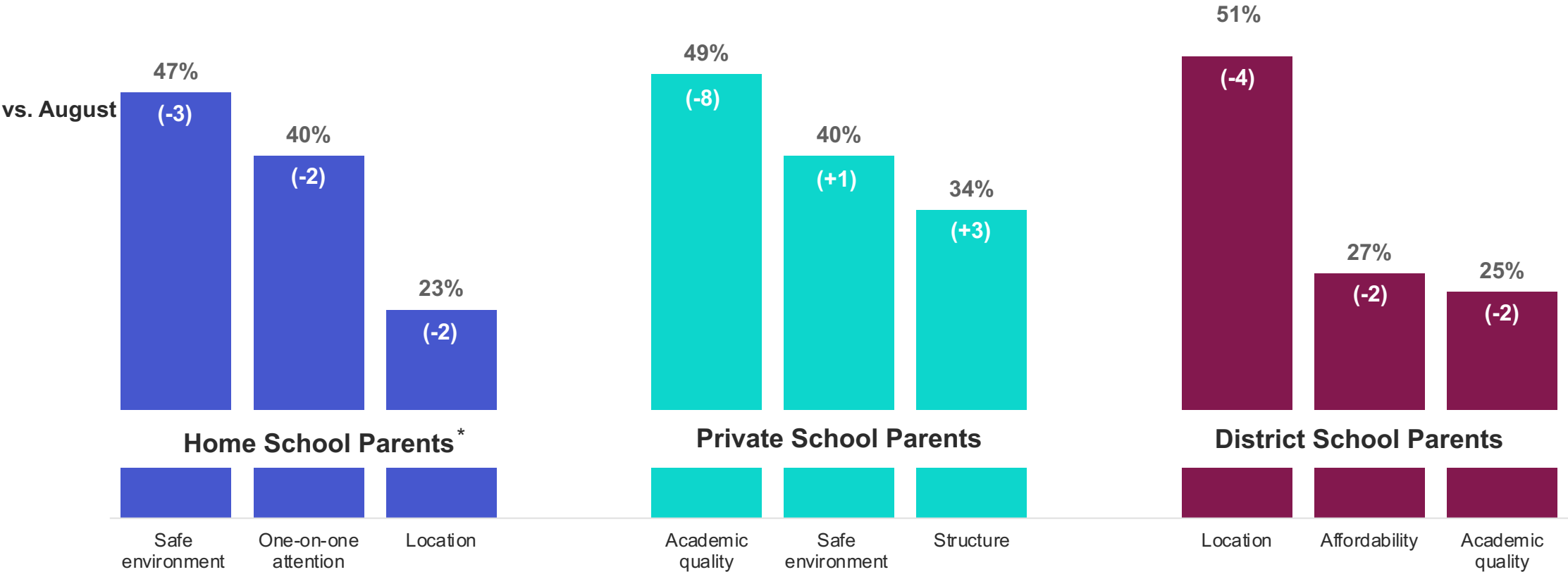


Although academic quality declined in importance among private school parents in September, it still remains the top reason for enrolling in a private school. Safe environment and location were most important to home school and district school parents, respectively.

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

School Parents

Top 3 Reasons  
% Selected

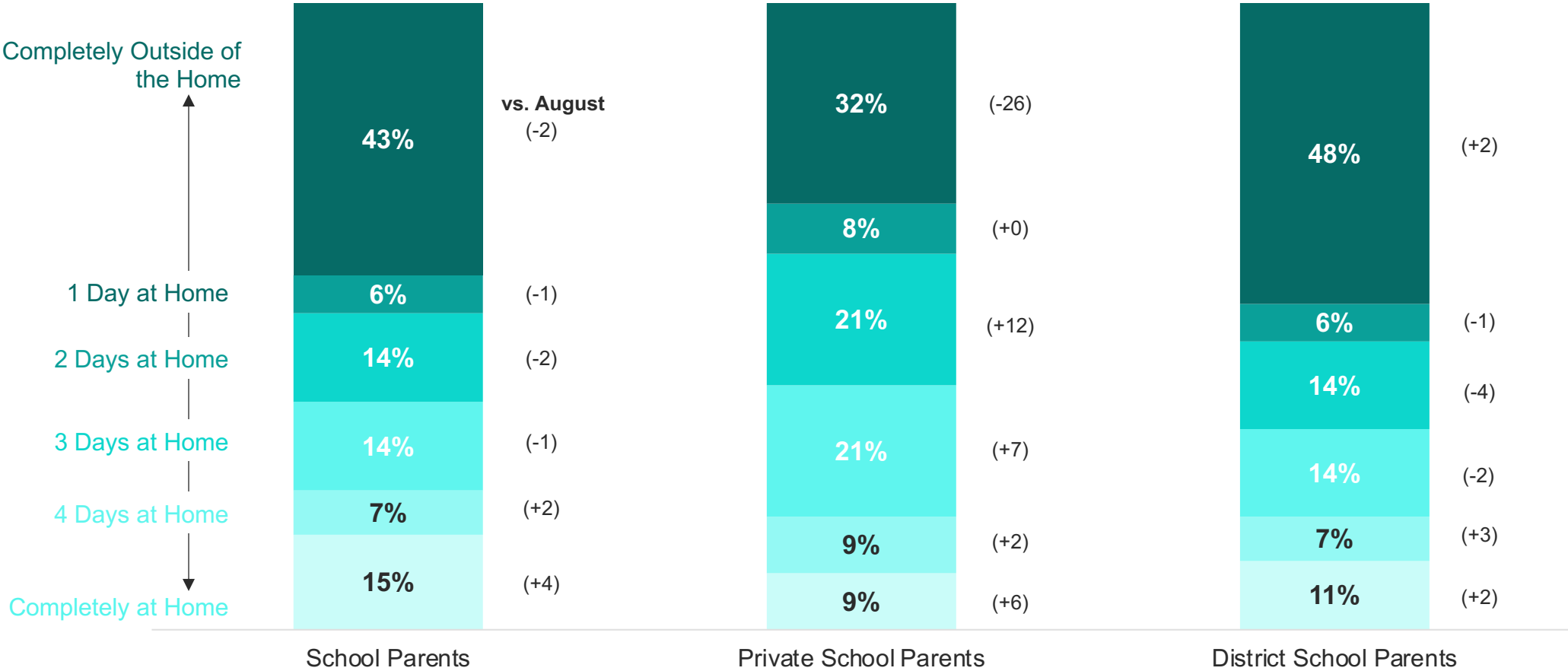


\*Low sample size for home school parents.  
\*Charter Schools not shown due to low sample size.  
**Notes:** Parent groups based on child/children school type attendance in SY22-23. Results are composite numbers between those who were asked about their youngest child and those who were asked about their oldest child.  
**Source:** Survey conducted September 16, 2022 – September 17, 2022, among U.S. adults

# Only three out of ten private school parents prefer to have their children learn completely outside of the home— a decrease of 26 points since August.

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

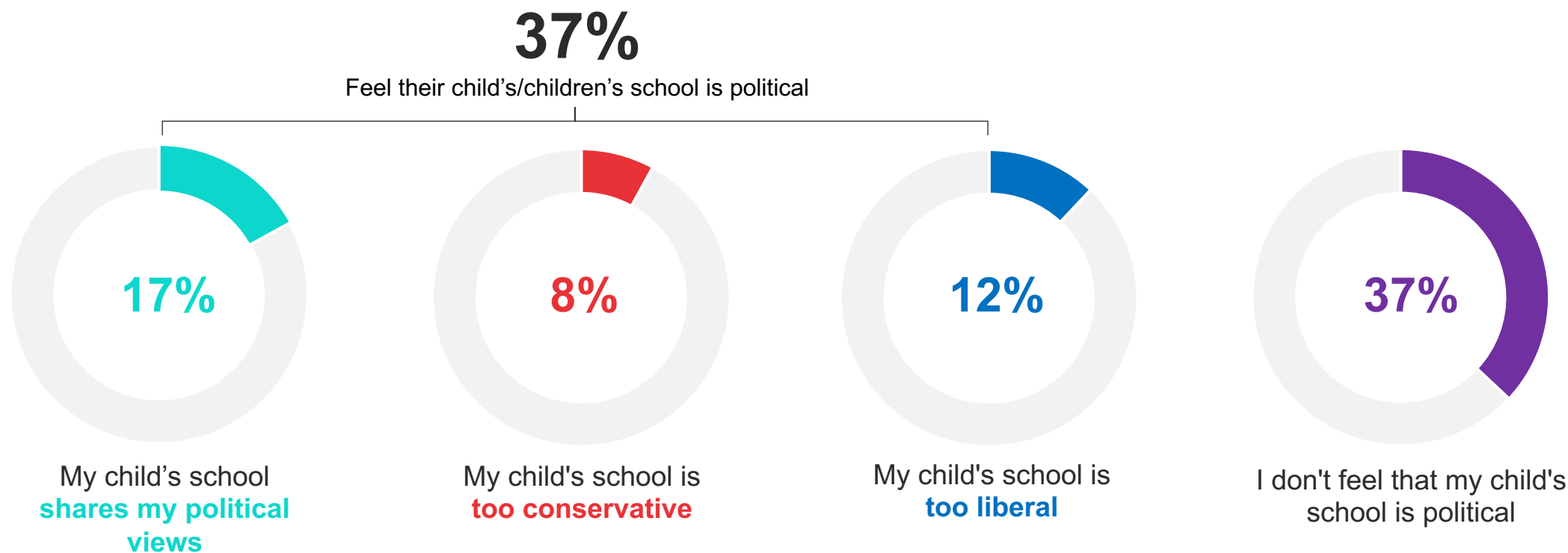


**Note:** Parent groups based on child/children school type attendance in SY22-23.  
**Source:** Survey conducted September 16, 2022 – September 17, 2022, among U.S. adults

About a third of parents believe their child’s school is political. One in five feels the school is either too conservative or too liberal.

To what extent do you feel your **oldest/youngest** child’s school shares your political views?

**School Parents**



**Source:** Survey conducted September 16, 2022 – September 17, 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.  
'Don't know/No opinion' responses not shown.

AGENDA

VIEWS ON K-12 EDUCATION

VIEWS ON SCHOOLING

**PODS, TUTORING, AND EXTRACURRICULARS**

SCHOOL CHOICE POLICIES

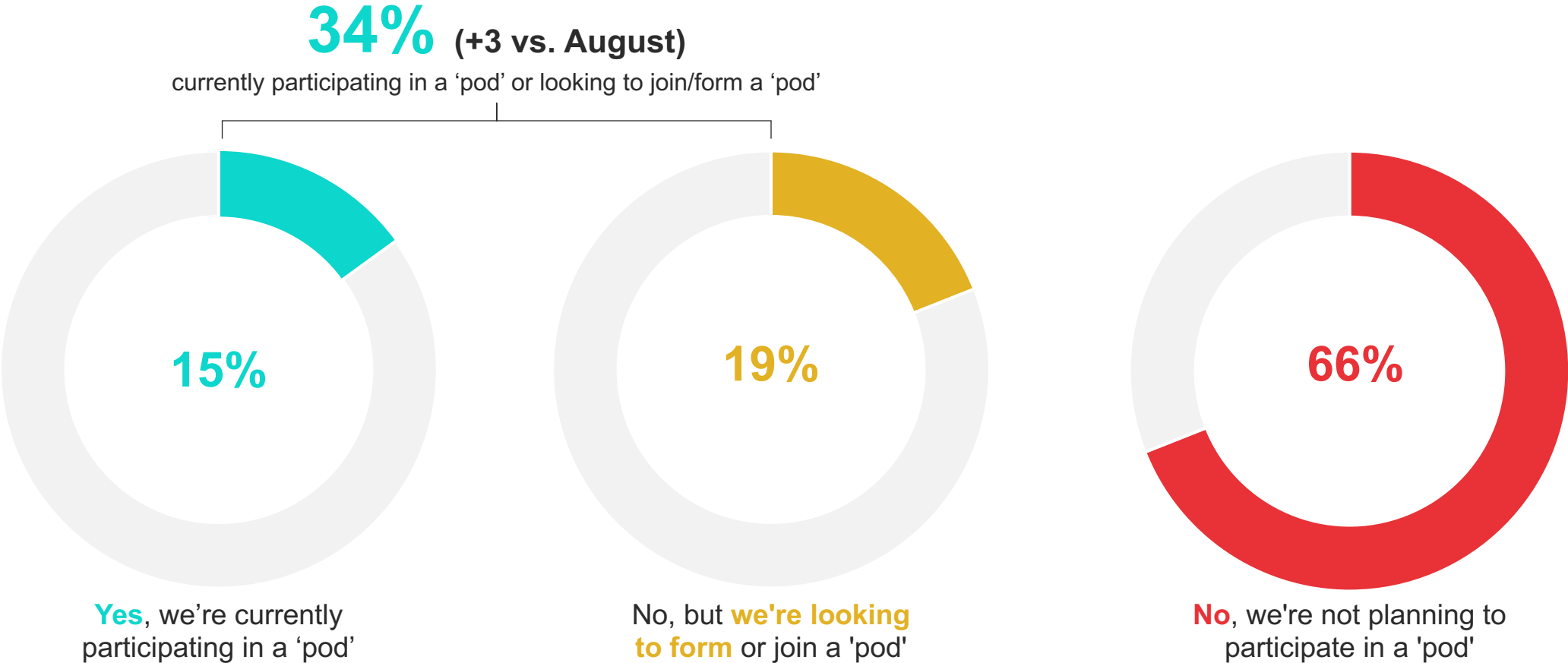
SURVEY PROFILE AND DEMOGRAPHICS



# In September, roughly 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 September 16, 2022 – September 17, 2022, among U.S. adults

# In September, there was a substantial increase in pod interest from private school parents, along with several other demographics.

'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			vs. August	Moderately likely to participate in / form / join a Pod			vs. August	Less likely to participate in / form / join a Pod			vs. August
Private School Parent	70%		+41	Home School Parent	42%		-10	District School Parent	28%		-2
Educ: < Bachelors or Postgrad	47%		+16	South	38%		+8	Educ: < College	27%		-4
Urban	47%		+8	West	37%		+9	Low Income < \$35K	26%		-4
Hispanic	46%		+3	Middle Income \$35K-\$75K	34%		-2	Northeast	25%		-13
Black	46%		-2	Suburban	31%		+2	Independent	24%		+2
Democrat	44%		+9	Republican	31%		-4	Small Town	22%		-5
High Income: \$75k+	43%		+18	Non-Hispanic White	30%		+6	Rural	19%		-6
Special Education Parents	43%		+5	Midwest	29%		+1				

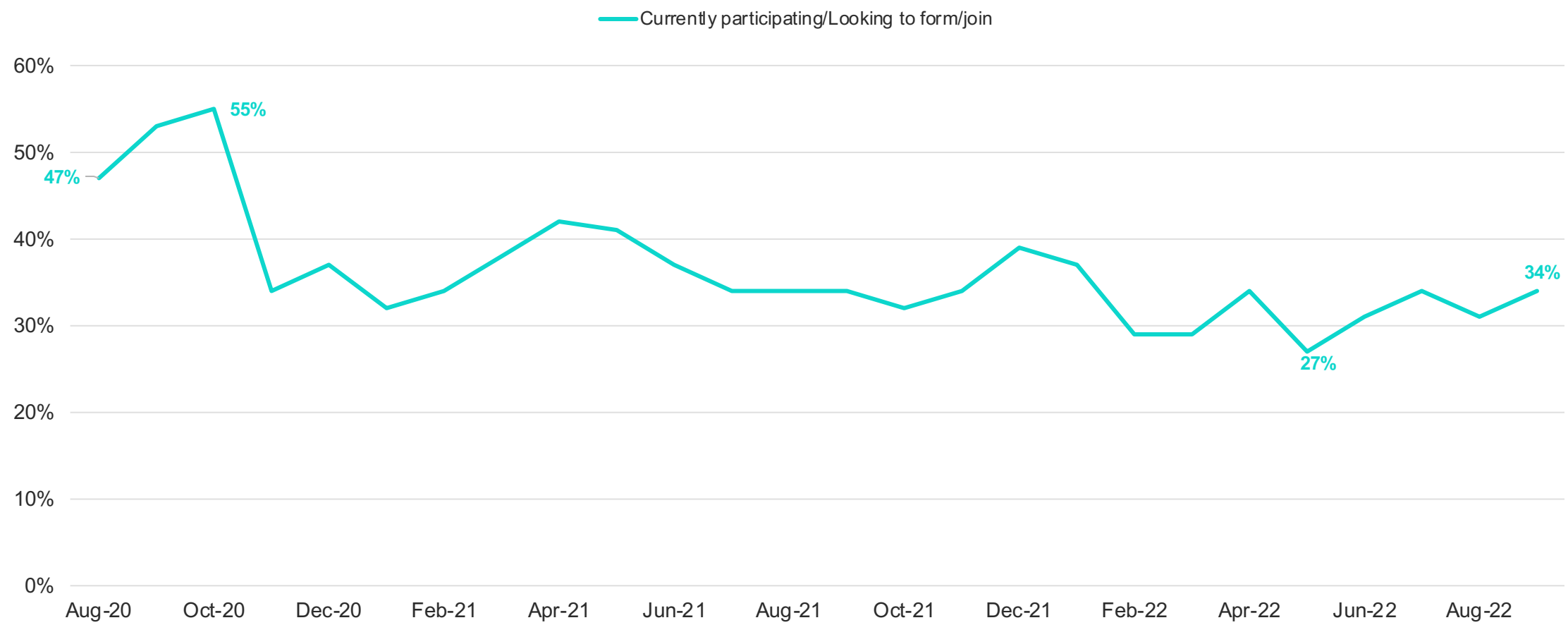
**Note:** Parent groups based on child/children school type attendance in SY22-23.

**Source:** Survey conducted September 16, 2022 – September 17, 2022, among U.S. adults

# Interest in learning pods remained steady in September among school parents overall.

'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



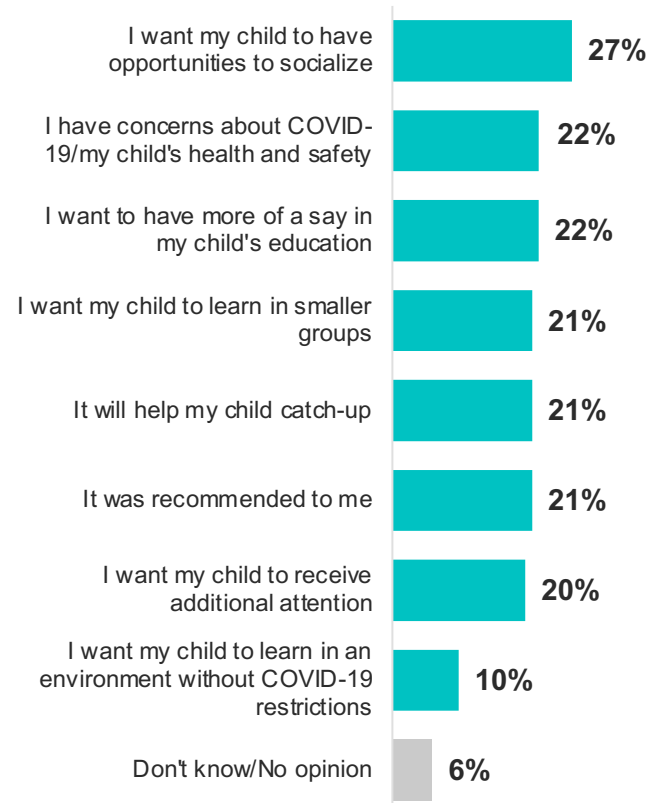
**Note:** Question text changed from "As a result of the coronavirus pandemic, are you currently participating in a 'pod' with other families?" in June 2022

Parents express widely differing reasons for having a child participate in a learning pod. Those interested in pods signal desire for more socialization for their child. Those who are not interested in pods say that their child is already attending school full-time.

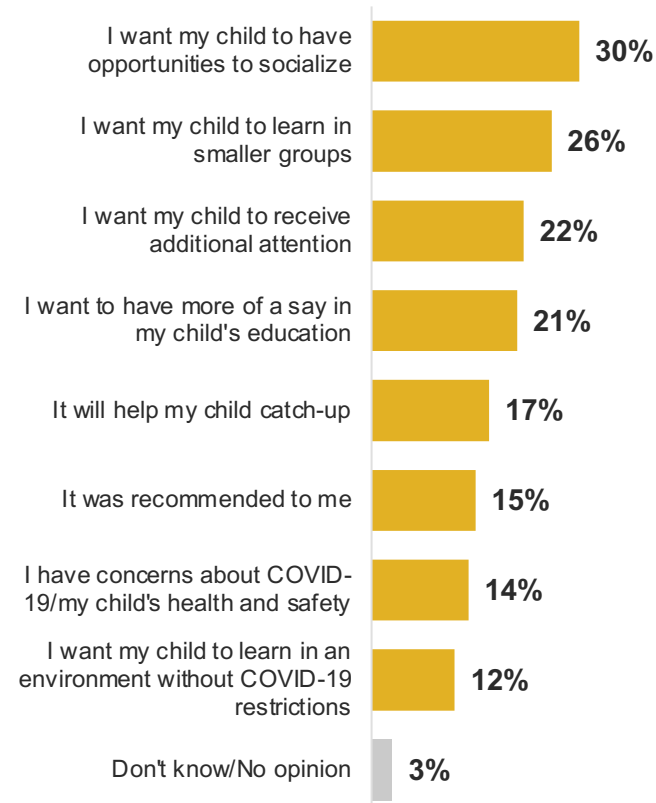
Why are you currently participating in a 'pod'? Why are you looking to form or join a 'pod'? Why are you not planning to participate in a 'pod'? Please select up to two.

### School Parents

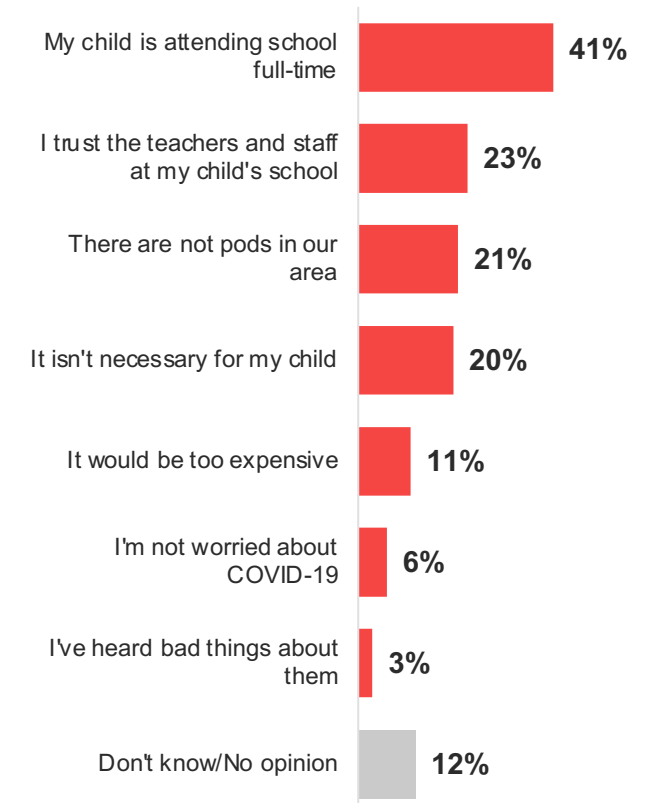
#### WHY PARTICIPATING IN A 'POD'



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



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

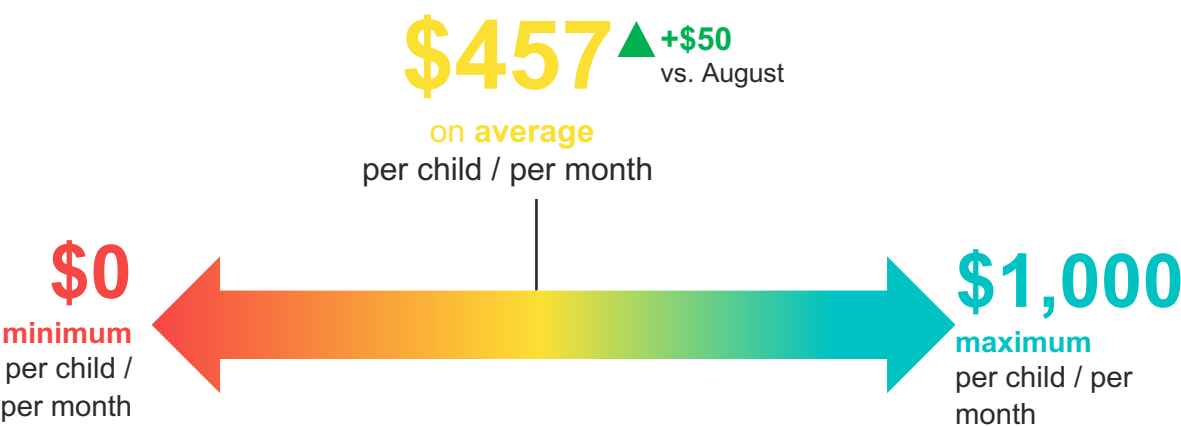




In September, school parents were willing to pay roughly \$460/month for a child to participate in a learning pod – an increase of \$50 from the prior month.

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’*



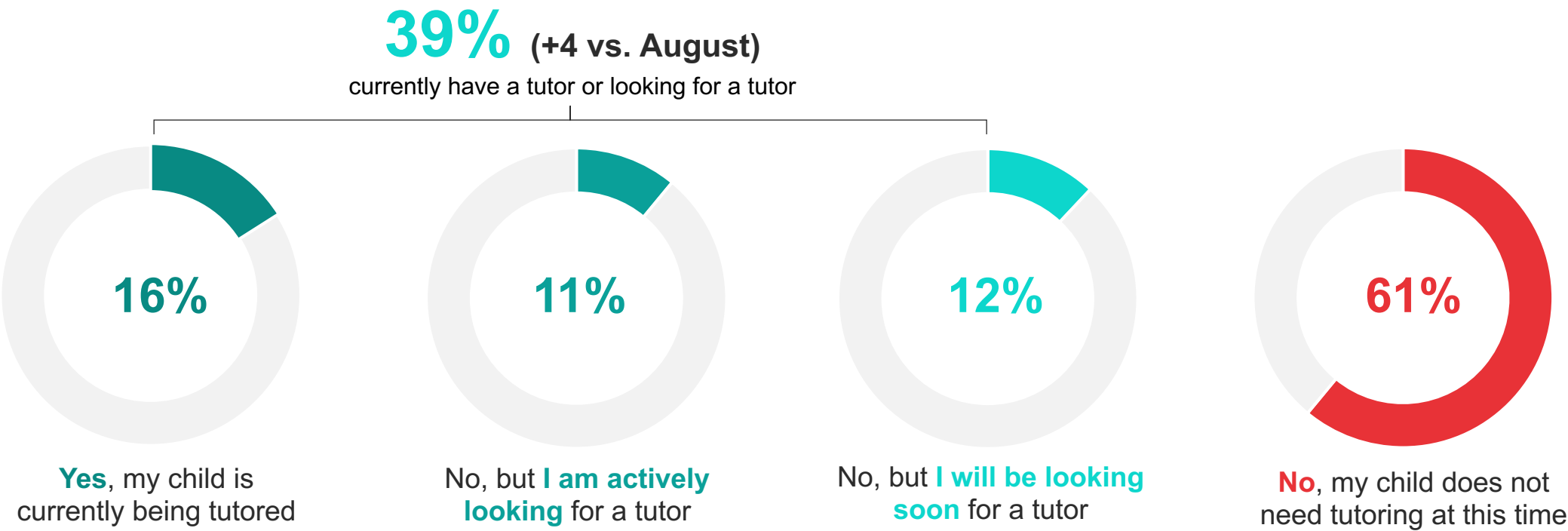
Average willing to spend per child/per month by demographic		
Income	*Low Income < \$35K	\$368
	Middle Income \$35K to < \$75K	\$395
	*High Income \$75K+	\$564
Political Affiliation	Democrat	\$518
	*Independent	\$369
	Republican	\$401
Region	*West	\$539
	*Midwest	\$347
	South	\$448
	*Northeast	\$477

*\*indicates base size n = <100*

In September, roughly two in five 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 September 16, 2022 – September 17, 2022, among U.S. adults

In September, interest in tutoring substantially increased among private school parents, college graduates, and those with high incomes.

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

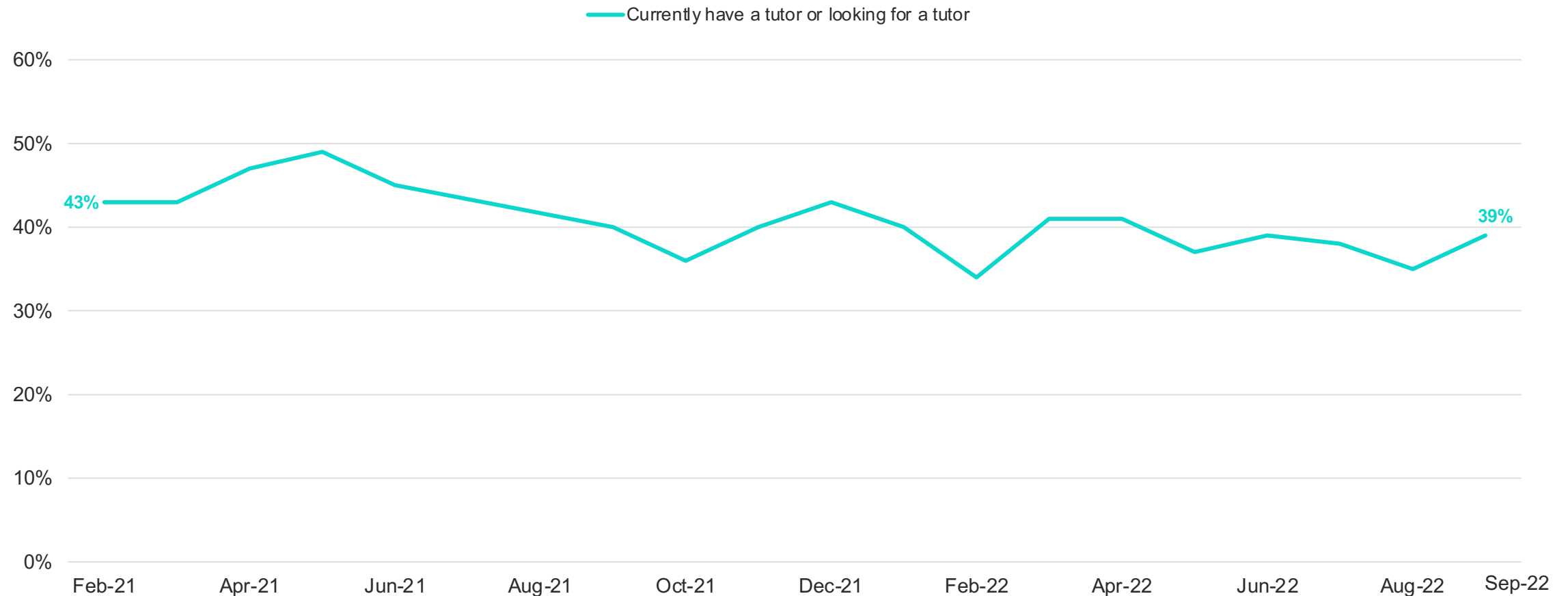
### School Parents

Groups <b>most</b> likely to be looking for/already having tutoring			vs. August	Groups <b>moderately</b> likely to be looking for/already having tutoring			vs. August	Groups <b>less</b> likely to be looking for/already having tutoring			vs. August
Private School Parent	64%		+24	West	46%		+10	Non-Hispanic White	33%		+3
Special Education Parents	58%		+4	Home School Parent	44%		-2	Low Income < \$35K	33%		+2
Educ: Bachelors or Postgrad	55%		+16	South	40%		+2	Educ: < College	32%		-2
Hispanic	54%		+12	Midwest	39%		+6	Independent	31%		-1
Urban	53%		+12	Middle Income \$35K-\$75K	38%		-4	Northeast	29%		-7
Black	53%		+2	Republican	36%		+4	Rural	26%		-3
Democrat	49%		+6	District School Parent	36%		+0	Small Town	22%		-7
High Income: \$75K+	47%		+15	Suburban	36%		-1				

# In September, school parents' interest in tutoring increased for the first time since March 2022.

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

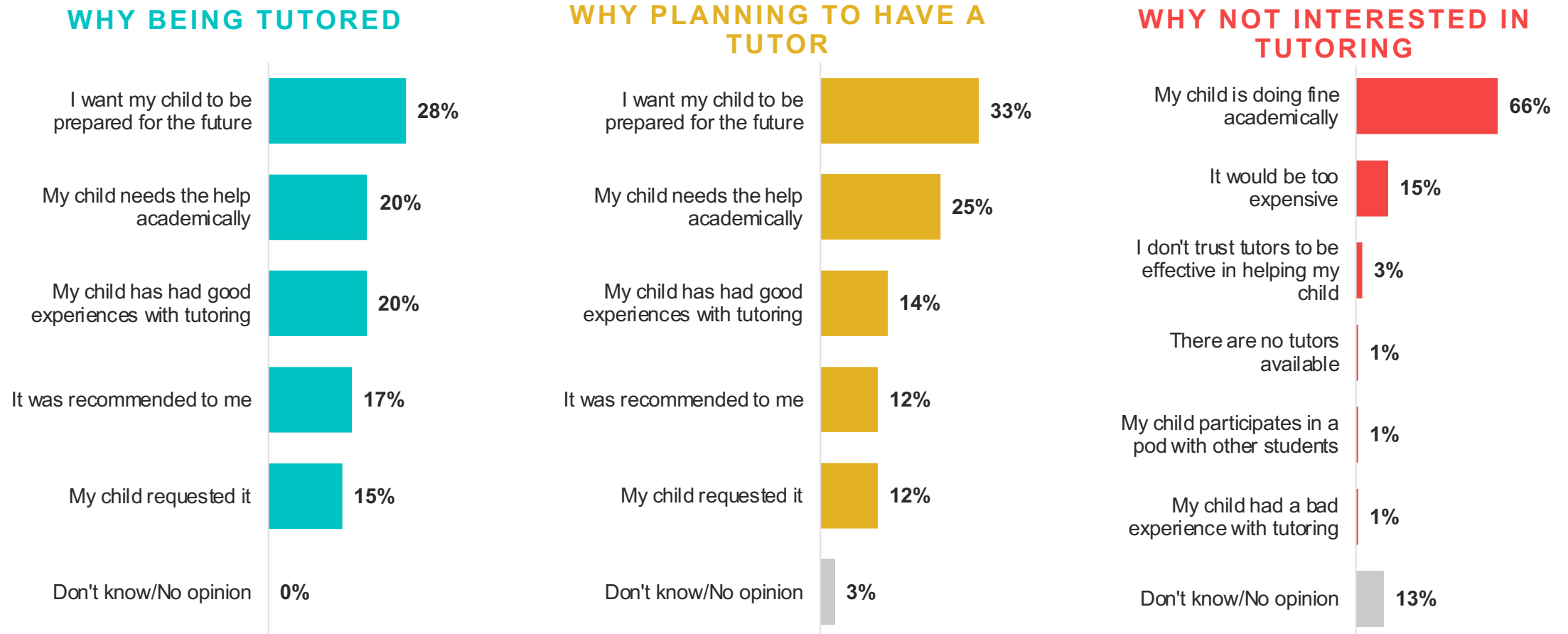
## School Parents



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

School parents who 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.

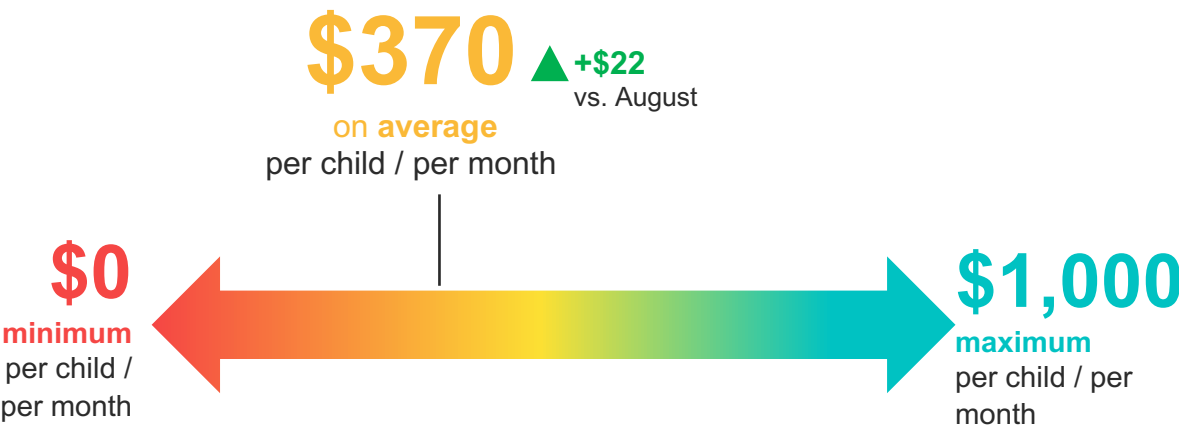
Why is your child currently being tutored? Why are you planning to have a tutor for your child? Why are you not interested in tutoring for your child?



In September, the monthly amount parents were willing to spend on tutoring increased slightly to \$370 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*



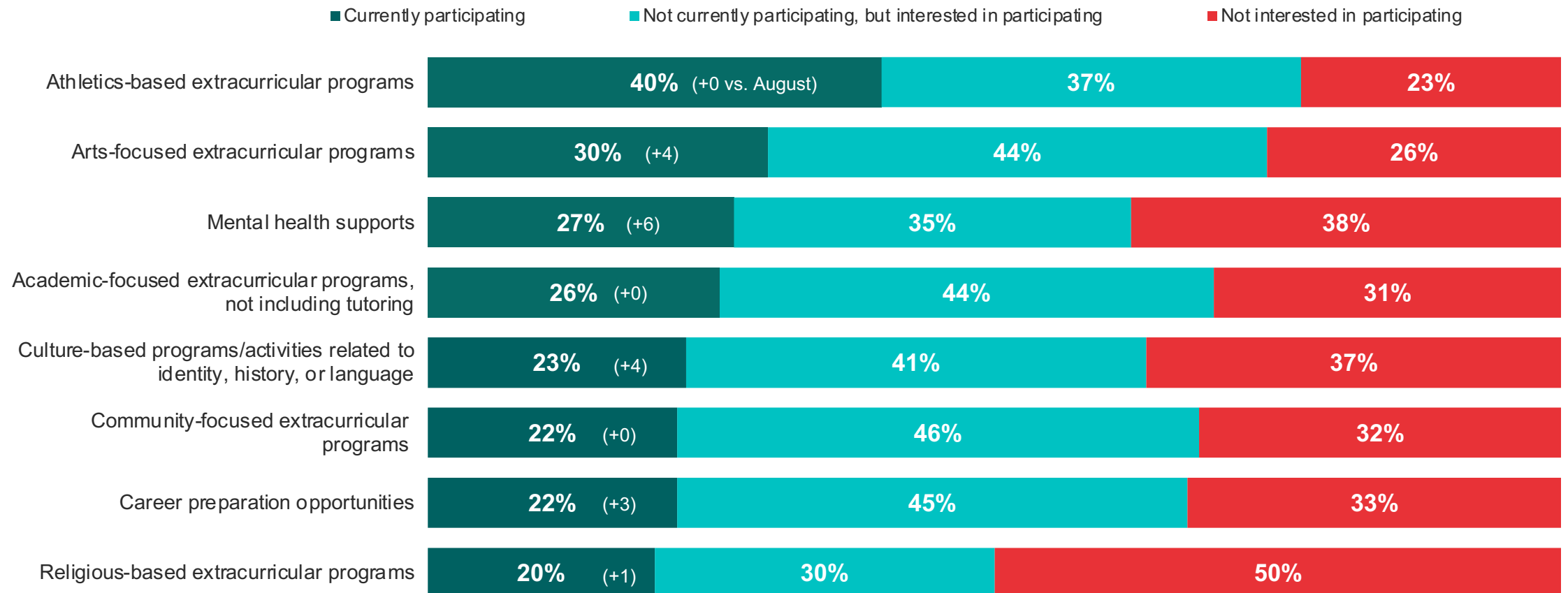
Average willing to spend per child/per month by demographic		
Income	*Low Income < \$35K	\$295
	Middle Income \$35K to < \$75K	\$320
	High Income \$75K+	\$471
Political Affiliation	Democrat	\$409
	*Independent	\$324
	Republican	\$348
Region	*West	\$420
	*Midwest	\$319
	South	\$373
	*Northeast	\$339

\*indicates base size n= <100

# In September, parents reported increases in children participating in arts-focused programs, culture-based programs, or receiving mental health supports.

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



AGENDA

VIEWS ON K-12 EDUCATION

VIEWS ON SCHOOLING

PODS, TUTORING, AND EXTRACURRICULARS

**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

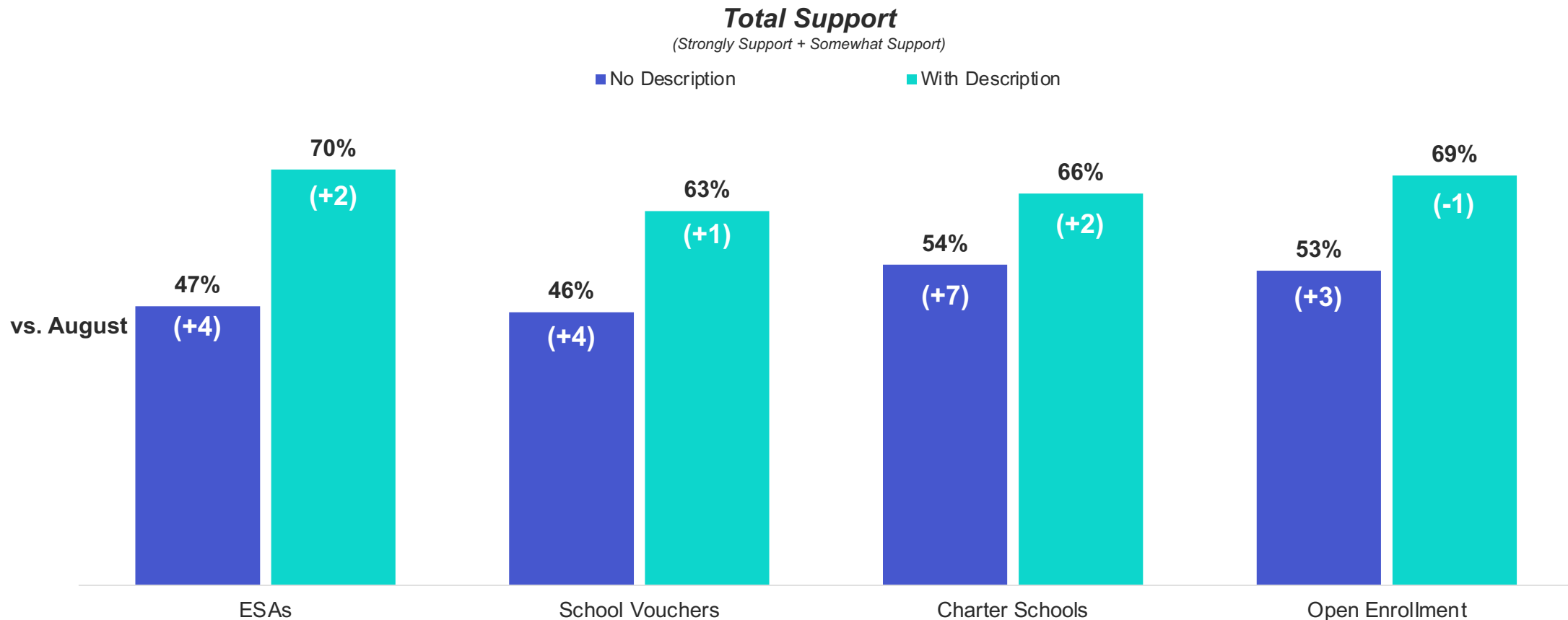
A school voucher system allows parents the option of sending their child to the school of their choice, whether that school is public or private, including both religious and non-religious schools. If this policy were adopted, tax dollars currently allocated to a school district would be allocated to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

### All Adults

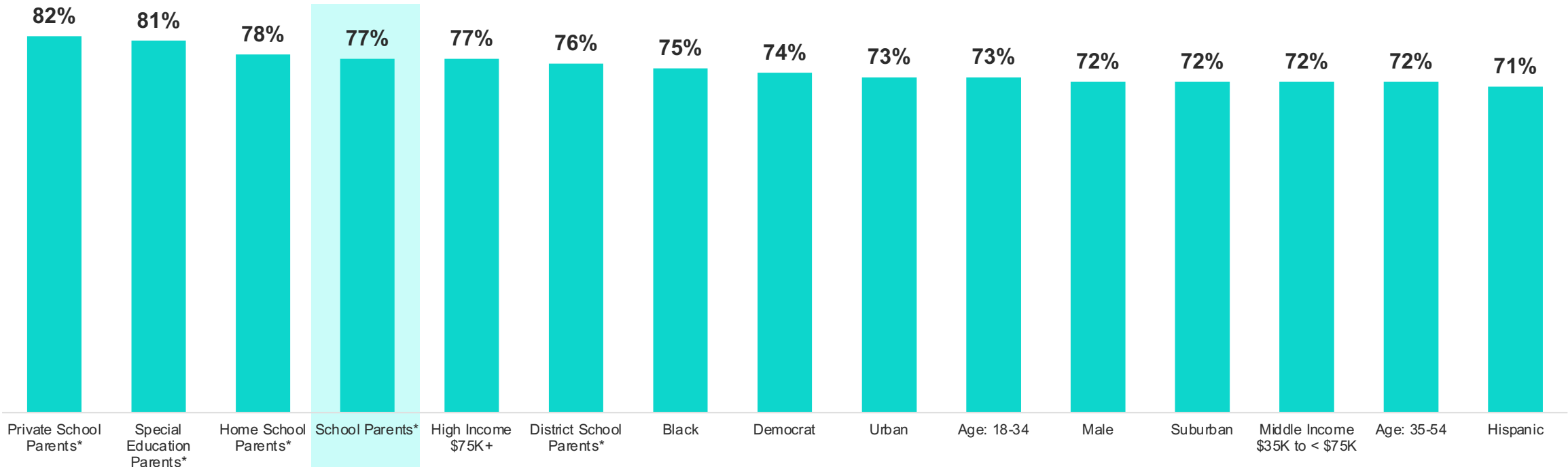


# Over three-fourths of school parents say they support ESAs. A wide range of demographic groups also support this policy.

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 September 16, 2022 – September 17, 2022, among U.S. adults

# Support for ESAs remains high. There were lifts in support across several demographic groups this month.

An "education savings account" in K–12 education – often called an ESA – establishes for parents a government-authorized savings account with restricted, but multiple uses for educational purposes. Parents can then use these funds to pay for: school tuition; tutoring; online education programs; therapies for students with special needs; textbooks or other instructional materials; or save for future college expenses. In general, what is your opinion of an ESA system?

## All Adults

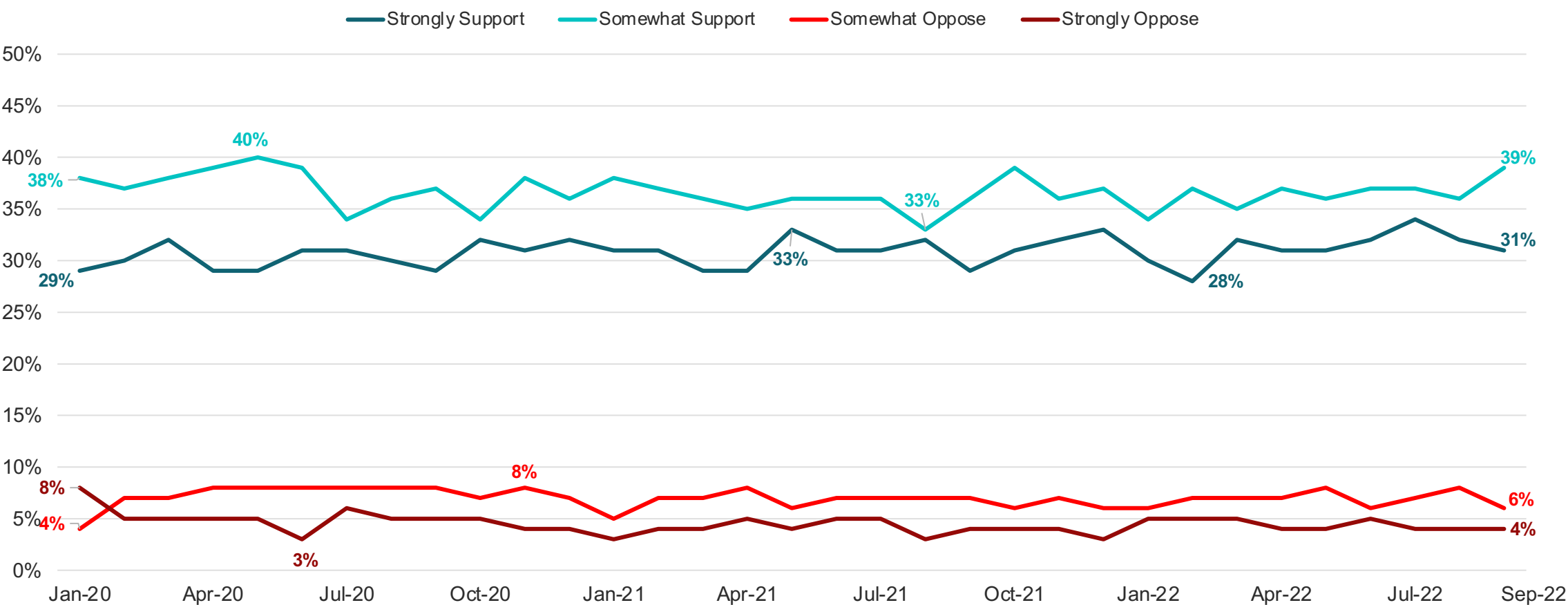
### Most Supportive

	vs. August			vs. August			vs. August	
High Income \$75K+	77%	+7	Middle Income \$35K-\$75K	72%	+3	Republican	69%	-2
Black	75%	+6	Hispanic	71%	-1	Gen Z	68%	+7
Educ: Bachelors or Postgrad	75%	+3	Midwest	70%	+5	Female	68%	+1
Millennial	74%	+5	Independent	70%	+4	Educ: < College	67%	+1
Democrat	74%	+4	South	70%	+2	Rural	66%	+1
Urban	73%	+3	West	70%	+2	Baby Boomers	65%	-3
Male	72%	+4	Non-Hispanic White	69%	+3	Low Income < \$35K	65%	+2
Suburban	72%	+4	Northeast	69%	+2	Small Town	62%	-2
			Gen X	69%	+2			

# Americans’ overall support of ESAs slightly increased in September. The public remains roughly seven 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

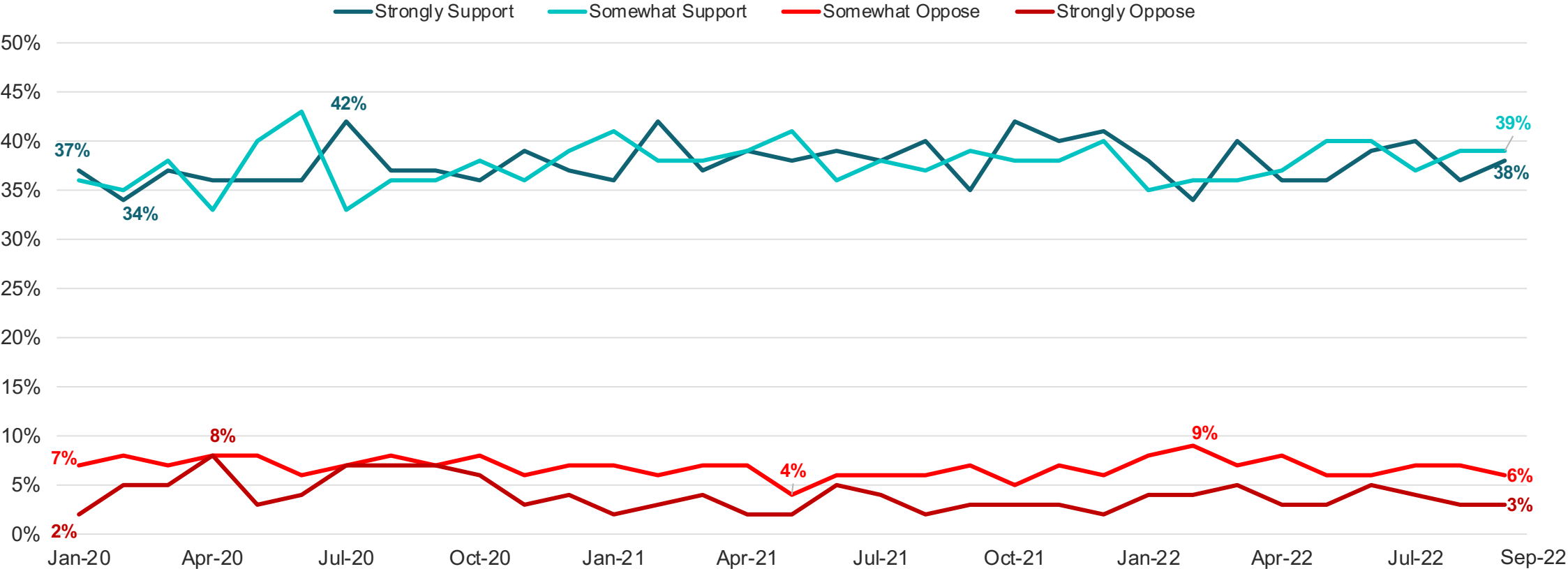


Note: Don't know/no opinion responses are not shown.

# In September, school parents were over eight times as likely to be strongly supportive of ESAs than strongly opposed. Total support slightly increased compared to August.

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



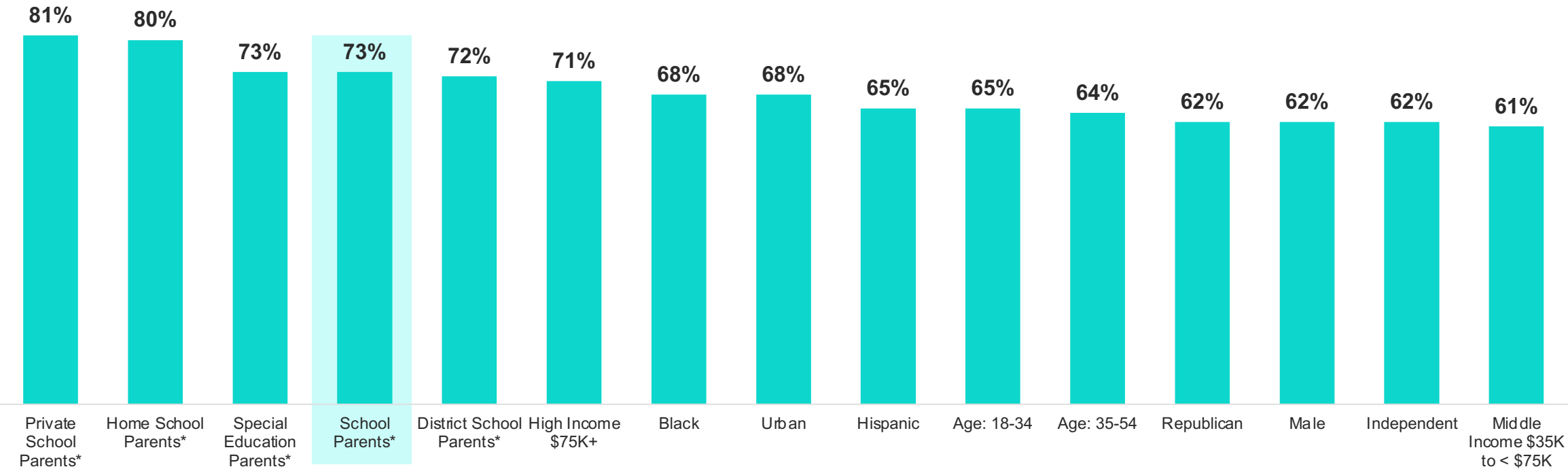
Note: Don't know/no opinion responses are not shown.

# More than 70 percent of 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 September 16, 2022 – September 17, 2022, among U.S. adults

# Support of school vouchers remains high among many demographic groups. Support increased substantially among those with high incomes and Gen Z-ers.

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

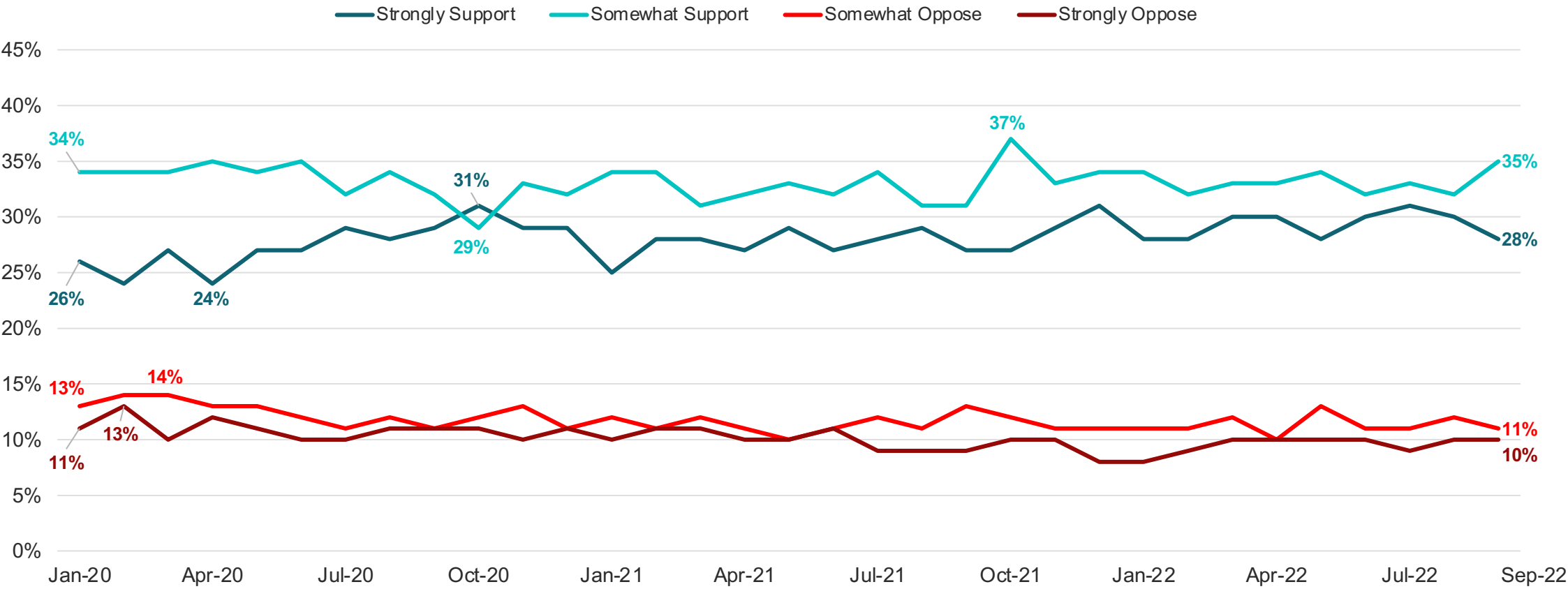
	vs. August			vs. August			vs. August	
High Income \$75K+	69%	+8	Independent	64%	+4	Non-Hispanic White	61%	+1
Millennial	69%	+3	Male	64%	+2	Female	61%	+0
Urban	68%	+3	Educ: Bachelors or Postgrad	63%	+2	Midwest	60%	+3
Black	68%	+0	Gen Z	62%	+9	Northeast	59%	-7
Hispanic	67%	-1	Educ: < College	62%	-2	Low Income < \$35K	58%	-3
Republican	66%	-7	Suburban	62%	-2	Small Town	57%	+1
South	65%	+0	Middle Income \$35K-\$75K	62%	-2	Baby Boomers	57%	-3
West	64%	+6	Gen X	62%	-3	Rural	57%	-4
			Democrat	61%	+3			



# The public’s overall support for school vouchers held steady in September.

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

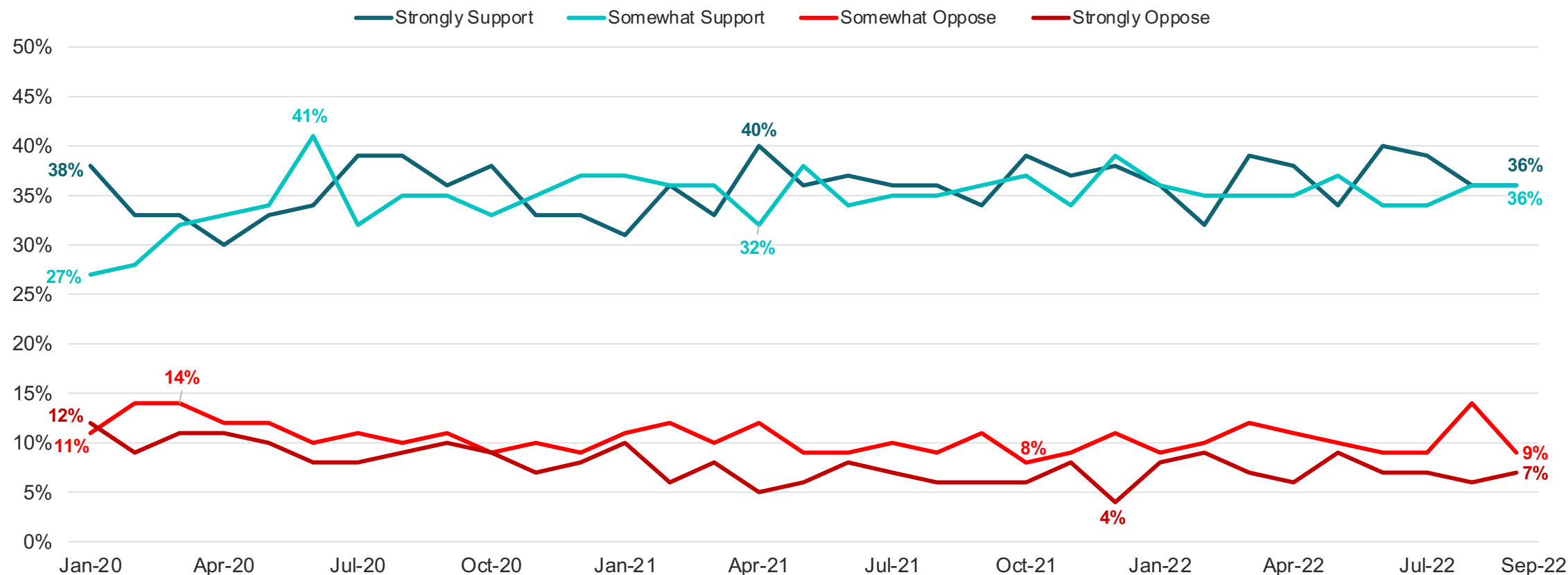


Note: Don't know/no opinion responses are not shown.

# In September, school parents' support for school vouchers is four-and-a-half times higher than the 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



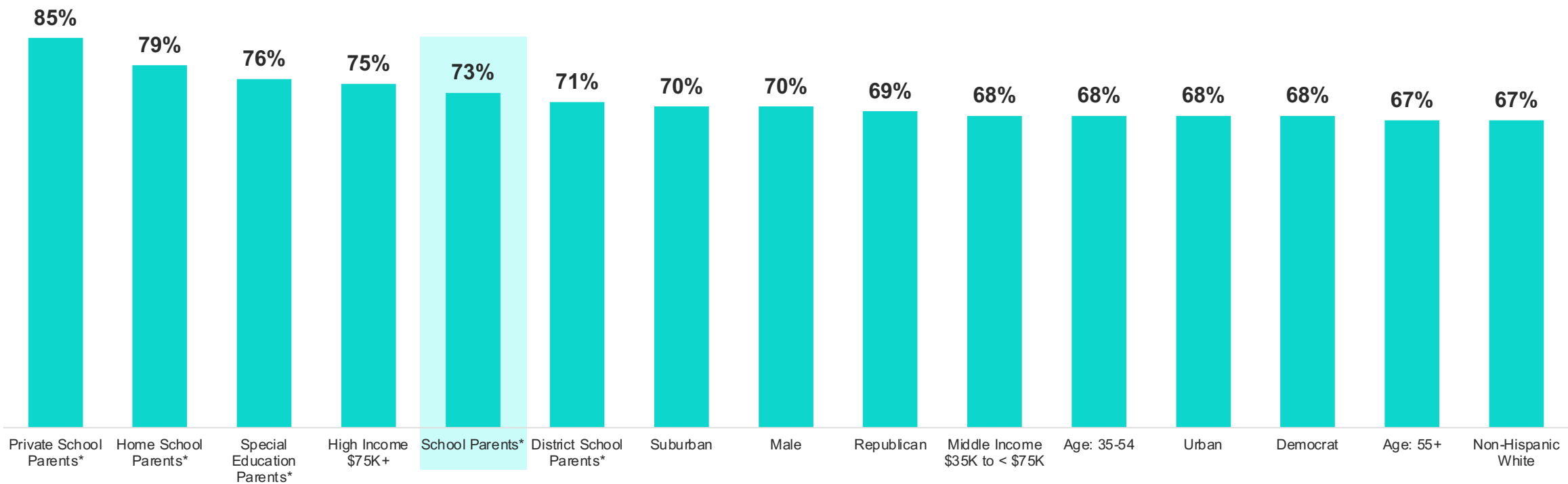
Note: Don't know/no opinion responses are not shown.

# 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 September 16, 2022 – September 17, 2022, among U.S. adults

# In September, support for charter schools increased among several demographics, especially among those living in the Midwest and Democrats.

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

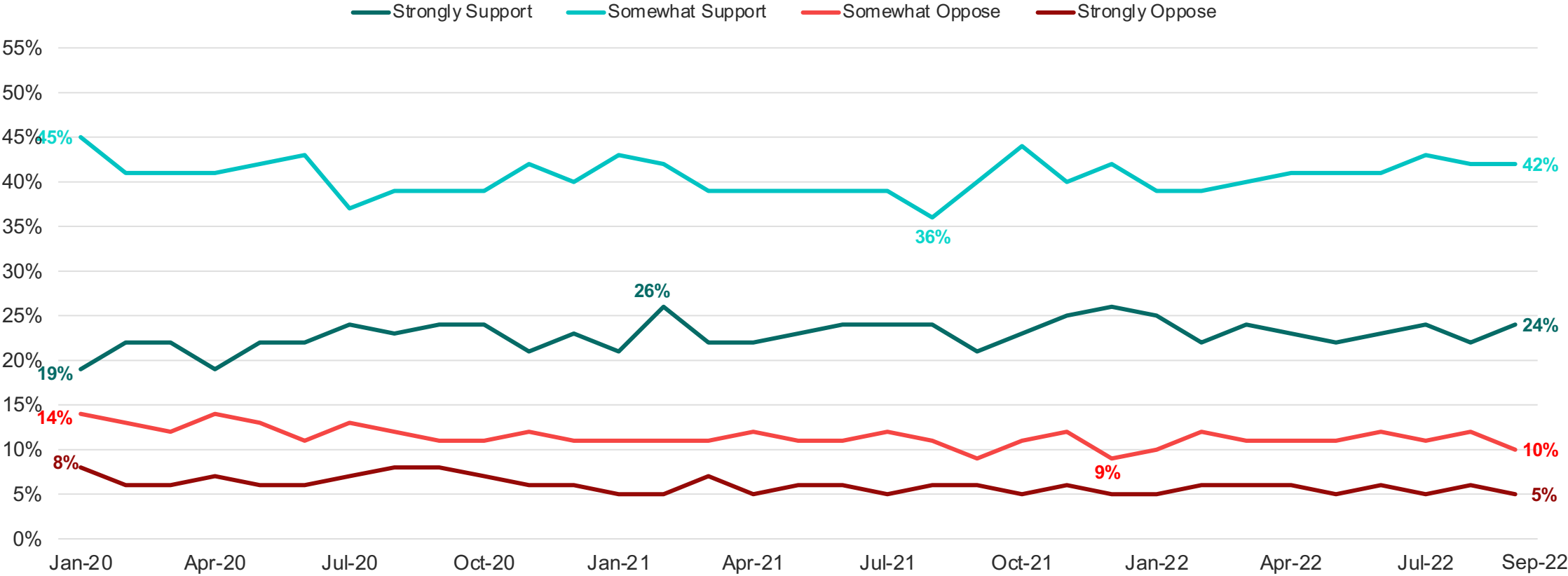
### Most Supportive

	vs. August			vs. August			vs. August	
High Income \$75K+	75%	+6	Urban	68%	+4	Hispanic	66%	-1
Educ: Bachelors or Postgrad	71%	+4	Middle Income \$35K to < \$75K	68%	+3	Educ: < College	64%	+3
Male	70%	+6	Midwest	67%	+10	Female	64%	+1
Suburban	70%	+6	Non-Hispanic White	67%	+3	Rural	64%	-1
Republican	69%	-6	Baby Boomers	67%	+1	Northeast	64%	-3
Democrat	68%	+8	South	67%	+0	Low Income < \$35K	60%	+1
West	68%	+7	Independent	66%	+5	Gen Z	58%	+6
Millennial	68%	+5	Black	66%	-1	Small Town	56%	-2
			Gen X	66%	-1			

# Americans’ overall support for public charter schools is more than four times as high as opposition. Support held steady in September.

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

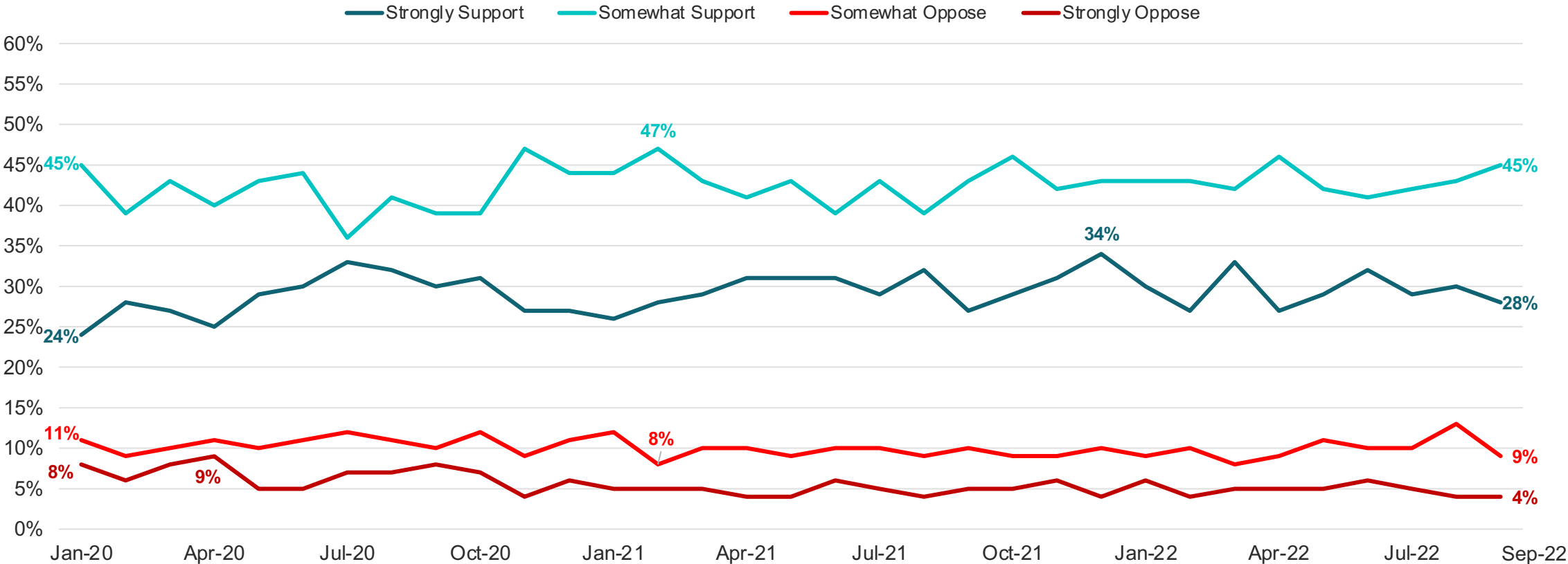


Note: Don't know/no opinion responses are not shown.

# In September, school parents' overall support for public charter schools is more than five 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



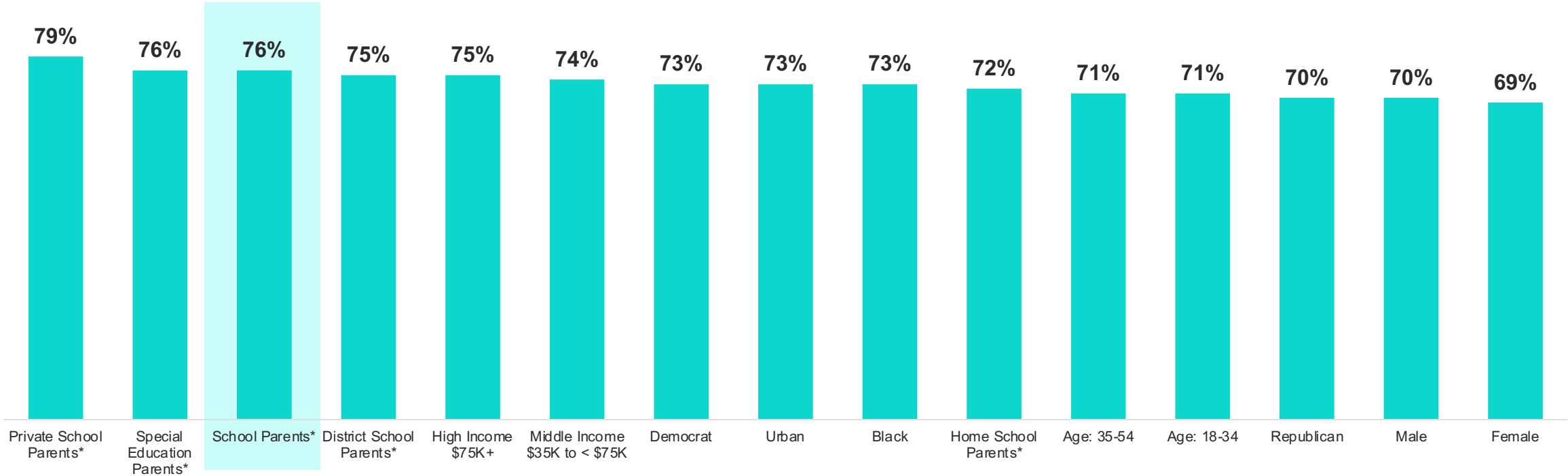
Note: Don't know/no opinion responses are not shown.

# 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 September 16, 2022 – September 17, 2022, among U.S. adults

# In September, inter-district open enrollment support remains high across many demographic groups. Support increased notably among those with high incomes.

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. August
High Income \$75K+	75%	+6
Middle Income \$35K to < \$75K	74%	+3
Black	73%	+2
Millennial	73%	+1
Urban	73%	+1
Democrat	73%	-1
South	72%	+0
Educ: Bachelors or Postgrad	71%	+0

		vs. August
Midwest	70%	+1
Male	70%	+0
Gen X	70%	-1
Republican	70%	-3
Suburban	69%	+0
Educ: < College	69%	+0
Non-Hispanic White	69%	+0
Female	69%	+0
Hispanic	68%	-1

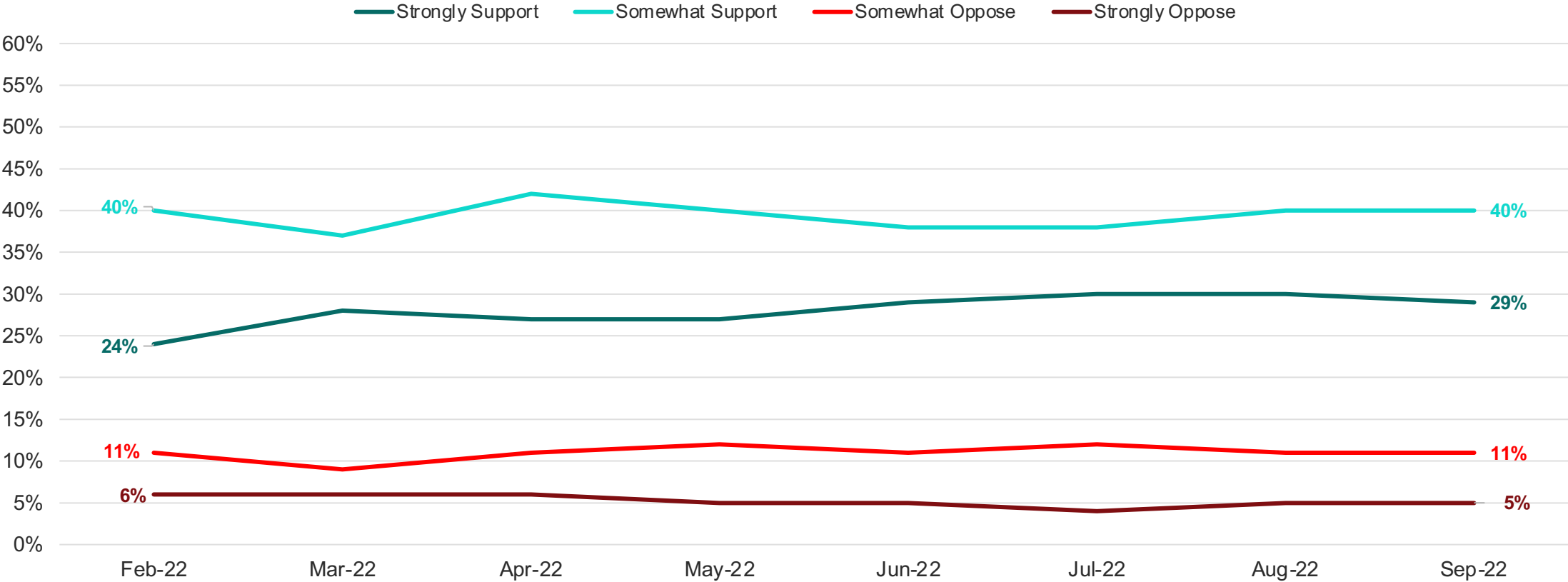
		vs. August
West	68%	-1
Rural	68%	-3
Baby Boomers	67%	-1
Northeast	67%	-1
Gen Z	66%	+3
Independent	66%	+2
Small Town	65%	-2
Low Income < \$35K	63%	-6



# The public’s overall support for inter-district open enrollment is more than four times higher than 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.

## All Adults

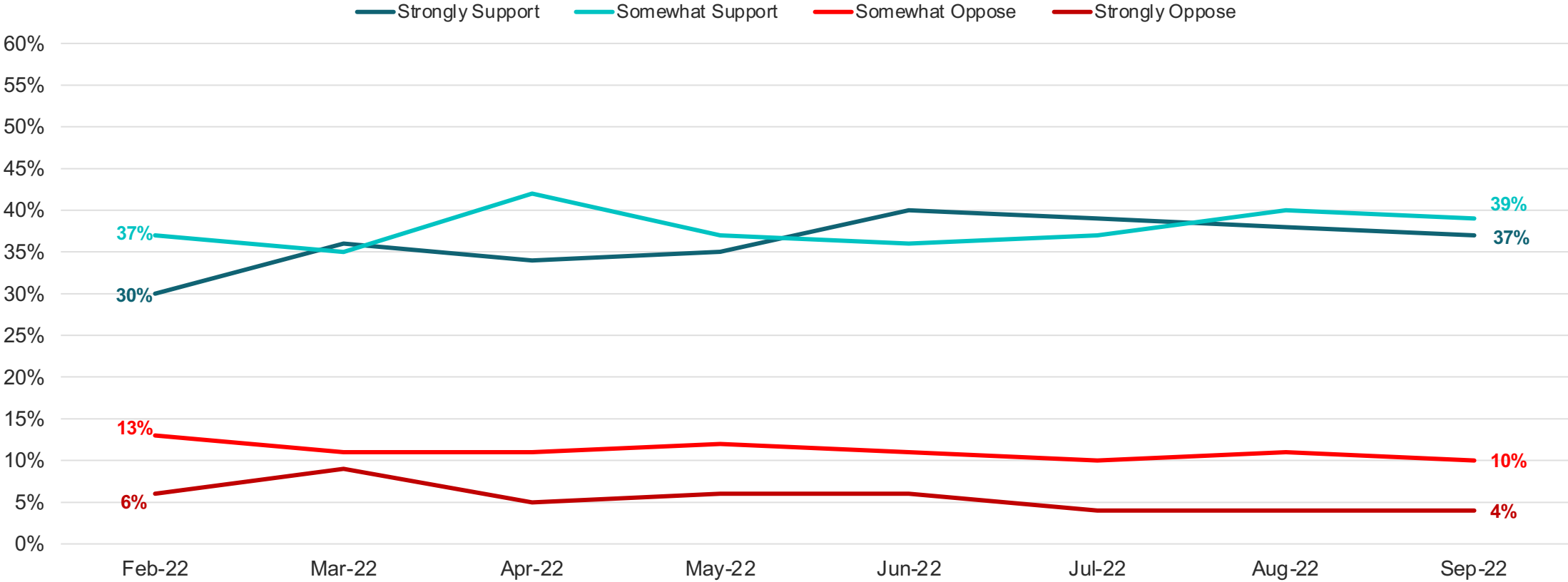


Note: Don't know/no opinion responses are not shown.

# Roughly three-fourths 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**

**PODS, TUTORING, AND EXTRACURRICULARS**

**SCHOOL CHOICE POLICIES**

**SURVEY PROFILE AND DEMOGRAPHICS**



# Survey Profile, 1

<b>Dates</b>	September 16-17, 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 = 9.75 minutes Oversample Median = 11.87 minutes
<b>Sample Size</b>	N = 2,200 General Population N= 1,303 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>	± 2.31 percentage points (Gen Pop), ± 3.37 percentage points (Oversample)
<b>Participation Rate</b>	20.77% (Gen Pop), 11.33% (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

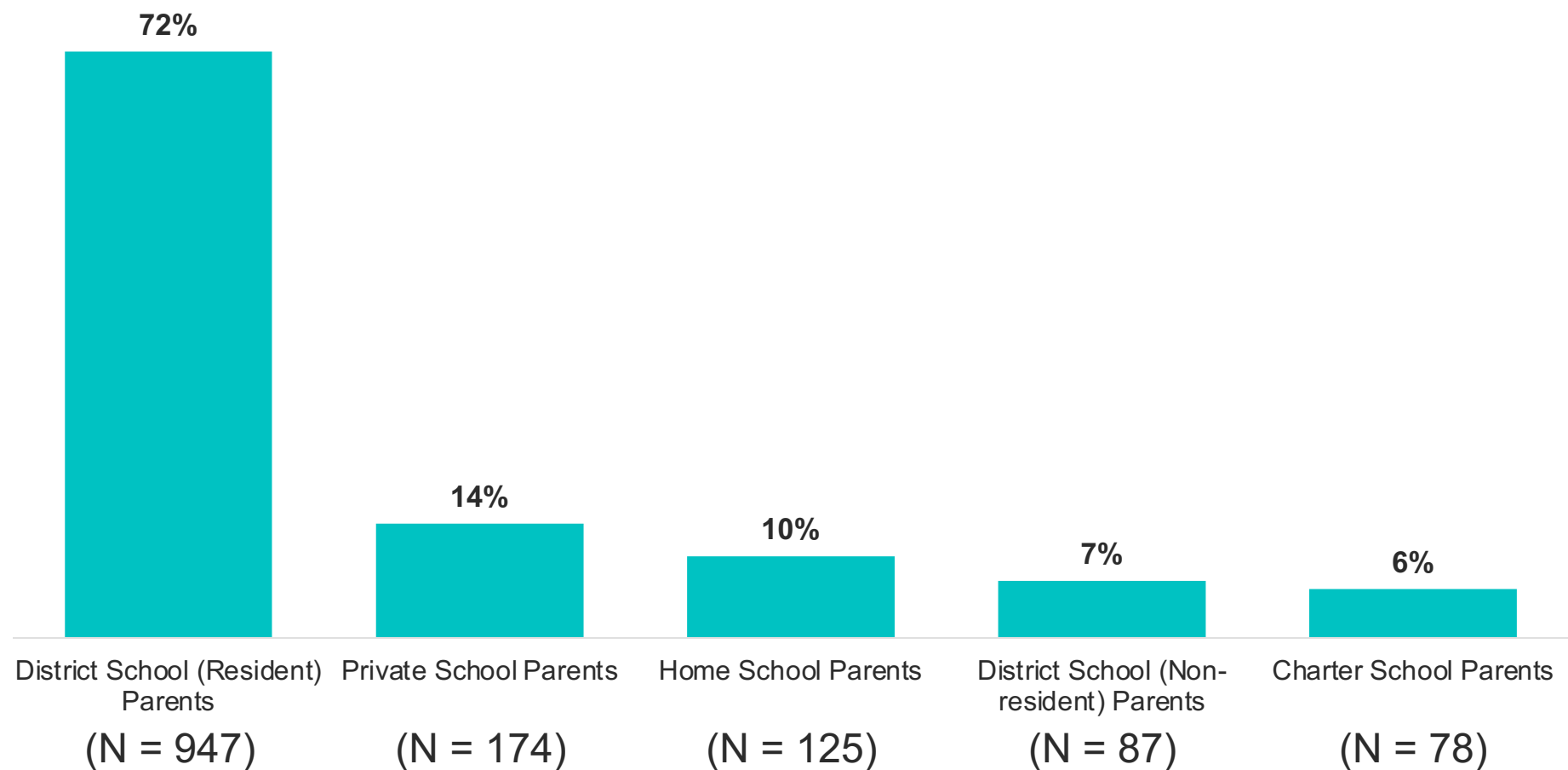
Demographics	Unweighted (N = )
Hispanic	250
Non-Hispanic White	1524
Black	308
Other	125
Generation Z	138
Millennial	877
Generation X	372
Boomers	648
Male	825
Female	1375
< College	1473
College +	727
Northeast	375
Midwest	427
South	956
West	442

Demographics	Unweighted (N = )
Total School Parents*	1303
K-4 Parents*	712
5-8 Parents*	568
9-12 Parents*	473
Non-Parents	789
Liberal	667
Moderate	734
Conservative	643
Democrat	902
Independent	547
Republican	616
Urban	666
Suburban	916
Small Town	234
Rural	384
Low Income <\$35K	895
Middle Income \$35K to <\$75K	716
High Income \$75K+	589

\* Denotes the sample came from school parents

Demographics	Unweighted	Weighted	Target (%)
Hispanic	11%	16%	16%
White	69%	78%	78%
Non-Hispanic White	n/a	n/a	n/a
Black	14%	12%	12%
Other	6%	9%	9%
Age: 18-34	26%	30%	30%
Age: 35-54	38%	31%	31%
Age: 55+	35%	40%	40%
Age: 65+	20%	20%	20%
Male	38%	48%	48%
Female	63%	52%	52%
< College	67%	69%	69%
College +	33%	31%	31%
Northeast	17%	18%	18%
Midwest	19%	21%	21%
South	43%	37%	37%
West	20%	24%	24%

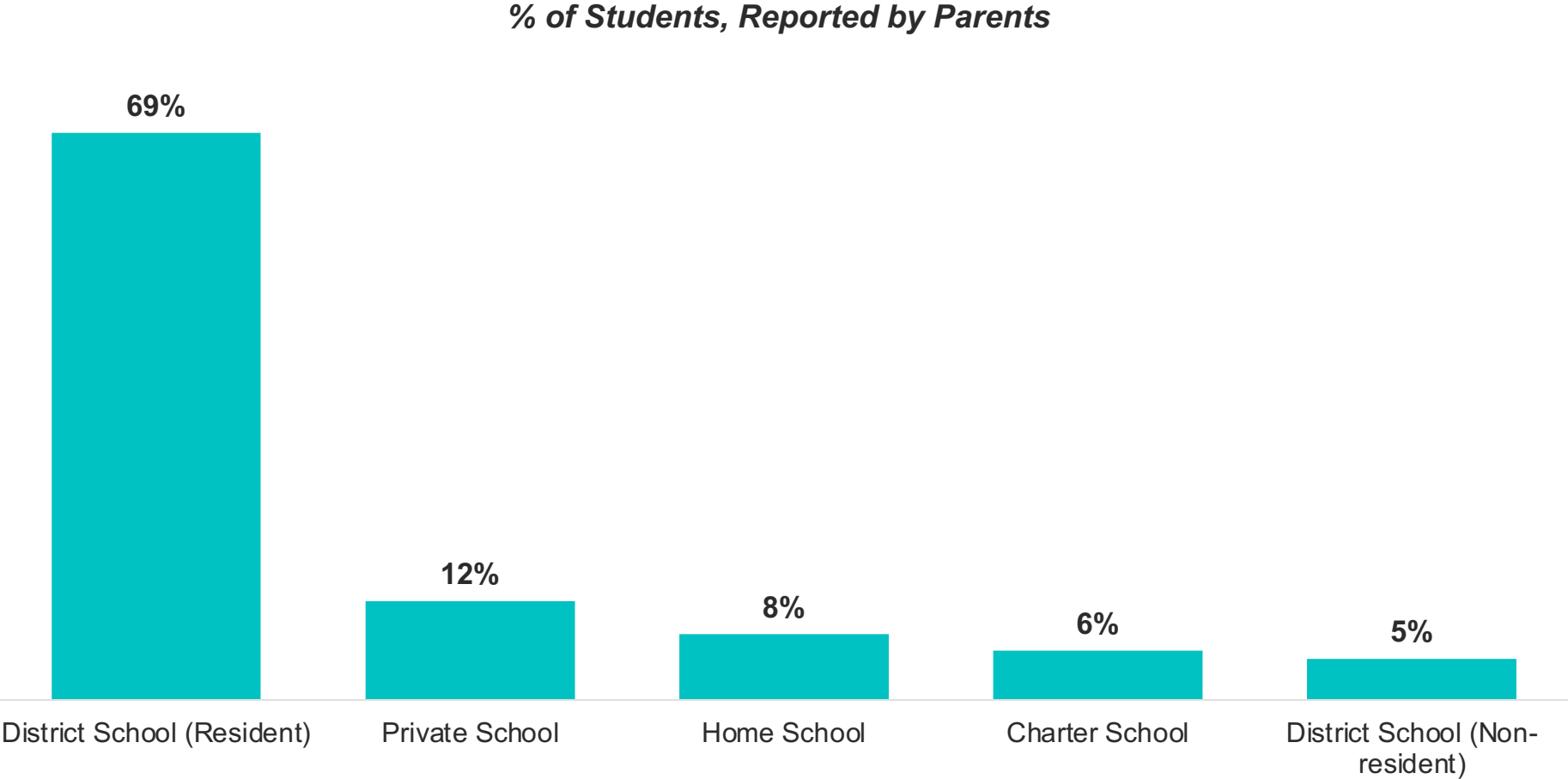
# Parent groups based on estimated school type attendance for the 2022-2023 school year



*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

## WHO WE ARE



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.



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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