

 edCHOICE

THE PUBLIC, PARENTS, AND K-12 EDUCATION

A National Polling Report

NOVEMBER 2022

KEY FINDINGS

1. In November, economic issues dominated voting priorities at the local, state, and federal levels. Education had decreased in priority across those levels.
2. One out of three parents think their child's school is political. Republicans and Democrats are about equally likely to say their school takes a political viewpoint.
3. Three out of five parents believe their child's teacher does an effective job teaching English/Language Arts and Math.
4. Roughly half of school parents think their own child is progressing 'very well' academically, socially, and emotionally. School parents are much more pessimistic about how their friends' children are doing in school, compared to their own children.
5. In November, 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. School parents' concerns about a violent intruder entering school decreased significantly. The proportion of concerned parents decreased by 8 percentage points.
6. Although overall familiarity is low, school parents are more likely than the general public to be aware of the National Assessment of Educational Progress (NAEP). One-fifth of Americans have heard about how their state has done on the NAEP test, and slightly more parents (one-fourth) have heard the same information.
7. Parents are much more optimistic than the public when thinking about how their state performed compared to either the NAEP national average or during the last NAEP in 2019.
8. More than half of school parents continue to prefer having their child learn at home at least one day per week. That finding has been consistent for 21 consecutive months.
9. Interest in both pods and tutoring substantially decreased this month along with the amount parents are willing to pay to have their child pay to participate. Parents are now willing to pay \$370 per month for pods and \$300 per month for tutoring.
10. Nearly half of school parents answered correctly whether or not their state allowed charter schools or had open enrollment; and roughly two-fifths were correct about whether or not their state had school vouchers or ESAs.
11. Overall support for school choice policies remains high among both school parents and the general public, respectively:
 - Education savings accounts (ESAs) – 74% / 67%
 - School vouchers – 69% / 59%
 - Charter schools – 70% / 61%
 - Open enrollment – 72% / 64%

Methodology:

This poll was conducted between November 10-14, 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 2.45 percentage points..

AGENDA

VIEWS ON K-12 EDUCATION

VIEWS ON SCHOOLING

PODS, TUTORING, AND EXTRACURRICULARS

SCHOOL CHOICE POLICIES

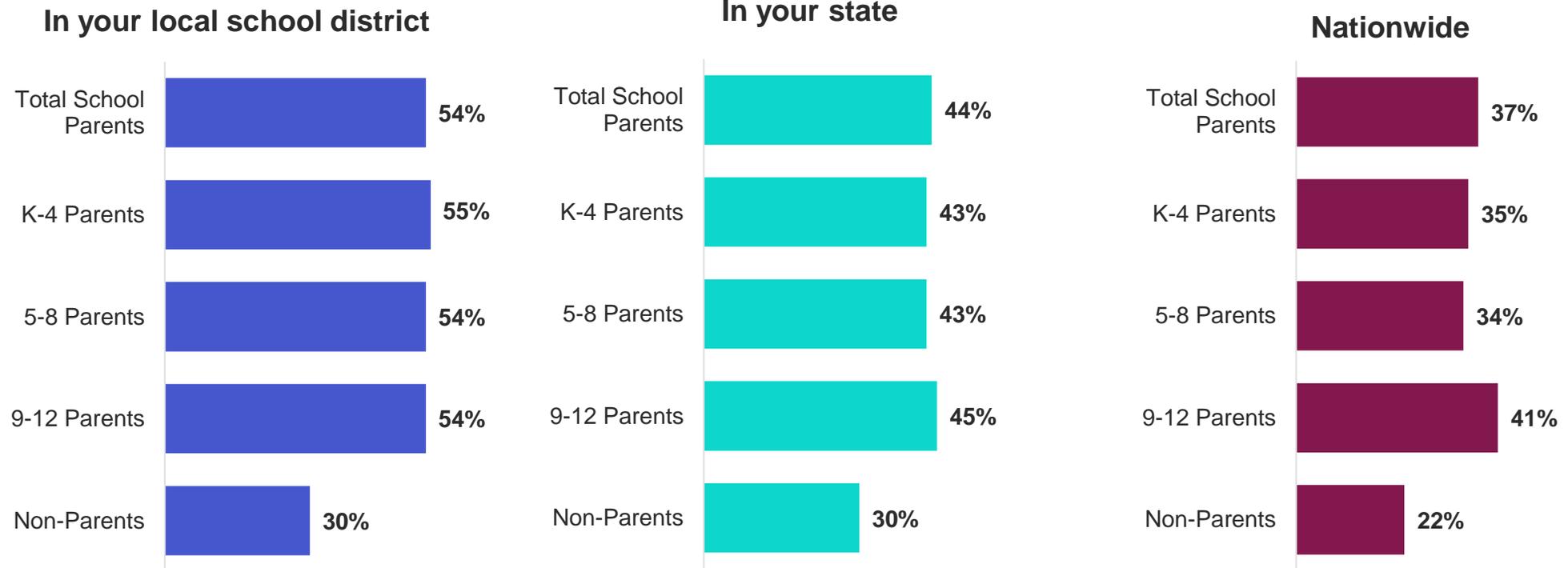
SURVEY PROFILE AND DEMOGRAPHICS



School parents are much more positive than non-parents regarding the direction of K-12 education. At the local level, the level of parent optimism is 24 percentage points greater than non-parents.

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

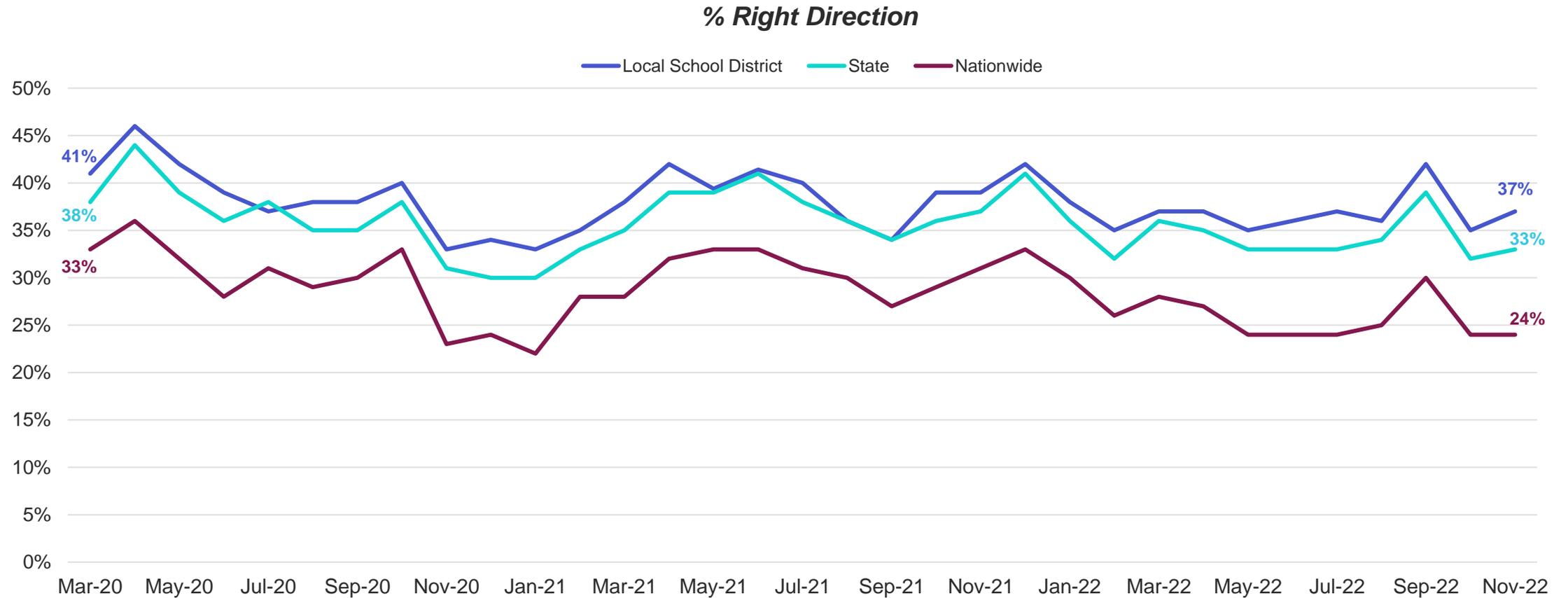
% Right Direction



The public's views about the direction of K-12 education remained relatively unchanged since October.

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?

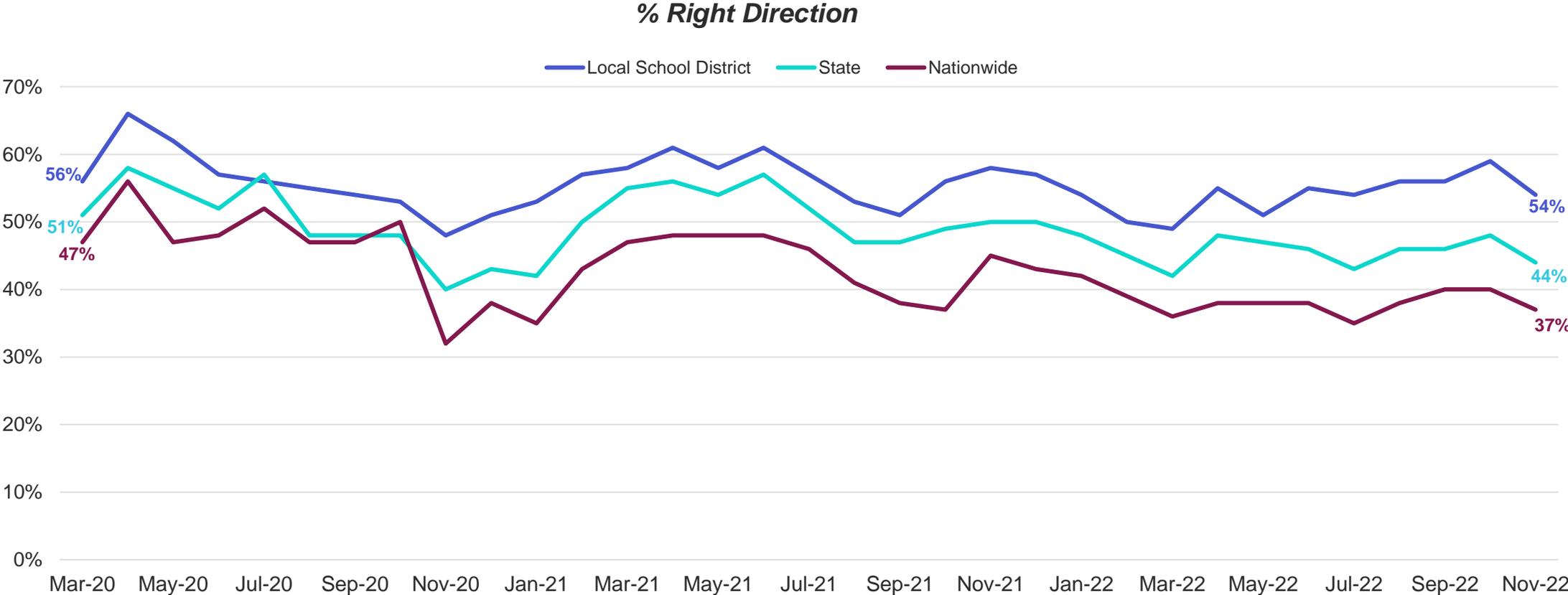
All Adults



School parents' positive perceptions of K-12 education decreased in November. Parents continue to be more positive about school 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?

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 along with core academic subjects.

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%)
-  Socialization (49%)
-  Become independent thinkers (48%)
-  How to be good citizens (44%)
-  Skills for future employment (43%)
-  Values, moral character, religious virtues (36%)
-  To fix social problems (22%)

Grades 9-12

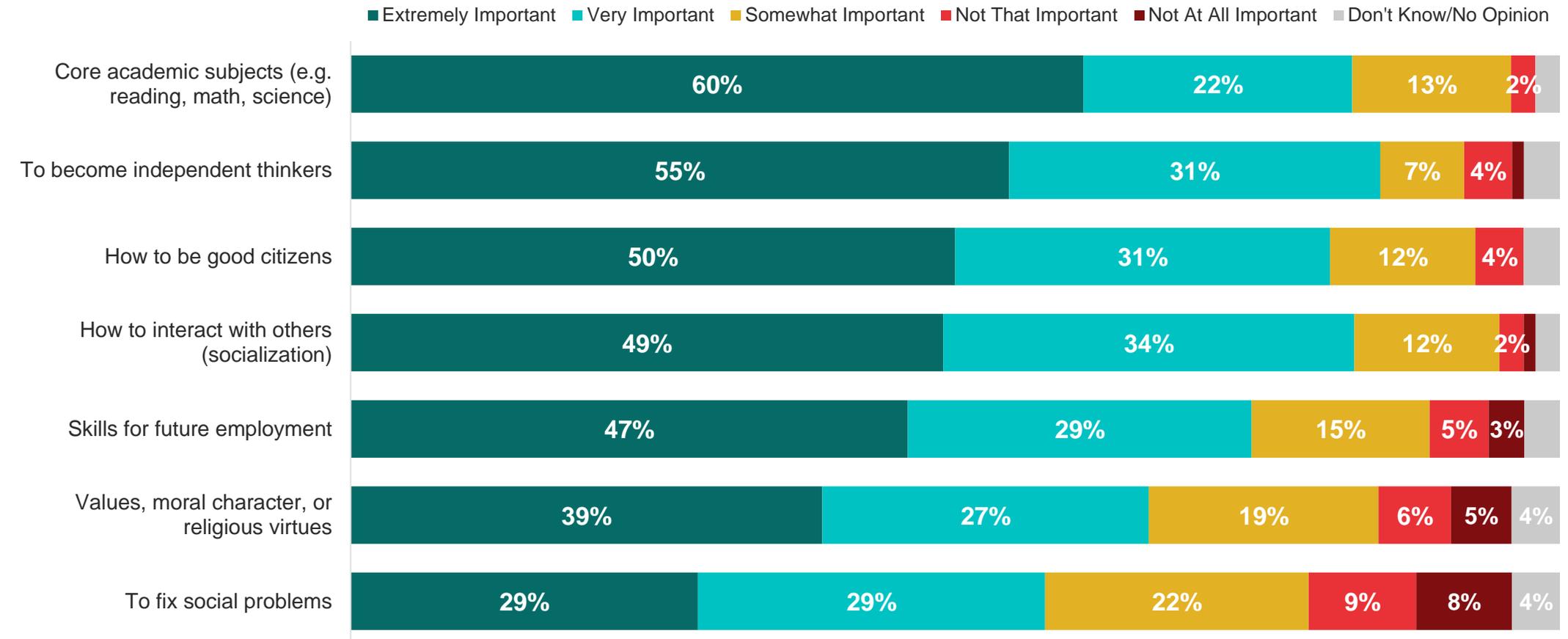
Average % selected Extremely Important **42%**

-  Skills for future employment (54%)
-  Core academic subjects (52%)
-  Become independent thinkers (48%)
-  How to be good citizens (42%)
-  Socialization (40%)
-  Values, moral character, religious virtues (34%)
-  To fix social problems (22%)

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...

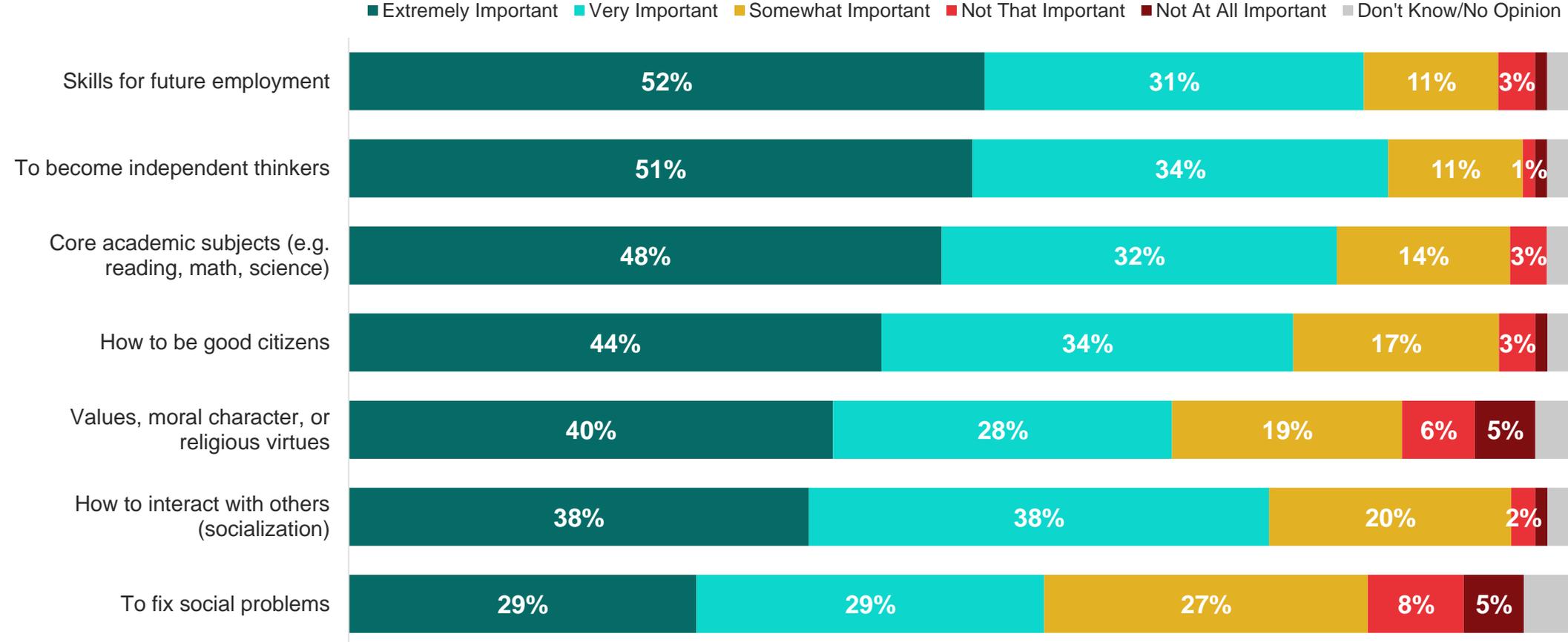
School Parents



School parents are most likely to say that high school should focus on skills for future employment and independent thinking. They view fixing social problems as the least important for high school.

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 November 10, 2022 – November 14, 2022, among U.S. adults

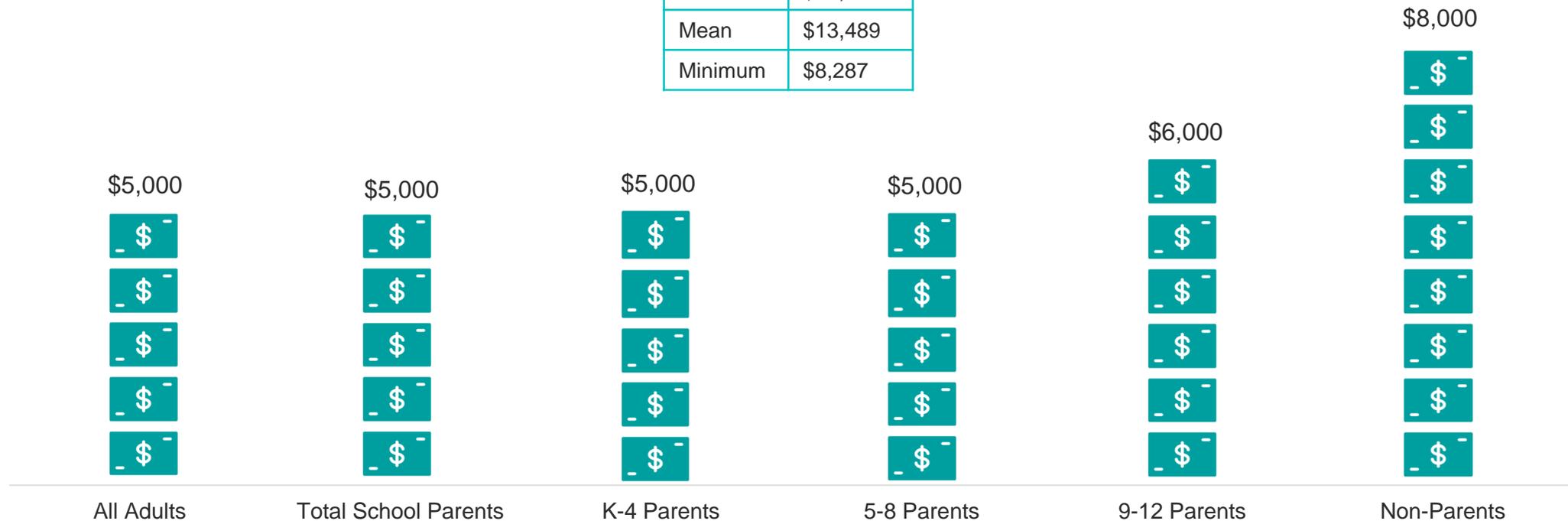
The public and school parents greatly underestimate per-student spending in public schools.

How much do you think is spent per year on each student in your state's public schools? Your estimate of the state average—to the nearest thousand dollars—will represent the combined expenditures of local, state, and federal governments.

 = \$1,000

Median Estimate

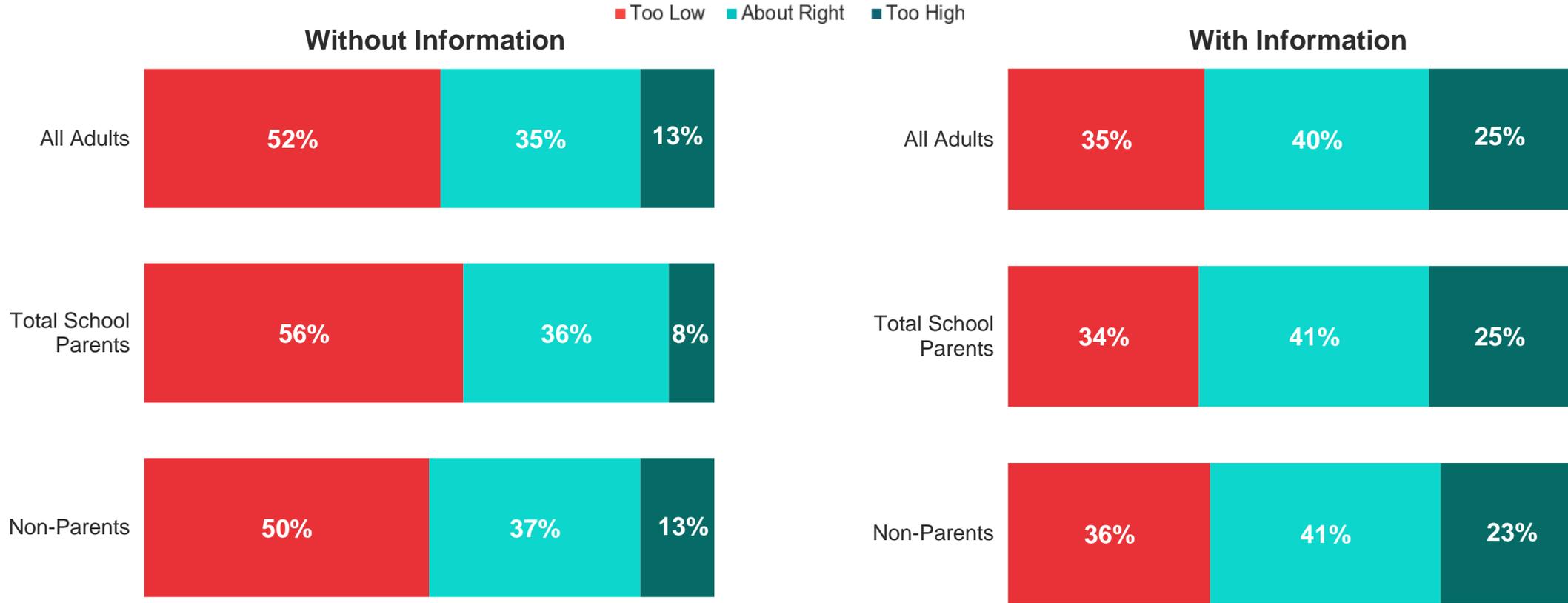
FY20 State Actuals	
Maximum	\$25,273
Mean	\$13,489
Minimum	\$8,287



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

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

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



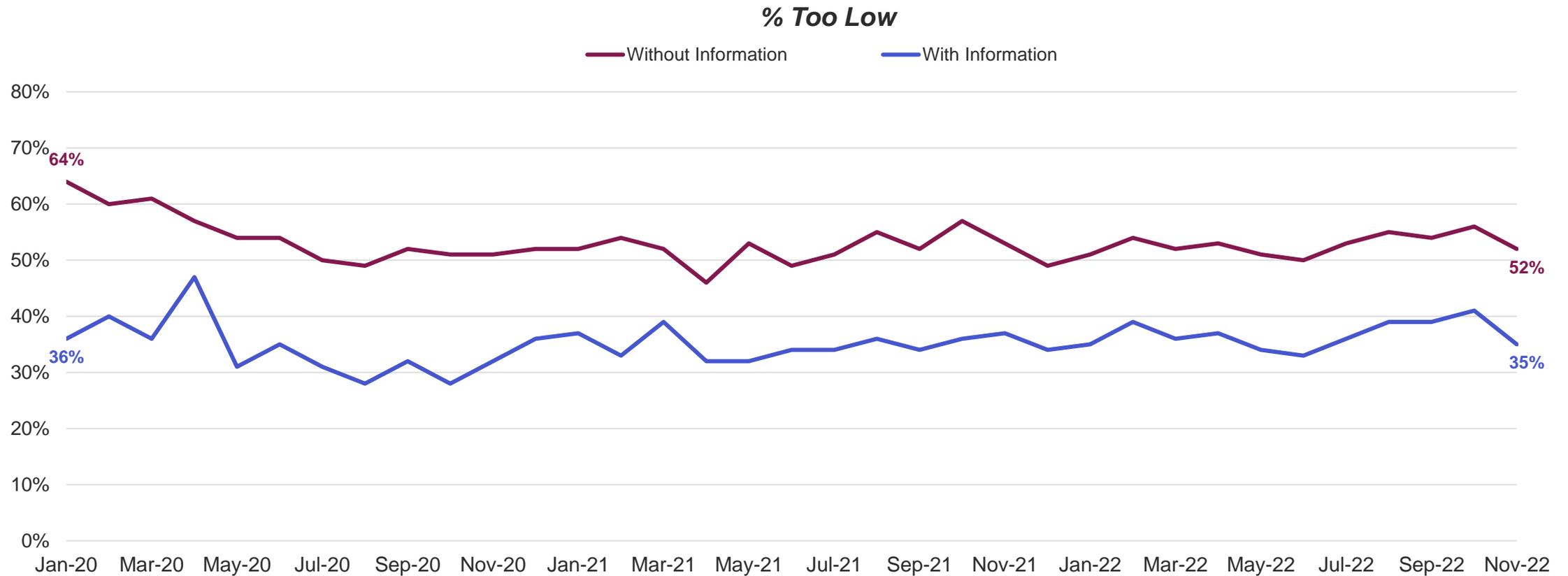
FY20 State Actuals Source: National Center for Education Statistics
 Source: Survey conducted November 10, 2022 – November 14, 2022, among U.S. adults

Americans who indicated school funding is too low decreased since the prior month – regardless of whether they saw a publicly reported funding statistic.

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

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

All Adults

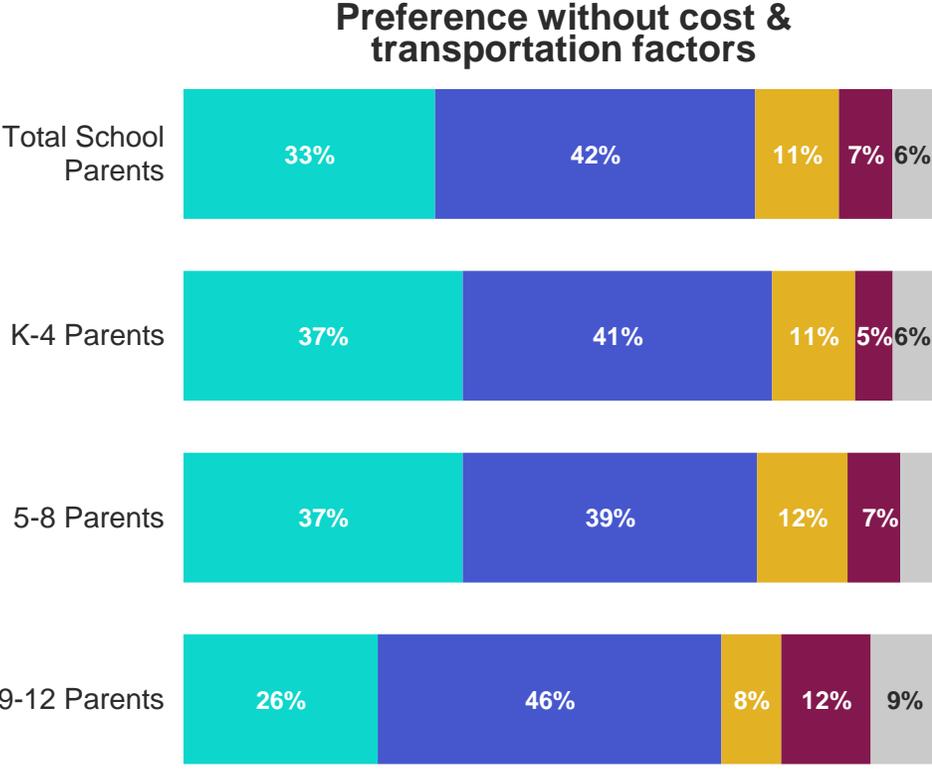
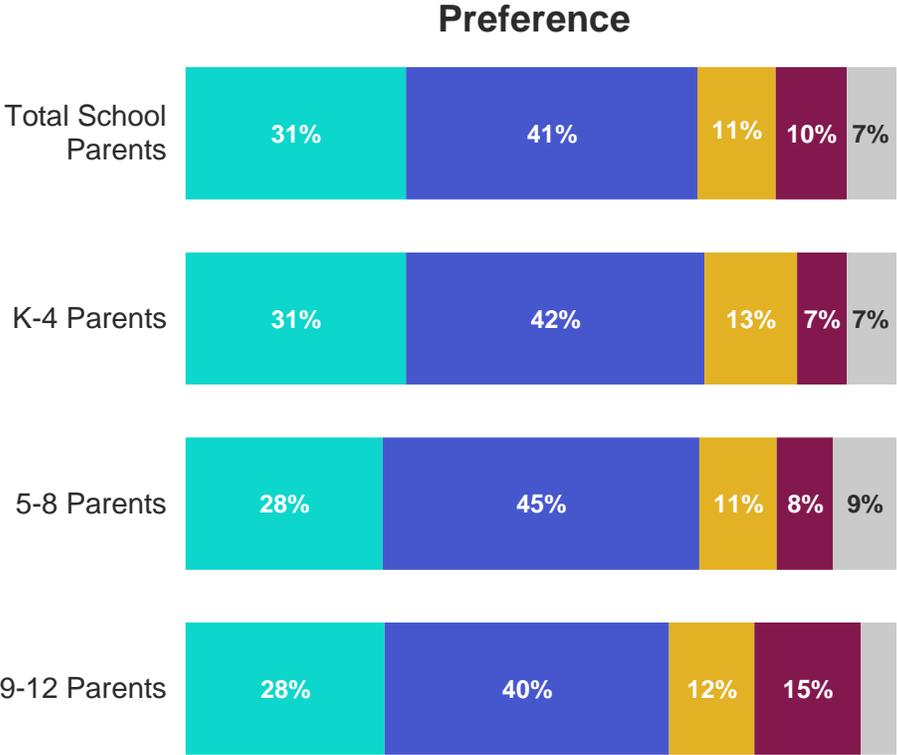


Parents exhibit a diverse range of schooling preferences. In November, a plurality preferred public district schools more than other school types – regardless of whether cost and transportation are factors.

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 November 10, 2022 – November 14, 2022, among U.S. adults

In November, economic issues dominated voting priorities at the local, state, and federal levels. Education had decreased in priority across those 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. October	STATE OFFICES	vs. October	FEDERAL OFFICES	vs. October
Economic Issues	55%	-2	57%	-4	56%	-1
Women's Issues	29%	+3	25%	-4	28%	-1
Health Care Issues	26%	-1	27%	-5	31%	+1
Education Issues	26%	-4	18%	-10	16%	-6
Senior's Issues	25%	-1	25%	+0	22%	-2
Security Issues	24%	-4	22%	-6	22%	-2
Energy Issues	23%	+0	22%	-3	21%	-2

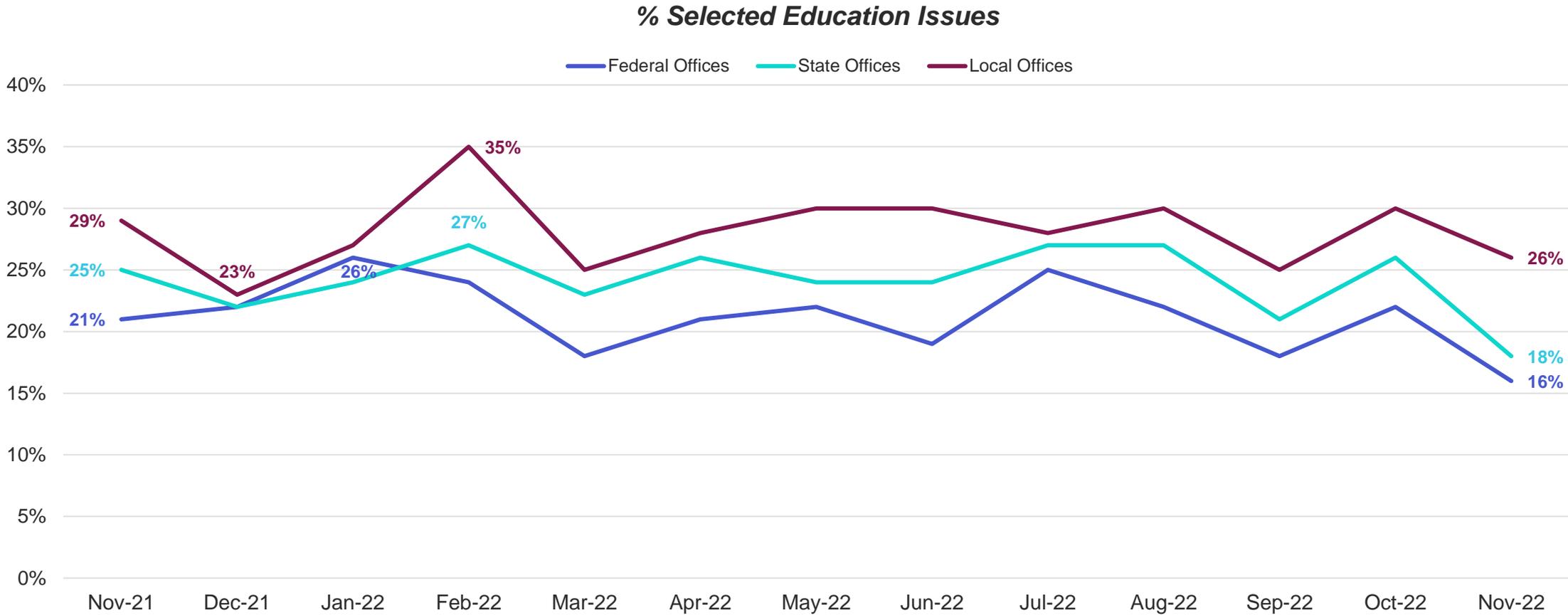
Note: Participants were only randomly asked about one of three offices

Source: Survey conducted November 10, 2022 – November 14, 2022, among U.S. adults

In November, Americans were more likely to deprioritize education issues, especially at the state and federal levels.

Now, thinking about your vote, what would you say are the top 3 issues on your mind when you cast your vote for federal offices/state offices/local offices?

All Adults



In November, many different demographic groups viewed education issues with a lesser sense of priority, especially among those living in a small town and those in the Northeast.

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. October
Home School Parent	37%	+5
West	36%	+0
Special Education Parents	33%	+1
Independent	33%	-5
Black	32%	+5
South	32%	+0
Suburban	32%	-2

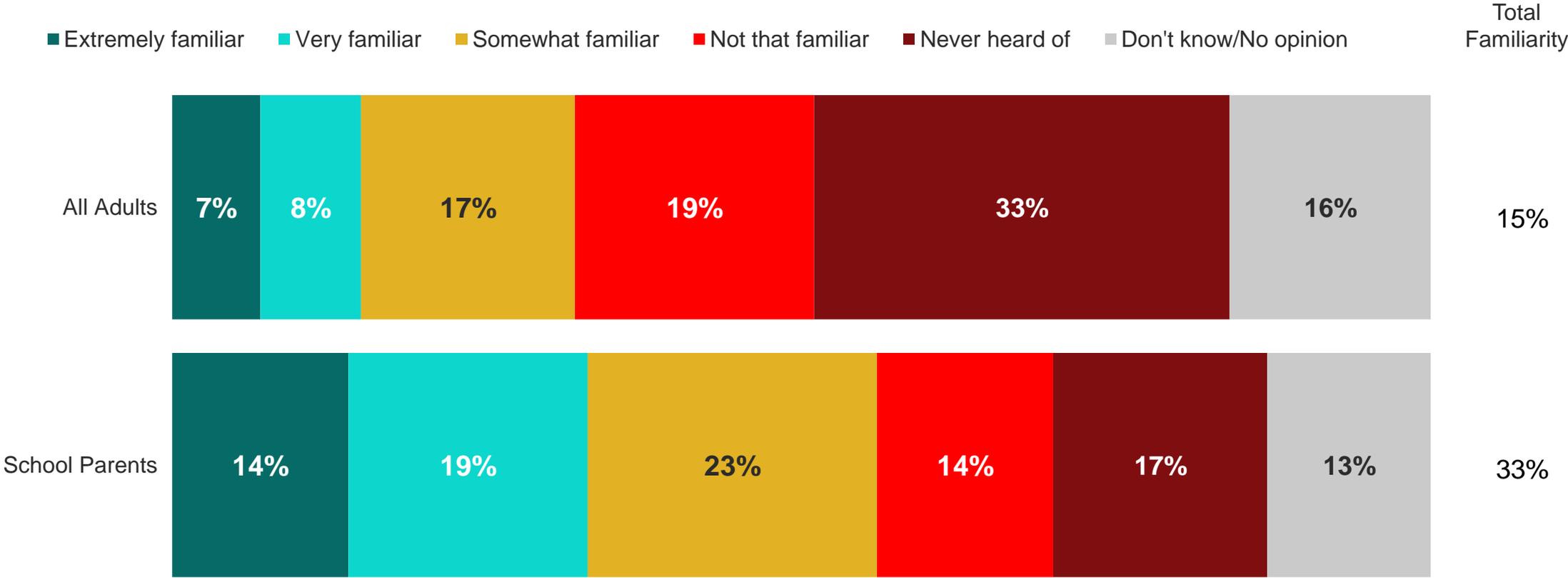
		vs. October
High Income: \$75K+	32%	-6
Private School Parent	31%	-2
Middle Income: \$35K-\$75K	31%	-2
Hispanic	31%	-8
Educ: < College	30%	-2
Urban	30%	-4
District School Parent	30%	-4
Democrat	29%	-3
Educ: Bachelors or Postgrad	29%	-8

		vs. October
Small Town	29%	-17
Non-Hispanic White	28%	-6
Republican	28%	-4
Midwest	27%	-9
Low Income < \$35K	26%	-5
Rural	24%	-4
Northeast	20%	-12

Percentages are based on a composite score of all 3 offices asked (Federal, State, and Local).
 Source: Survey conducted November 10, 2022 – November 14, 2022, among U.S. adults

Although overall familiarity is low, school parents are more likely than the general population to be aware of the National Assessment of Educational Progress (NAEP).

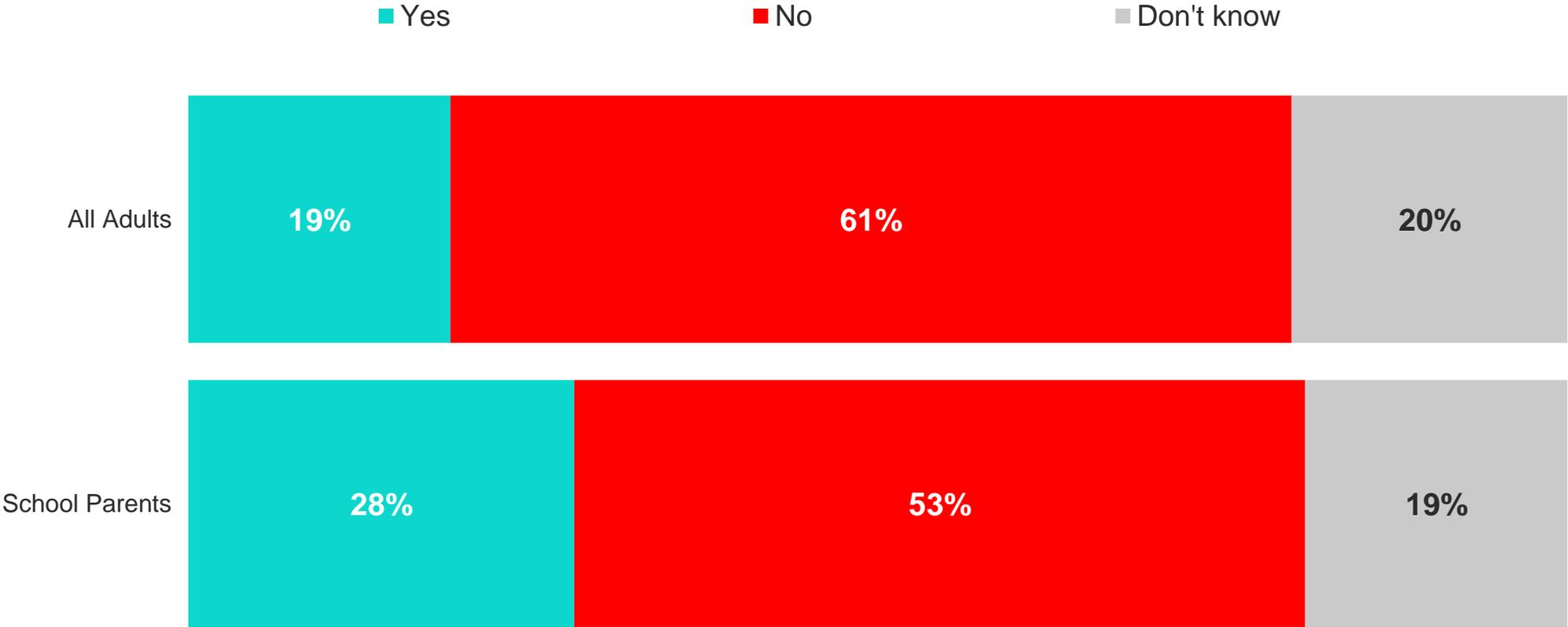
How familiar, if at all, are you with the National Assessment of Educational Progress (NAEP), also called 'The Nation's Report Card' in K-12 education?



Note: Results are composite numbers between those who were asked about their youngest child and those who were asked about their oldest child.
Source: Survey conducted November 10, 2022 – November 14, 2022, among U.S. adults

One-fifth of the general population have heard about how their state has done on the National Assessment of Educational Progress (NAEP). One-fourth of school parents have heard the same information.

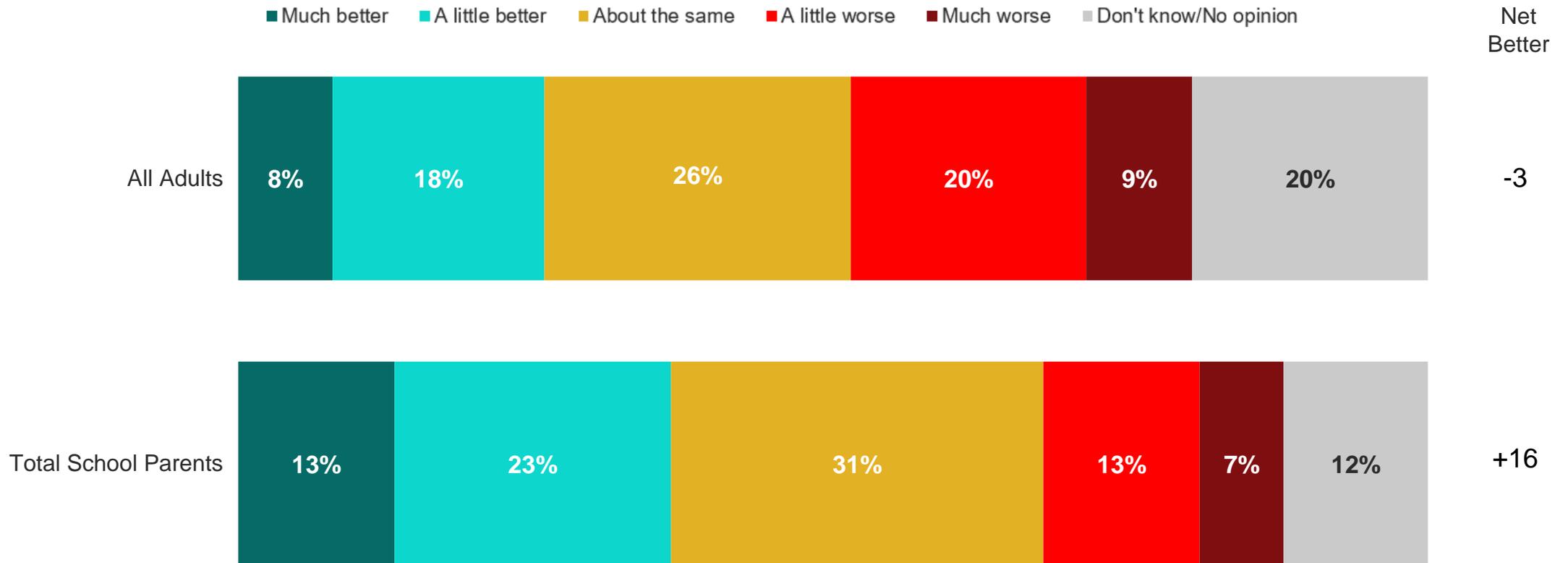
In the last few weeks, have you read or heard about the performance of your state or the country on a standardized academic test called the 'National Assessment of Educational Progress'? Sometimes this test is referred to as NAEP or 'The Nation's Report Card'.



Note: Results are composite numbers between those who were asked about their youngest child and those who were asked about their oldest child.
Source: Survey conducted November 10, 2022 – November 14, 2022, among U.S. adults

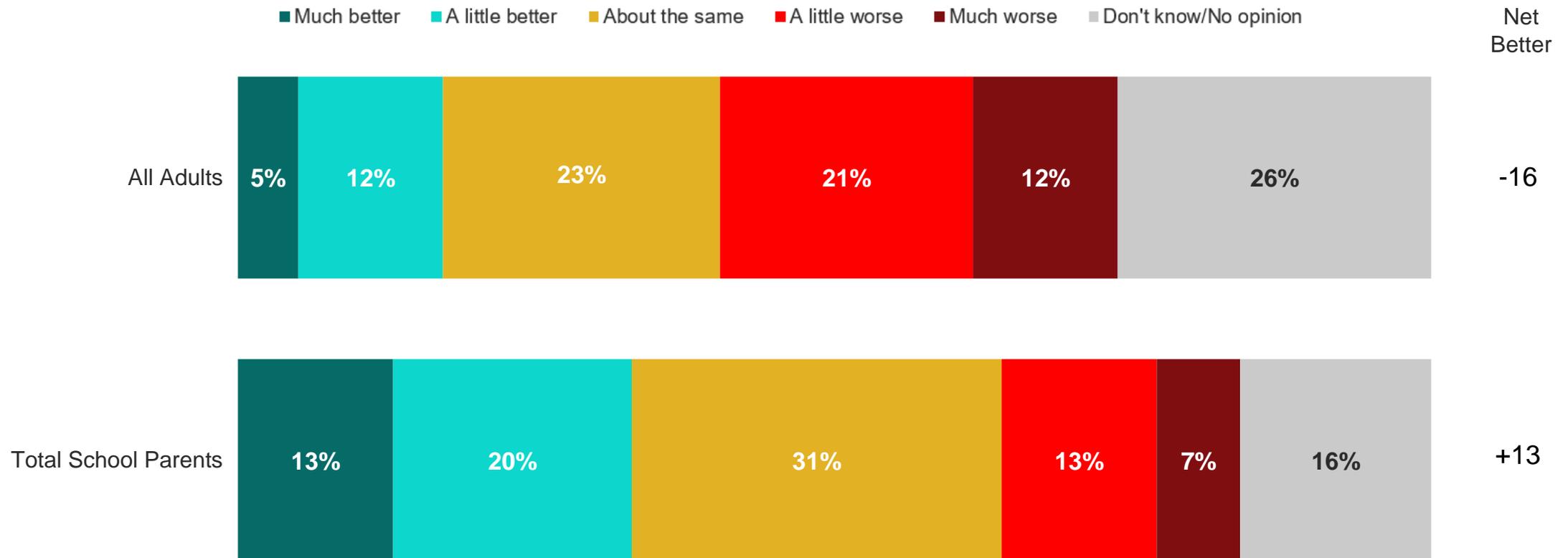
School parents are more optimistic than the general population when thinking about how their state performed compared to the NAEP national average.

Compared to all other states taking the same national standardized academic test, do you think STATE performs better or worse than the national average?



When compared to the NAEP in 2019, school parents are much more likely than the general population to think that their state performed better in 2022.

Compared to the last national standardized academic test in 2019, how do you think STATE performed this time in 2022?



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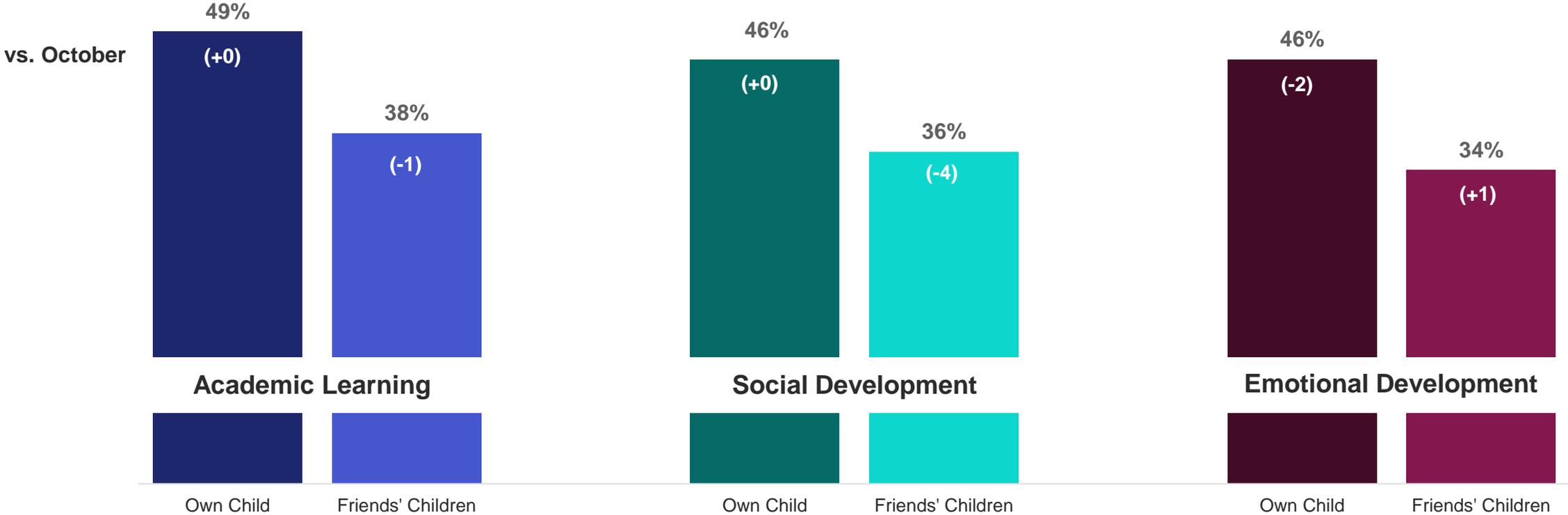
Roughly half of school parents think their own child is progressing ‘very well’ academically, socially, and emotionally. School parents are much more pessimistic about how their friends’ children are doing in school, compared to their own children.

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

Based on what you have observed, how do you feel your friends' children are progressing on the following this school year?

School Parents

% Very Well

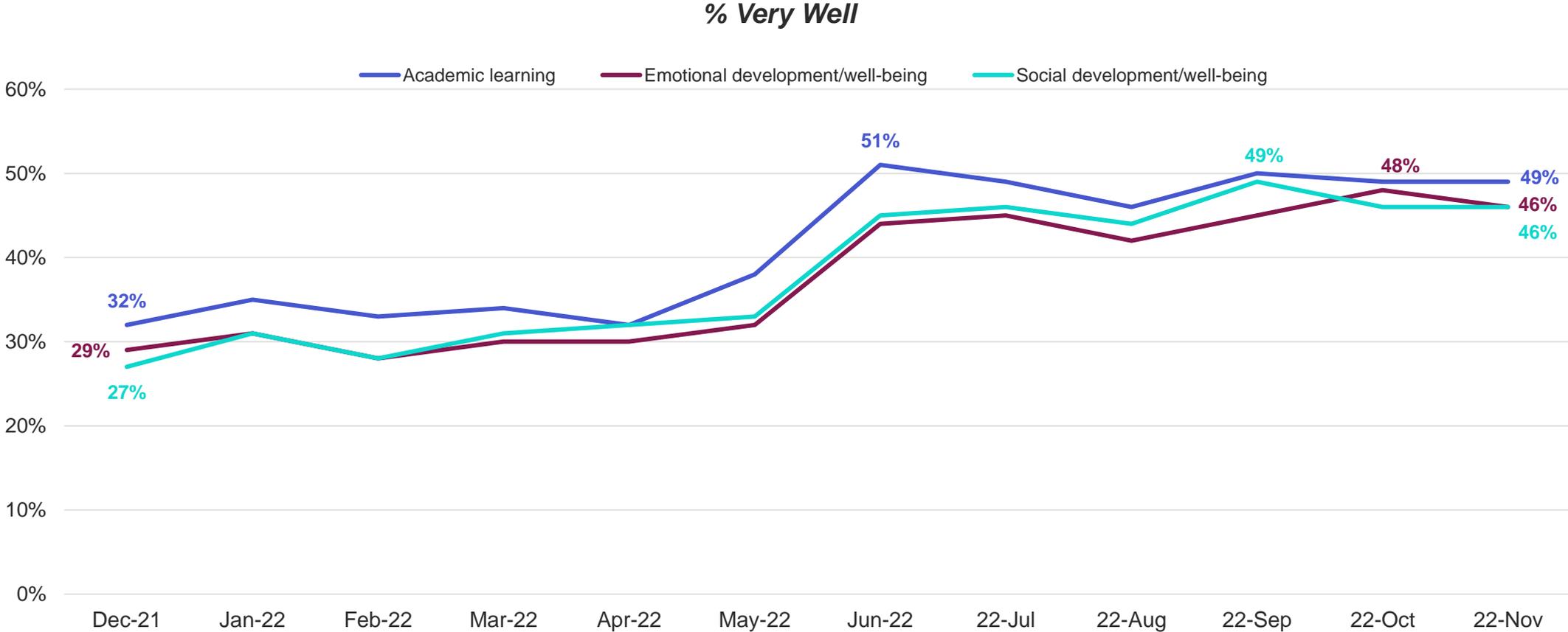


Source: Survey conducted November 10, 2022 – November 14, 2022, among U.S. adults

Since June 2022, similar proportions of parents have been positive about their children’s academic learning, emotional development, and social development.

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

School Parents



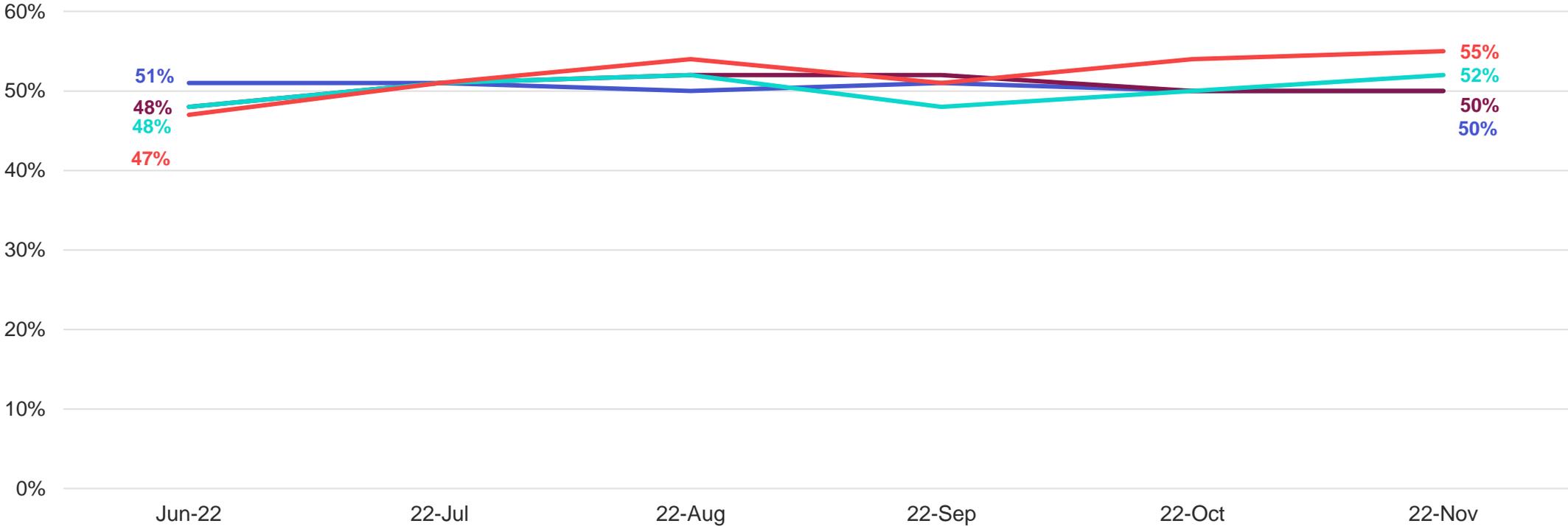
In November, half of parents felt their schools were doing extremely or very well at addressing mental health, guns, bullying, and violent behaviors at their children's schools.

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

School Parents

Most Positive
(Extremely + Very Well)

Mental Health Guns Bullying Violent Behaviors

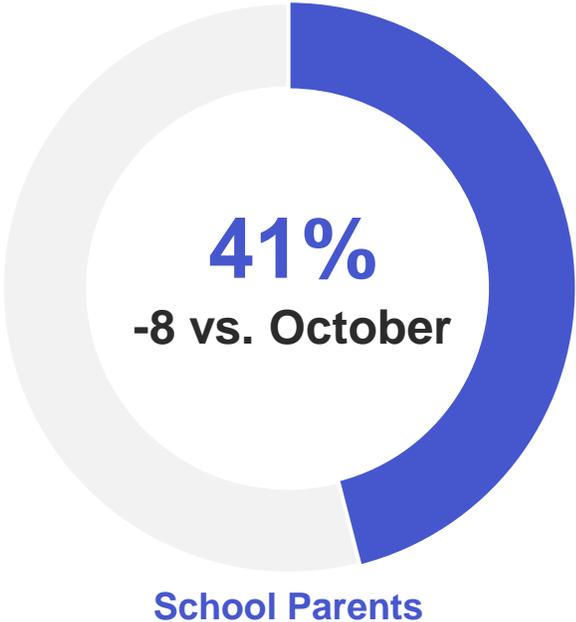


Note: Results are composite numbers between those who were asked about their youngest child and those who were asked about their oldest child.

In November, school parents' concerns about a violent intruder entering school decreased significantly. The proportion of concerned parents decreased by 8 percentage points.

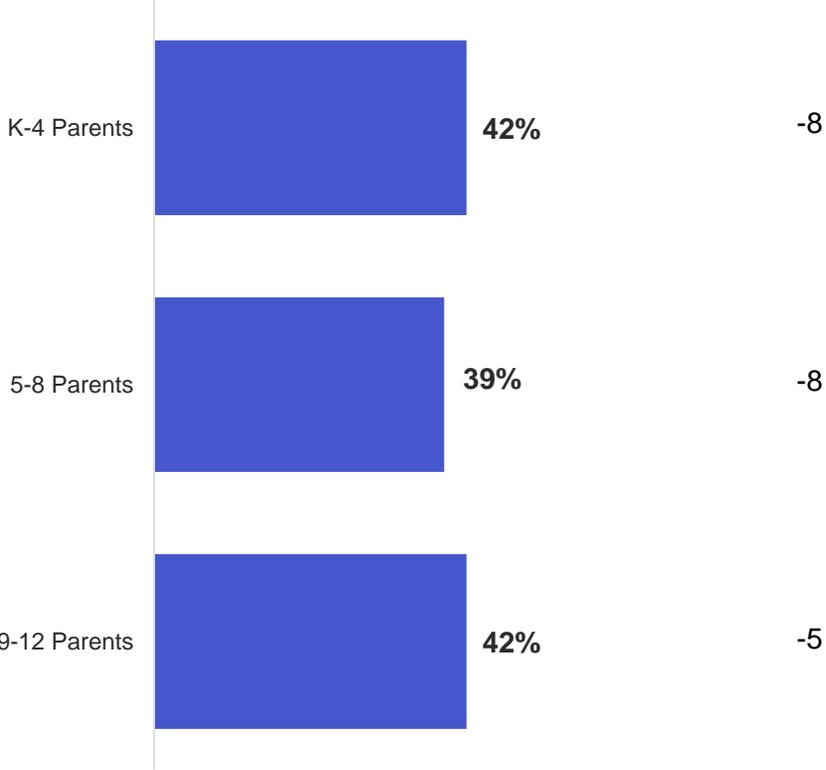
How concerned are you about a violent intruder, like a mass shooter, entering your child's/children's school?

School Parents



Total Concern
(Extremely + Very Concerned)

vs. October

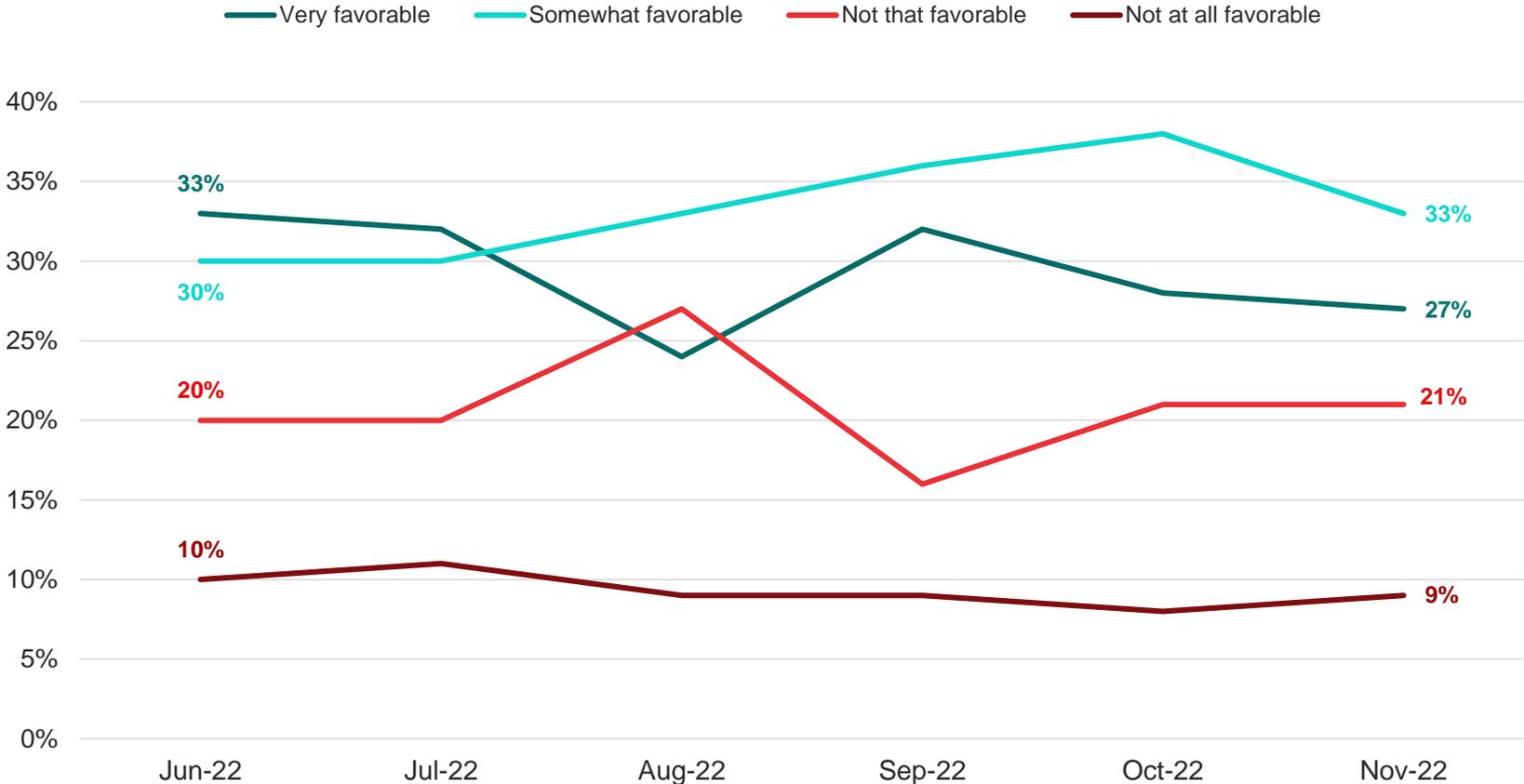


Source: Survey conducted November 10, 2022 – November 14, 2022, among U.S. adults

Three-fifths of school parents have a favorable view of homeschooling. Total favorability toward homeschooling decreased by six points in November, while those who were unfavorable remained steady.

In general, what is your opinion of homeschooling?

School Parents



November 2022

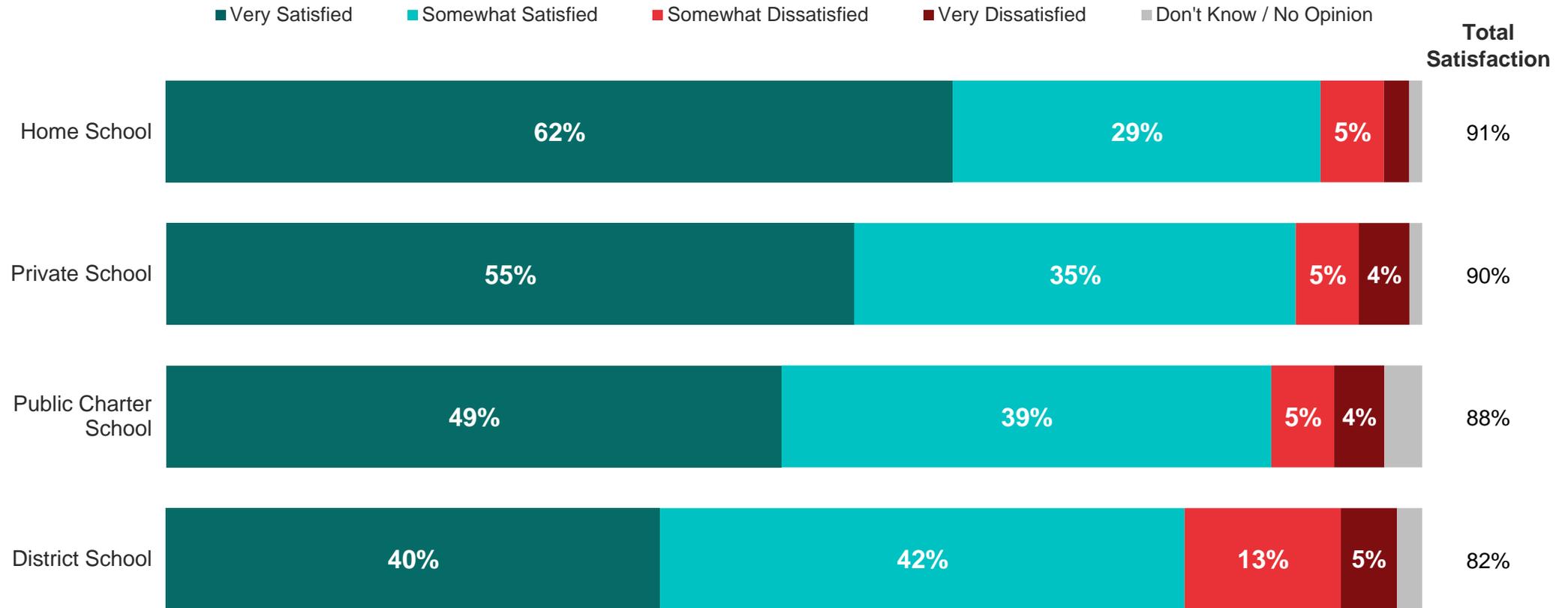
Total Favorable	60%
Total Unfavorable	30%

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. 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?

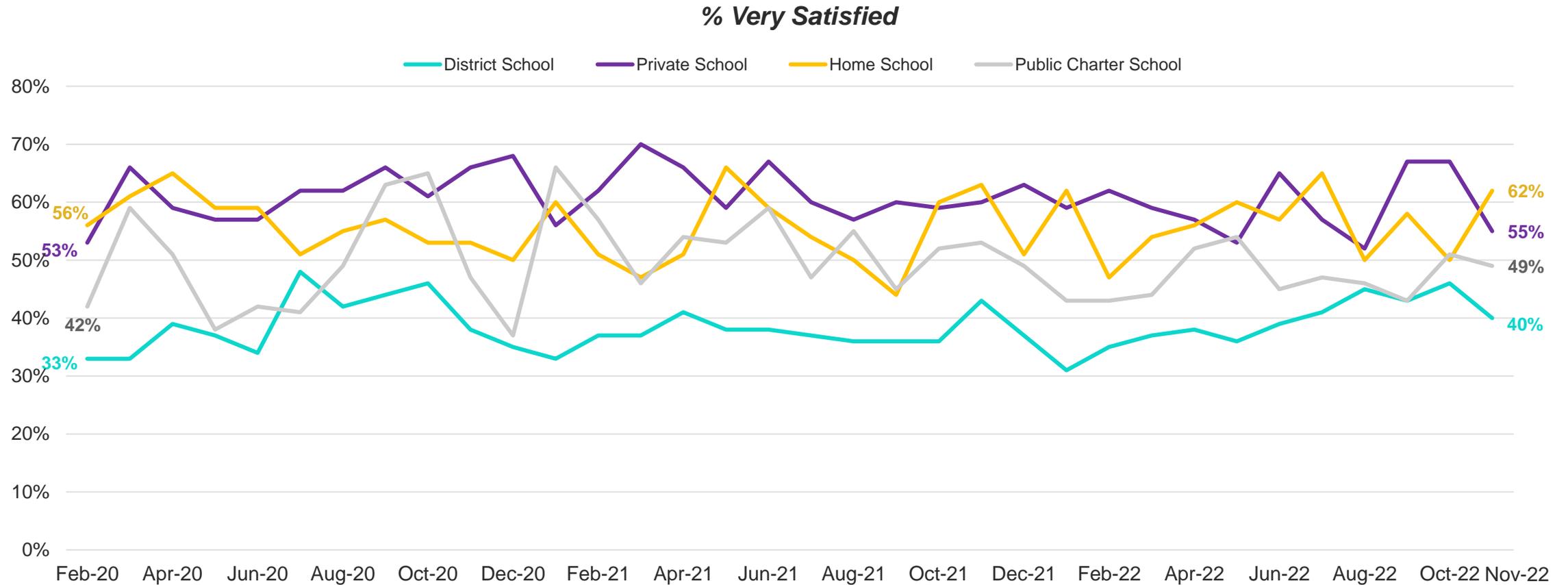
School Parents



The proportion of parents who are 'very satisfied' with their home school experiences is now higher than parents of children in other school types.

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

School Parents



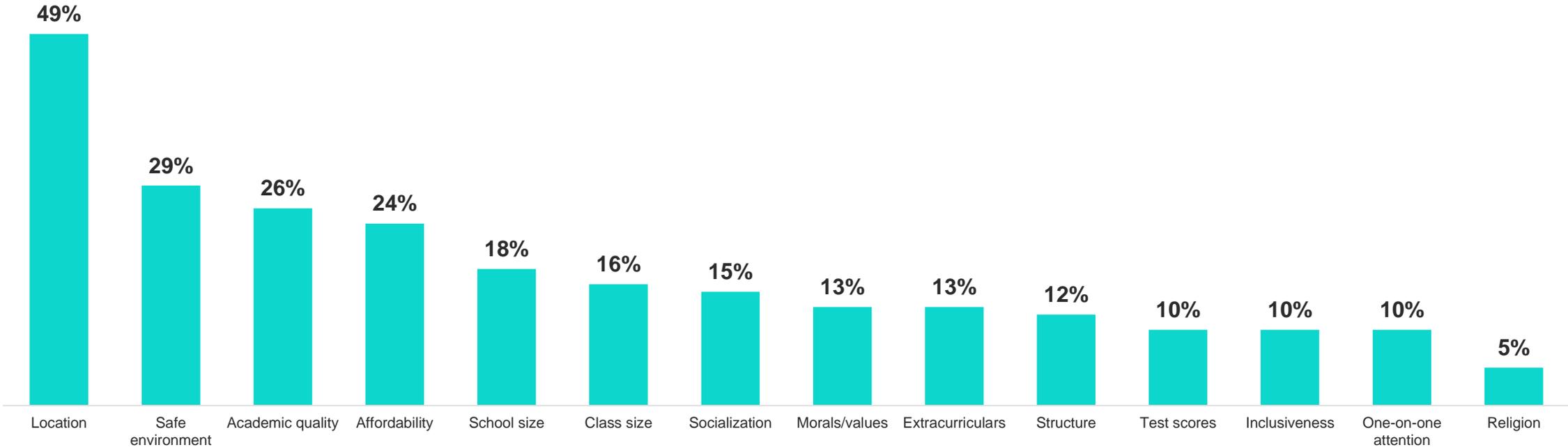
Note: The following school types have low sample size (n<80) for the following months:
 Home School: July 2020 and August 2020,
 Public Charter School: July 2020, August 2020, December 2020, and February 2021

Parents cite location as the main reason their child is in their respective 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 November 10, 2022 – November 14, 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.

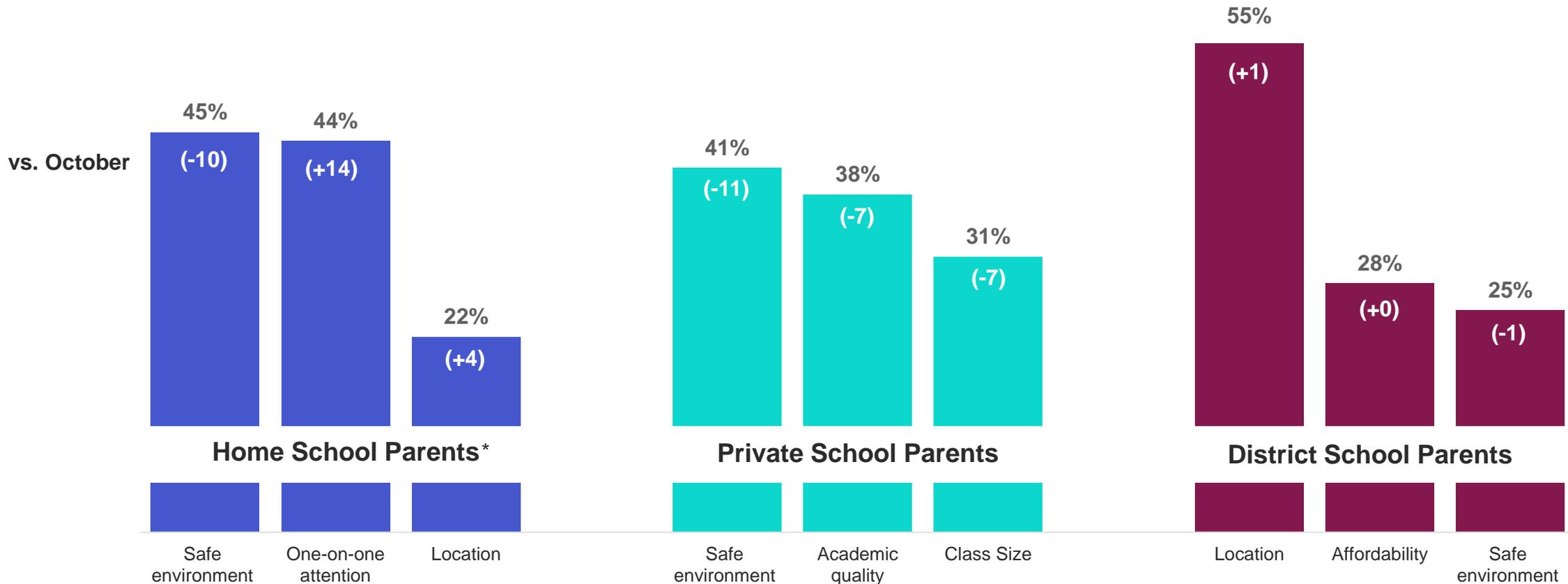
Despite a decline in November, a safe environment is still the top reason home school and private school parents have their child enrolled in a specific school type. It also ranks third among district school parents, but location is still the primary reason among that group.

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.

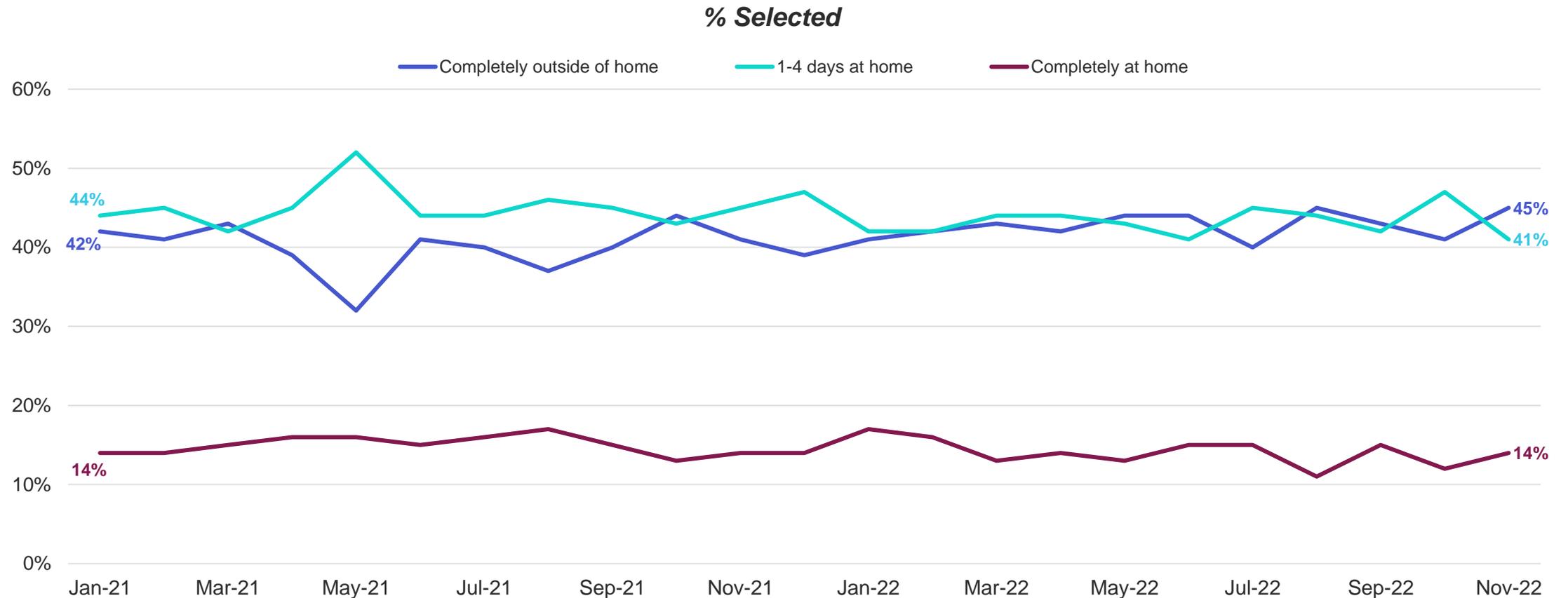
Notes: Parent groups based on child/children school type attendance in SY22-23. Results are composite numbers between those who were asked about their youngest child and those who were asked about their oldest child.

Source: Survey conducted November 10, 2022 – November 14, 2022, among U.S. adults

More than half of school parents continue to prefer having their child learn at home at least one day per week. That finding has been consistent for 21 consecutive months

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



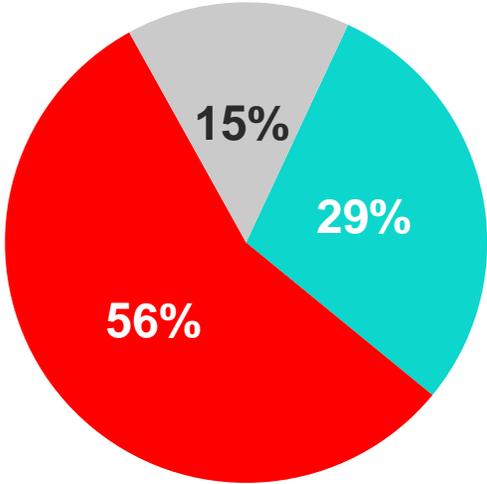
Note: Parent groups based on child/children school type attendance in SY22-23.

One out of three parents think their child’s school is political. Republicans and Democrats are about equally likely to say their school takes a political viewpoint.

To what extent do you feel your **oldest/youngest** child's school is political/has a political viewpoint?

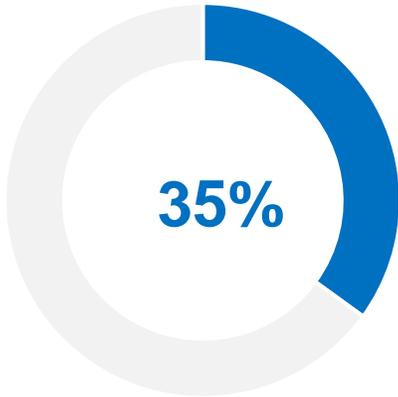
School Parents

■ Political ■ Not Political ■ Don't know/No opinion

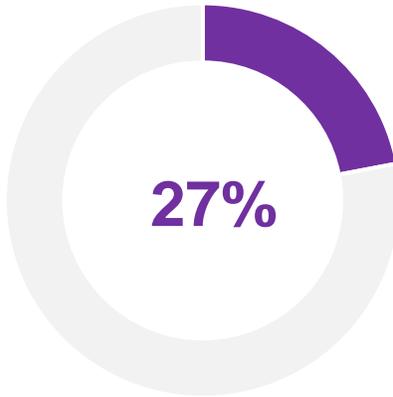


among those who believe their child's school is political

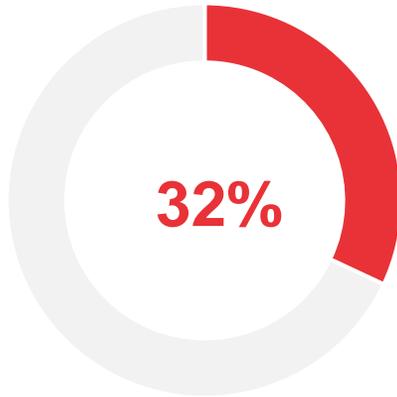
% Political Selected



Democrat



Independent



Republican

Total School Parents

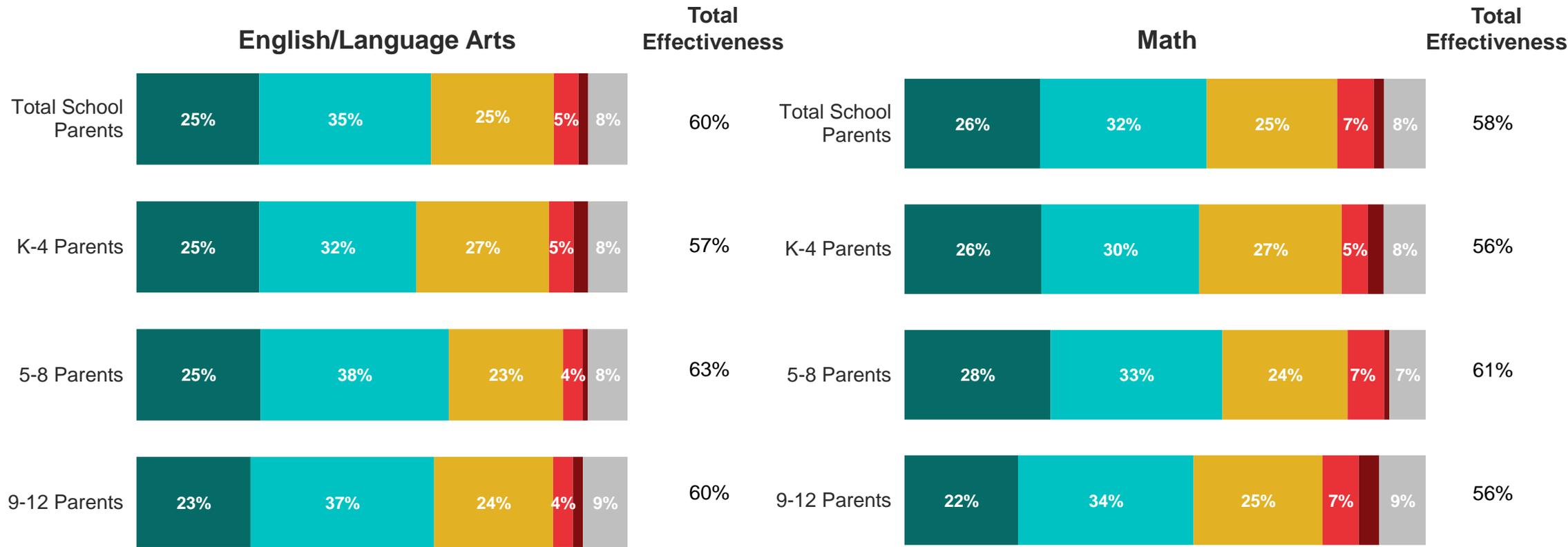
Source: Survey conducted November 10, 2022 – November 14, 2022, among U.S. adults
Note: Results are composite numbers between those who were asked about their youngest child and those who were asked about their oldest child.
‘Don't know/No opinion’ responses not shown.

Three out of five parents believe their child's teacher does an effective job teaching English/Language Arts and Math.

Based on your observations for your youngest/oldest child, how would you rate her/his current teacher's effectiveness for teaching reading or English/language arts?

Based on your observations for your youngest/oldest child, how would you rate her/his current teacher's effectiveness for teaching math?

■ Extremely effective
 ■ Very effective
 ■ Somewhat effective
 ■ Not that effective
 ■ Not at all effective
 ■ Don't know/No opinion



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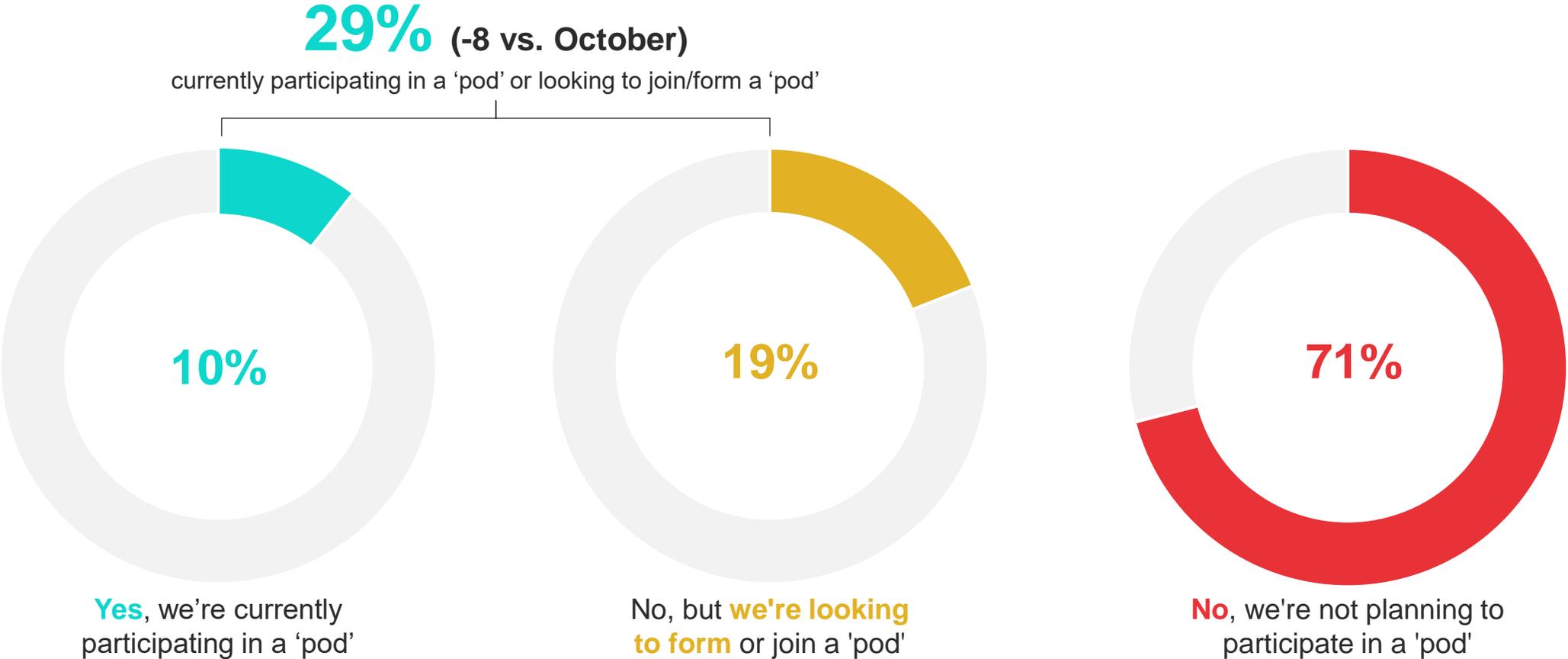
SURVEY PROFILE AND DEMOGRAPHICS



In November, just under one-third of parents indicated they were participating in or seeking learning pods. This number has declined eight points since October.

'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 November 10, 2022 – November 14, 2022, among U.S. adults

In November, there were substantial decreases in pod interest from numerous demographic groups.

'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. October			vs. October			vs. October
Black	51%	+1	Low Income < \$35K	32%	-6	Midwest	26%	-4
Private School Parent	45%	-17	Republican	30%	-6	High Income: \$75K+	26%	-11
Home School Parent	42%	-2	Educ: < College	29%	-7	Independent	25%	-8
Hispanic	39%	-9	Middle Income \$35K-\$75K	28%	-9	Non-Hispanic White	24%	-9
Special Education Parents	38%	-15	Educ: Bachelors or Postgrad	28%	-14	Rural	24%	-15
Urban	37%	-15	District School Parent	27%	-6	West	24%	-16
Democrat	35%	-9	Northeast	27%	-7	Small town	23%	+5
South	35%	-7	Suburban	26%	-3			

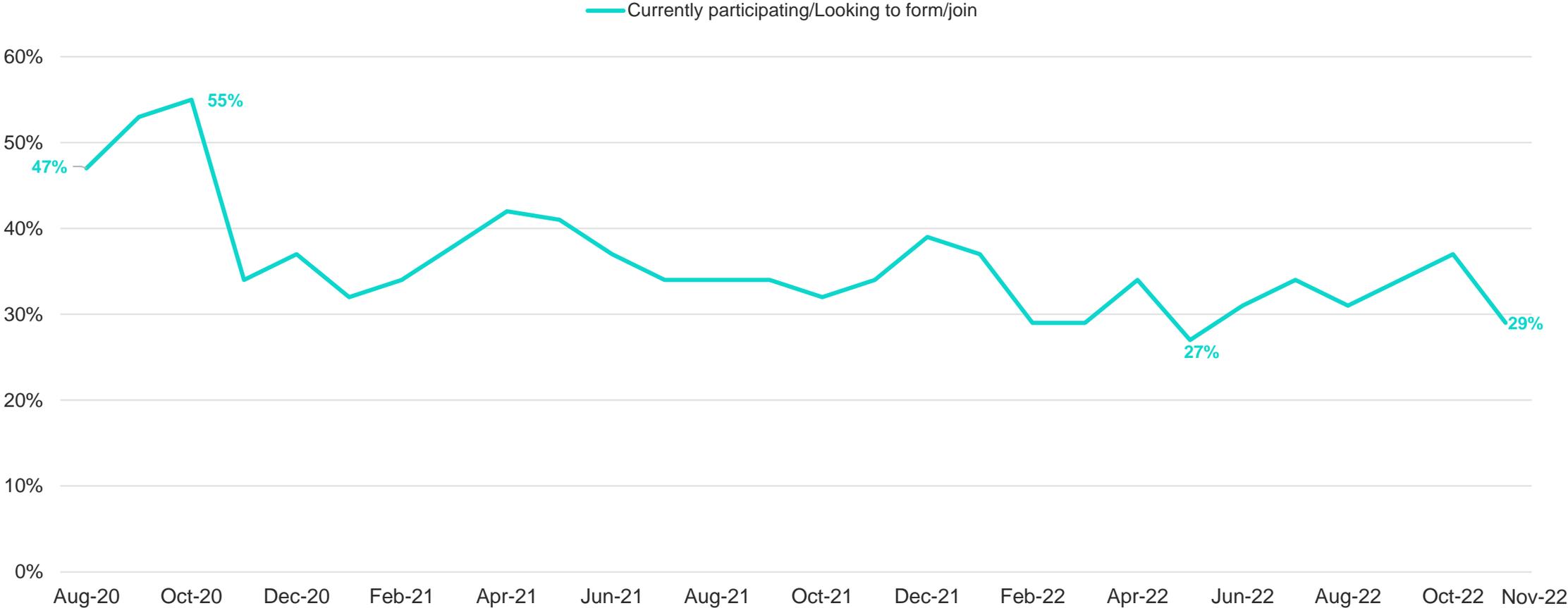
Note: Parent groups based on child/children school type attendance in SY22-23.

Source: Survey conducted November 10, 2022 – November 14, 2022, among U.S. adults

School parents' interest in learning pods has decreased for the first time since August 2022.

'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

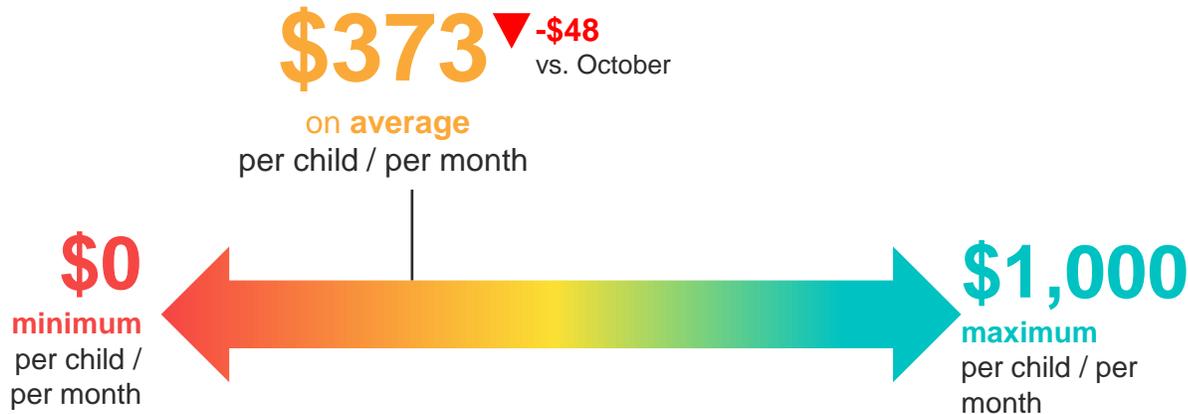


Note: Question text changed from "As a result of the coronavirus pandemic, are you currently participating in a 'pod' with other families?" in June 2022

In November, school parents were willing to pay roughly \$370/month for a child to participate in a learning pod – a decrease 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	\$328
	Middle Income \$35K to < \$75K	\$395
	*High Income \$75K+	\$400
Political Affiliation	Democrat	\$420
	*Independent	\$320
	Republican	\$358
Region	*West	\$397
	*Midwest	\$360
	South	\$361
	*Northeast	\$392

*indicates base size n = <100

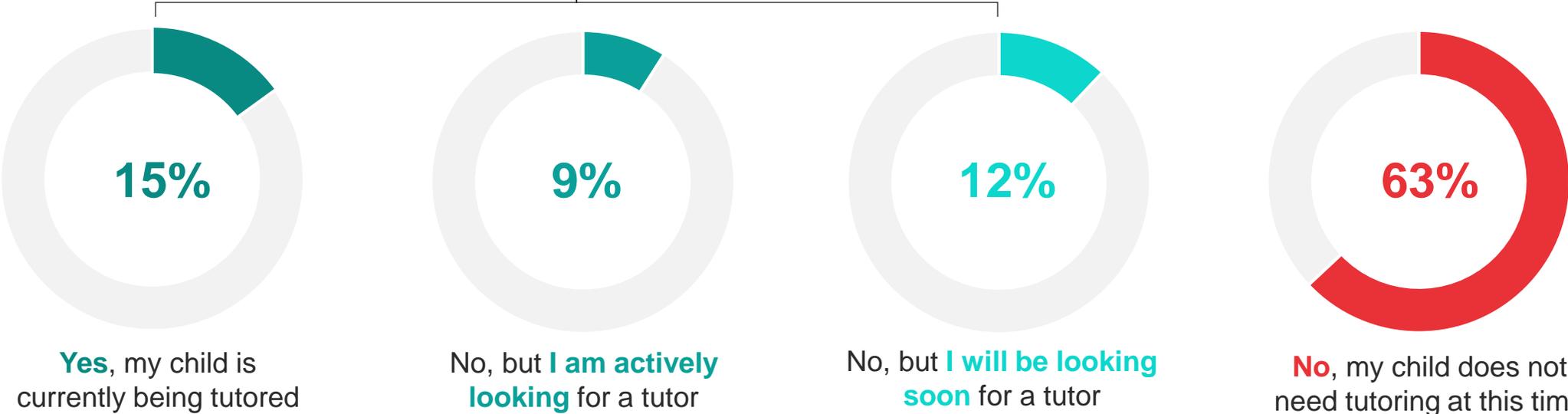
In November, just under two in five parents indicated they are currently using a tutor or are interested in tutoring for their children.

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

School Parents

37% (-6 vs. October)

currently have a tutor or looking for a tutor



Source: Survey conducted November 10, 2022 – November 14, 2022, among U.S. adults

In November, interest in tutoring substantially decreased among several different demographic groups.

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

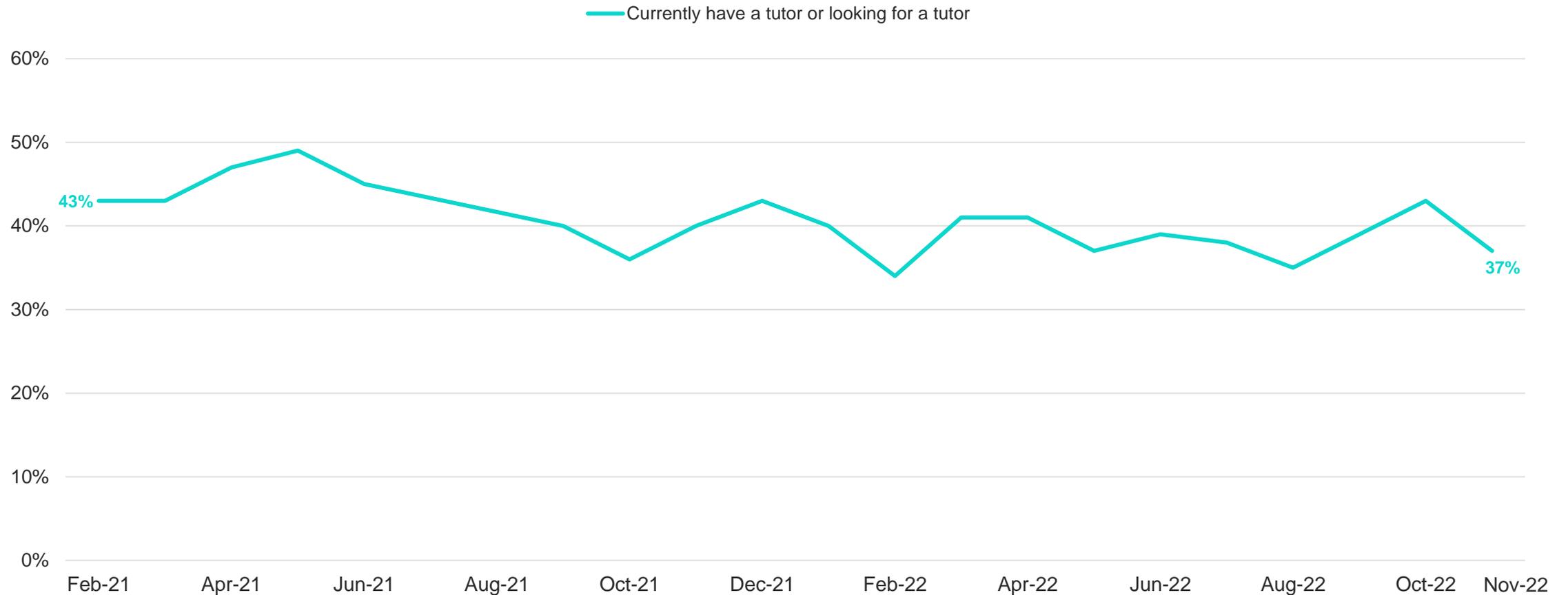
School Parents

Groups most likely to be looking for/already having tutoring			Groups moderately likely to be looking for/already having tutoring			Groups less likely to be looking for/already having tutoring		
		vs. October			vs. October			vs. October
Black	60%	+7	Independent	38%	-1	Rural	33%	-5
Special Education Parents	51%	-11	Educ: Bachelors or Postgrad	38%	-16	Suburban	32%	-4
Hispanic	48%	-11	Northeast	37%	-6	West	31%	-15
Urban	48%	-12	Home School Parent	36%	+1	Non-Hispanic White	30%	-5
Democrat	47%	-5	Educ: < College	36%	+0	Midwest	30%	-7
Private School Parent	47%	-25	District School Parent	36%	-4	Small Town	28%	+8
South	43%	-1	Middle Income \$35K-\$75K	36%	-6	Republican	27%	-10
Low Income < \$35K	40%	+3	High Income: \$75K+	34%	-16			

In November, school parents' interest in tutoring decreased for the first time since August 2022.

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

School Parents

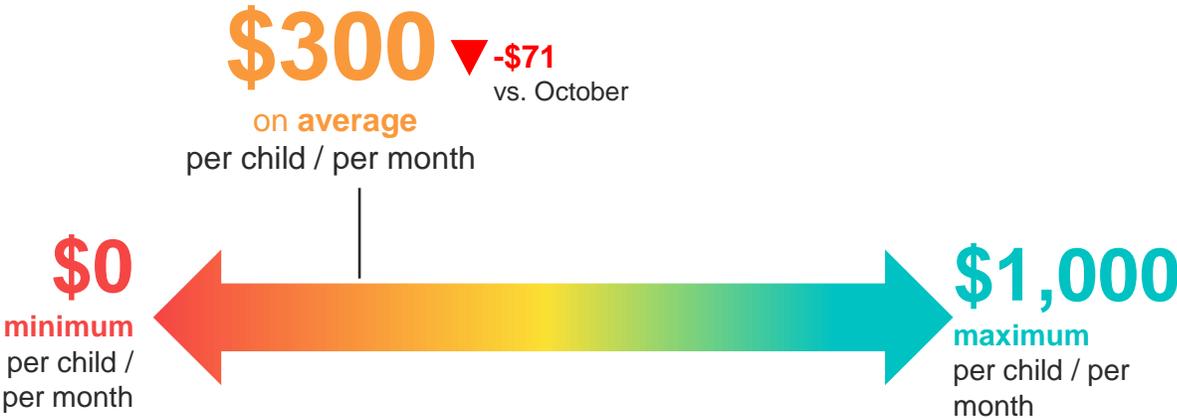


Note: Question was not asked in July 2021 and August 2021.

In November, the monthly amount parents were willing to spend on tutoring decreased over \$70 to \$300 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



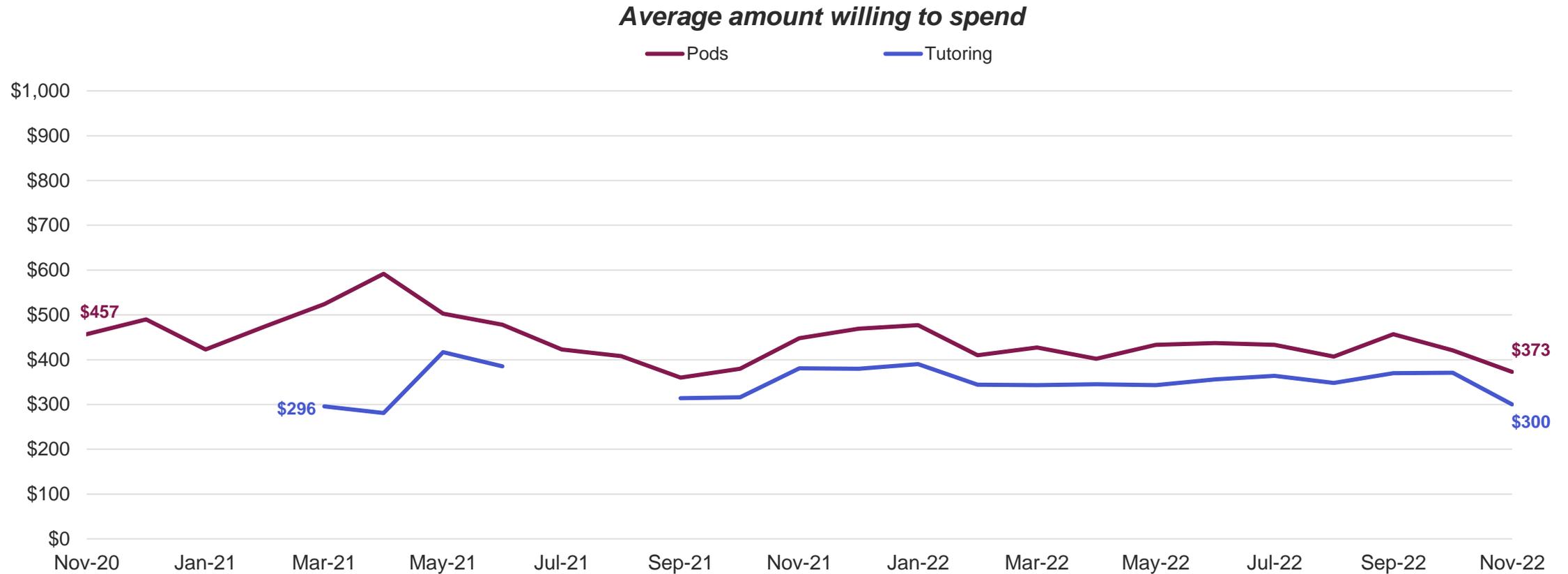
Average willing to spend per child/per month by demographic		
Income	*Low Income < \$35K	\$272
	Middle Income \$35K to < \$75K	\$290
	High Income \$75K+	\$355
Political Affiliation	Democrat	\$404
	*Independent	\$284
	Republican	\$384
Region	*West	\$339
	*Midwest	\$249
	South	\$284
	*Northeast	\$347

*indicates base size n= <100

Over the past two years, school parents have been willing to spend slightly more money on pods when compared to tutoring.

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



Note: Tutoring question was not asked in July 2021 and August 2021.

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

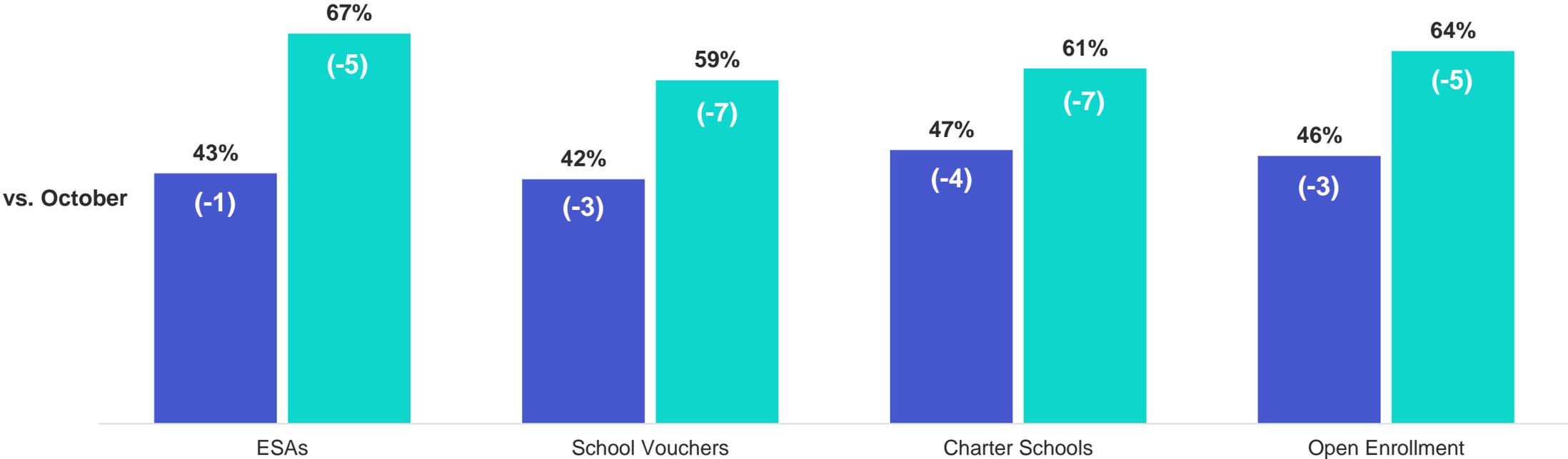
An "open enrollment" policy in K-12 education allows a student enrolled in public school to select and transfer to a public school of their choice, rather than attending a school based on where they live. A student can be allowed to transfer to a public school in another district (called "INTER-district").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

In November, support for ESAs, school vouchers, charter schools, and open enrollment decreased whether the respondents were given a description or not.

All Adults

Total Support
(Strongly Support + Somewhat Support)

■ No Description ■ With Description

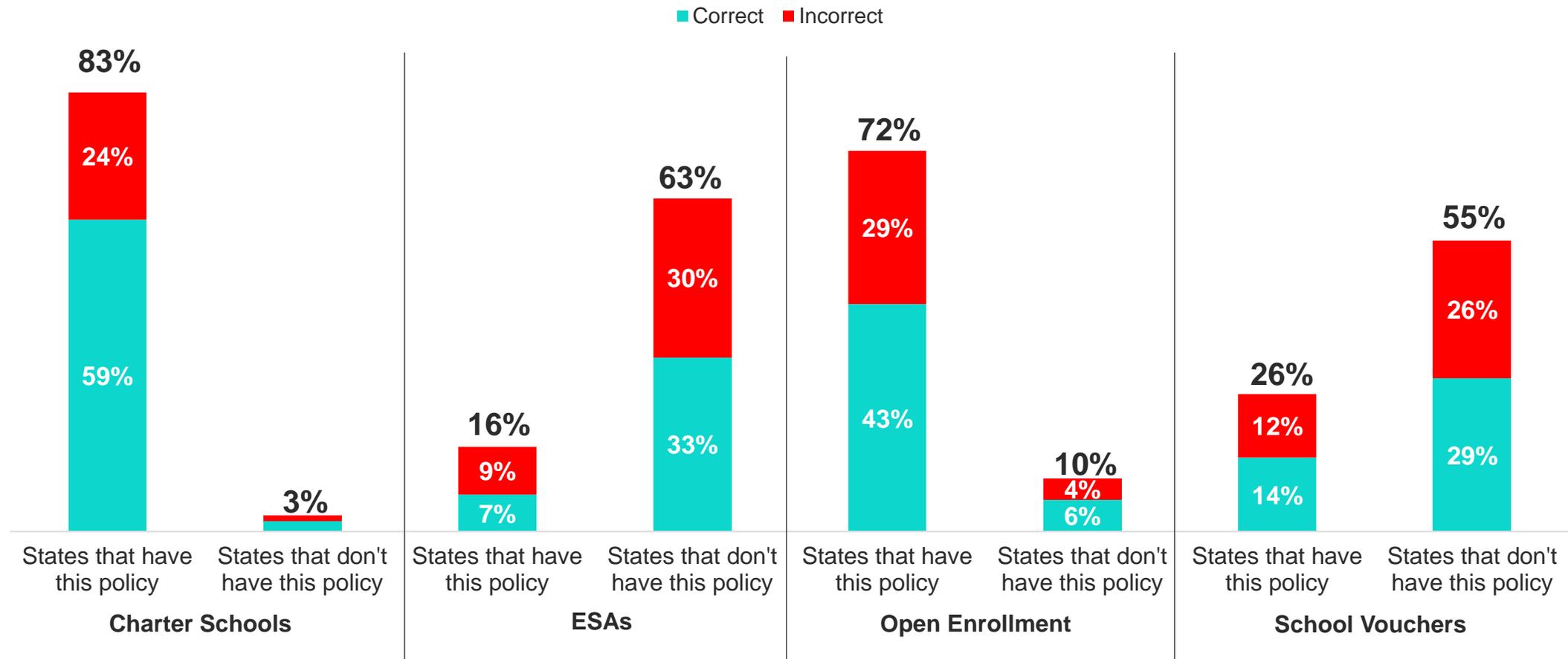


Source: Survey conducted November 10, 2022 – November 14, 2022, among U.S. adults

Nearly half of school parents answered correctly whether or not their state allowed charter schools or had open enrollment; and roughly two-fifths were correct about whether or not their state had school vouchers or ESAs.

Reflecting on the previous questions about school choice policies, are you aware of any of the following types of programs in your state?

School Parents



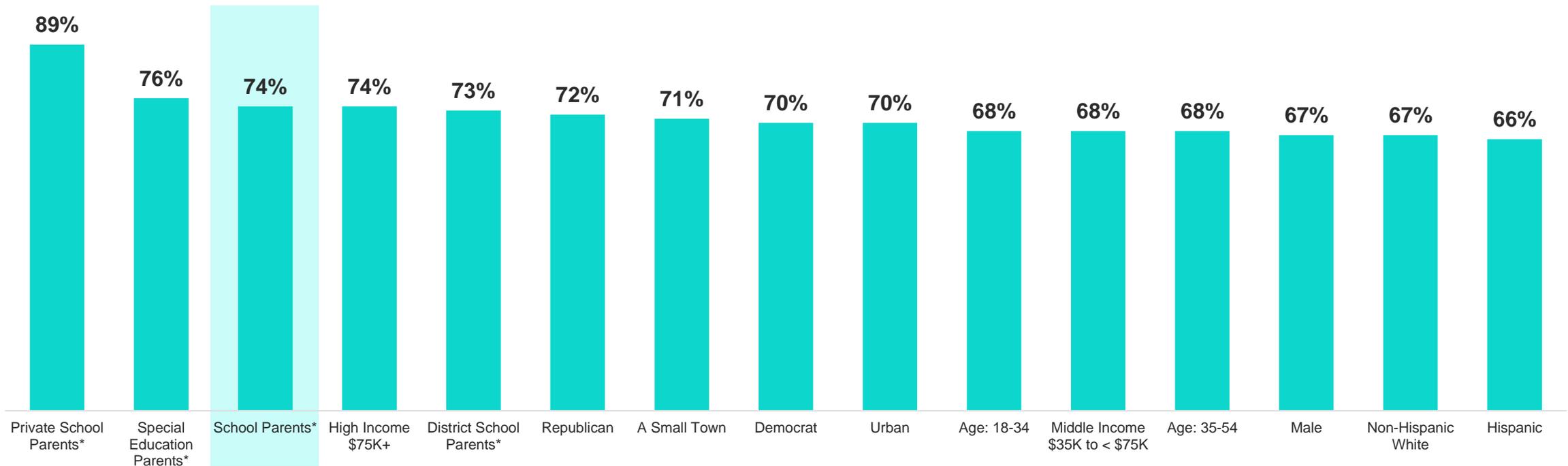
Note: Don't know responses not shown
 Demographics are groupings based on states that either have or don't have the specific policies
 Source: Survey conducted November 10, 2022 – November 14, 2022, among U.S. adults

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 November 10, 2022 – November 14, 2022, among U.S. adults

In November, support for ESAs remains high despite declines in support 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

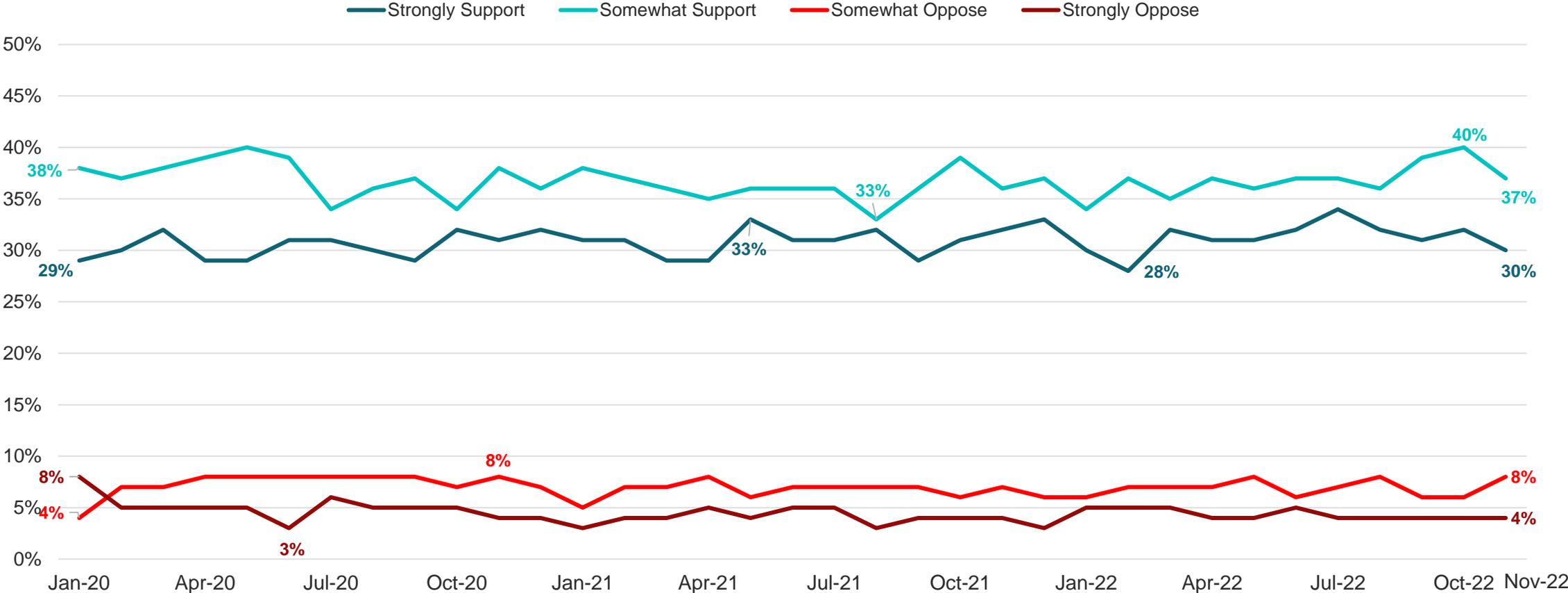
	vs. October			vs. October			vs. October	
High Income \$75K+	74%	-7	Democrat	70%	-7	South	65%	-3
Gen X	72%	-1	Northeast	68%	-4	Educ: < College	65%	-6
Republican	72%	-1	Middle Income \$35K-\$75K	68%	-5	Suburban	65%	-8
Educ: Bachelors or Postgrad	72%	-4	Non-Hispanic White	67%	-4	Rural	64%	-7
Small Town	71%	+1	Baby Boomers	67%	-4	Low Income < \$35K	63%	-5
Urban	70%	-3	Male	67%	-7	Independent	61%	-10
Midwest	70%	-3	Female	66%	-5	Gen Z	60%	-11
Millennial	70%	-6	Hispanic	66%	-10	Black	60%	-12
			West	66%	-12			

Source: Survey conducted November 10, 2022 – November 14, 2022, among U.S. adults

Americans' overall support of ESAs slightly decreased in November. The public is over 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

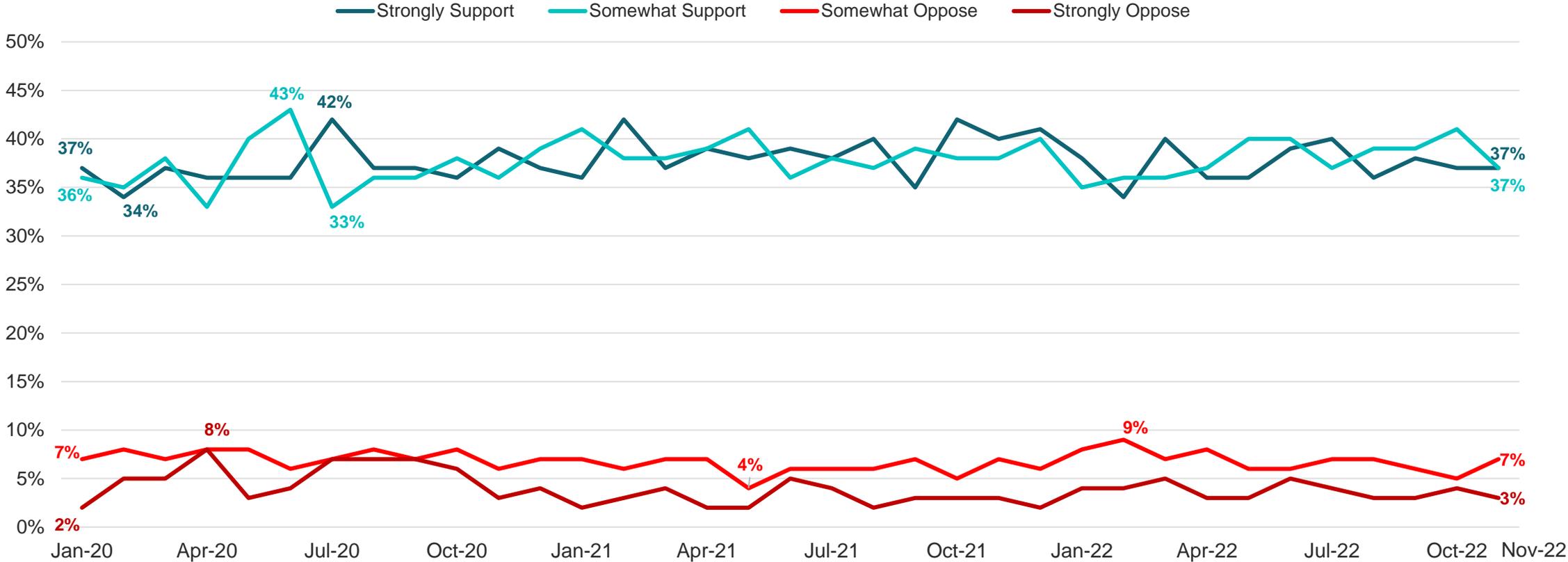


Note: Don't know/no opinion responses are not shown.

In November, school parents were over twelve times as likely to be strongly supportive of ESAs than strongly opposed. Soft support slightly declined compared to October.

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

School Parents



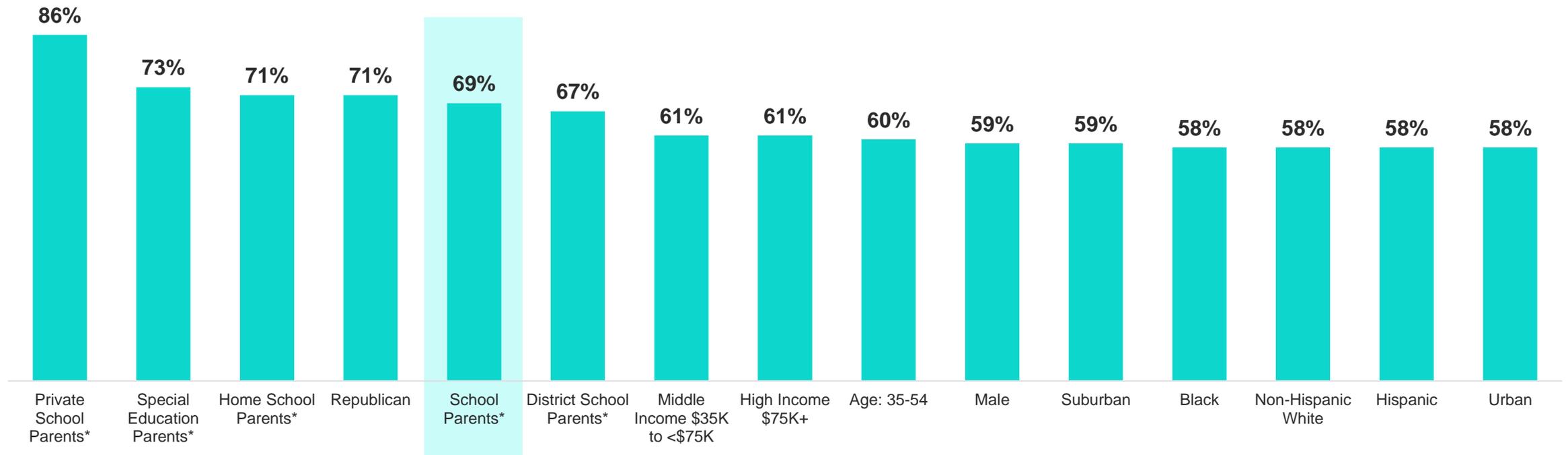
Note: Don't know/no opinion responses are not shown.

Seven in 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 November 10, 2022 – November 14, 2022, among U.S. adults

Support of school vouchers remains high among many demographic groups. However, in November, support declined across 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

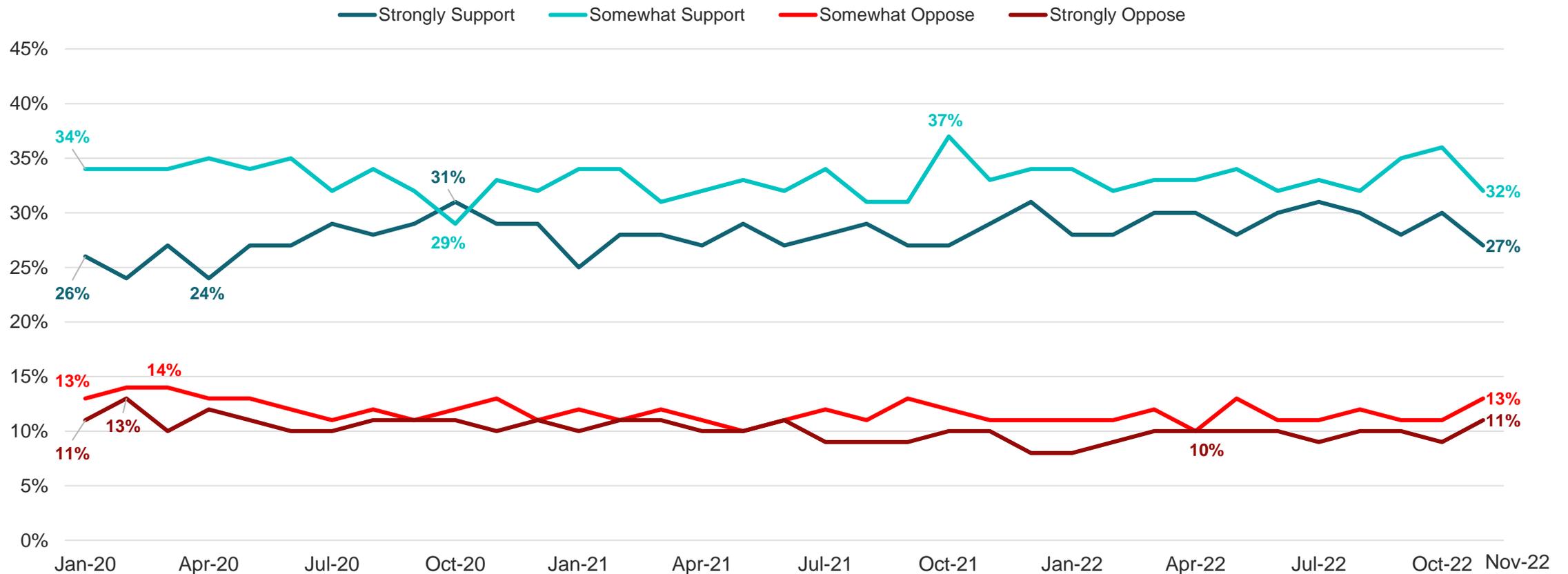
Most Supportive

		vs. October		vs. October		vs. October		
Republican	71%	+0	Suburban	59%	-9	Hispanic	58%	-17
Middle Income \$35K-\$75K	61%	-5	Rural	58%	-4	Female	57%	-8
Midwest	61%	-6	Educ: Bachelors or Postgrad	58%	-5	Small Town	55%	-5
High Income \$75K+	61%	-7	Baby Boomers	58%	-5	Independent	55%	-12
Millennial	61%	-9	Non-Hispanic White	58%	-5	Low Income < \$35K	54%	-10
South	60%	-4	Educ: < College	58%	-8	Gen Z	54%	-8
Male	59%	-7	Urban	58%	-9	West	53%	-13
Gen X	59%	-9	Northeast	58%	-9	Democrat	53%	-11
			Black	58%	-11			

The public's overall support for school vouchers decreased in November. Americans are still more than two times more likely to support school vouchers than oppose.

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

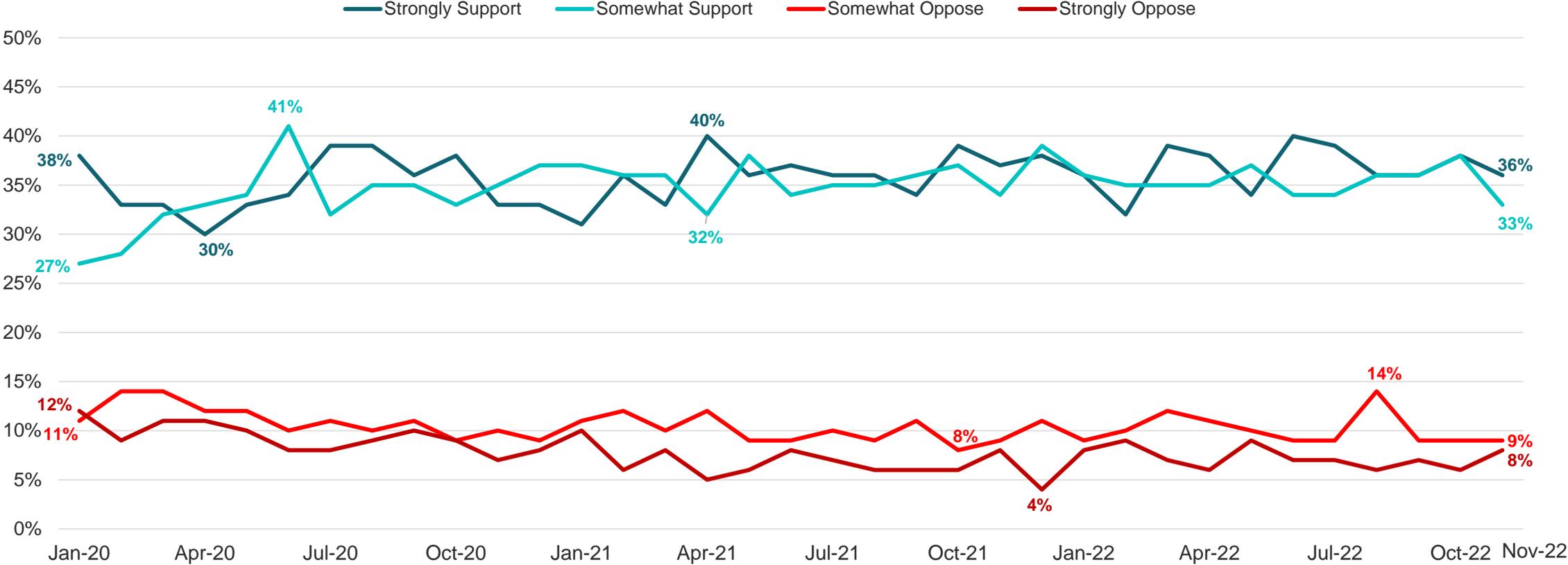


Note: Don't know/no opinion responses are not shown.

In November, school parents' support for school vouchers declined. Parents' support is more than four 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



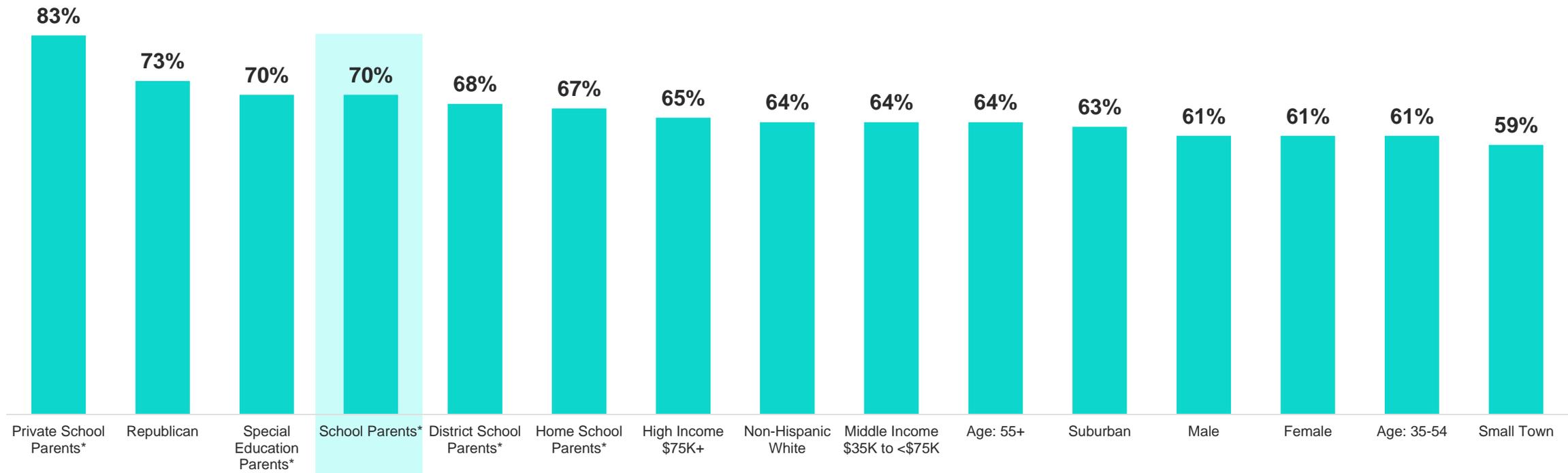
Note: Don't know/no opinion responses are not shown.

Seven in ten 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 November 10, 2022 – November 14, 2022, among U.S. adults

In November, support for charter schools decreased across all demographics, especially among Hispanics and African Americans.

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 

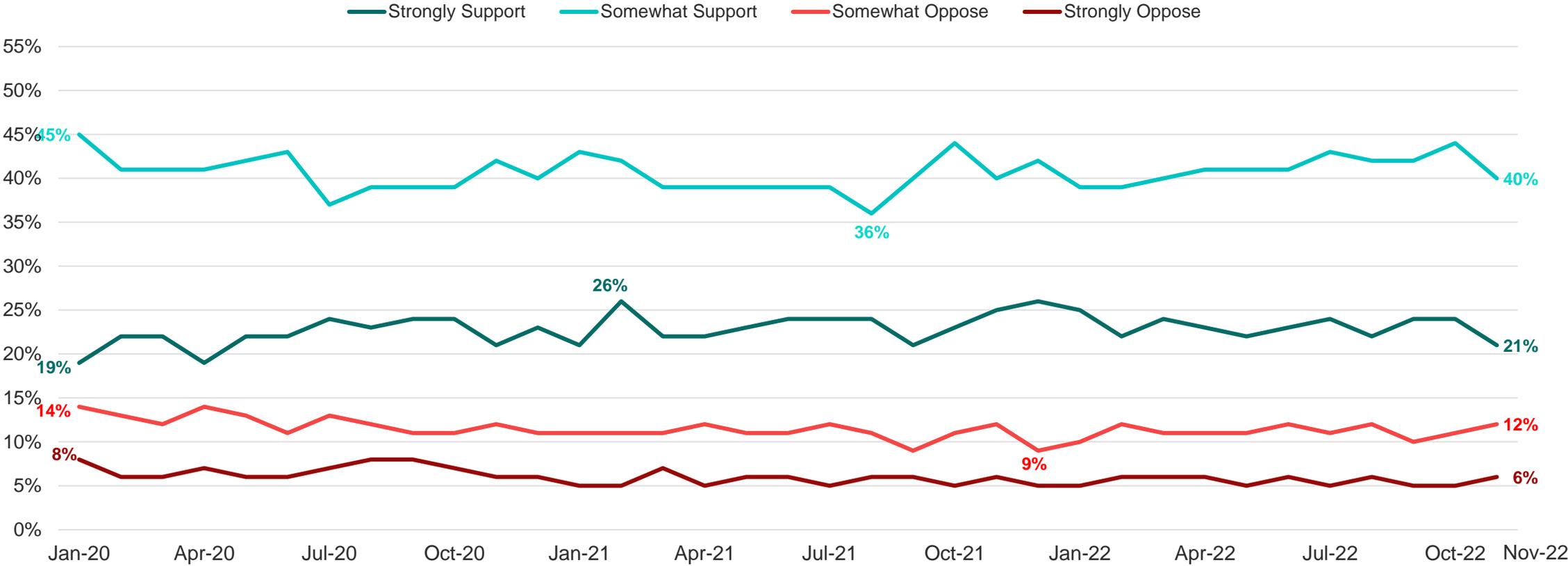
	vs. October			vs. October			vs. October	
Republican	73%	-1	West	63%	-7	Millennial	58%	-9
Northeast	65%	-4	Gen X	62%	-5	Democrat	57%	-7
High Income \$75K+	65%	-5	Female	61%	-3	Low Income < \$35K	57%	-7
Non-Hispanic White	64%	-2	South	61%	-7	Independent	57%	-13
Baby Boomers	64%	-5	Male	61%	-9	Gen Z	56%	-6
Middle Income \$35K to < \$75K	64%	-6	Educ: < College	60%	-7	Midwest	56%	-7
Educ: Bachelors or Postgrad	63%	-6	Small Town	59%	-5	Hispanic	55%	-21
Suburban	63%	-6	Urban	59%	-9	Black	51%	-18
			Rural	58%	-8			

Source: Survey conducted November 10, 2022 – November 14, 2022, among U.S. adults

Americans' overall support for public charter schools is more than three times as high as opposition. Support slightly declined in November.

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

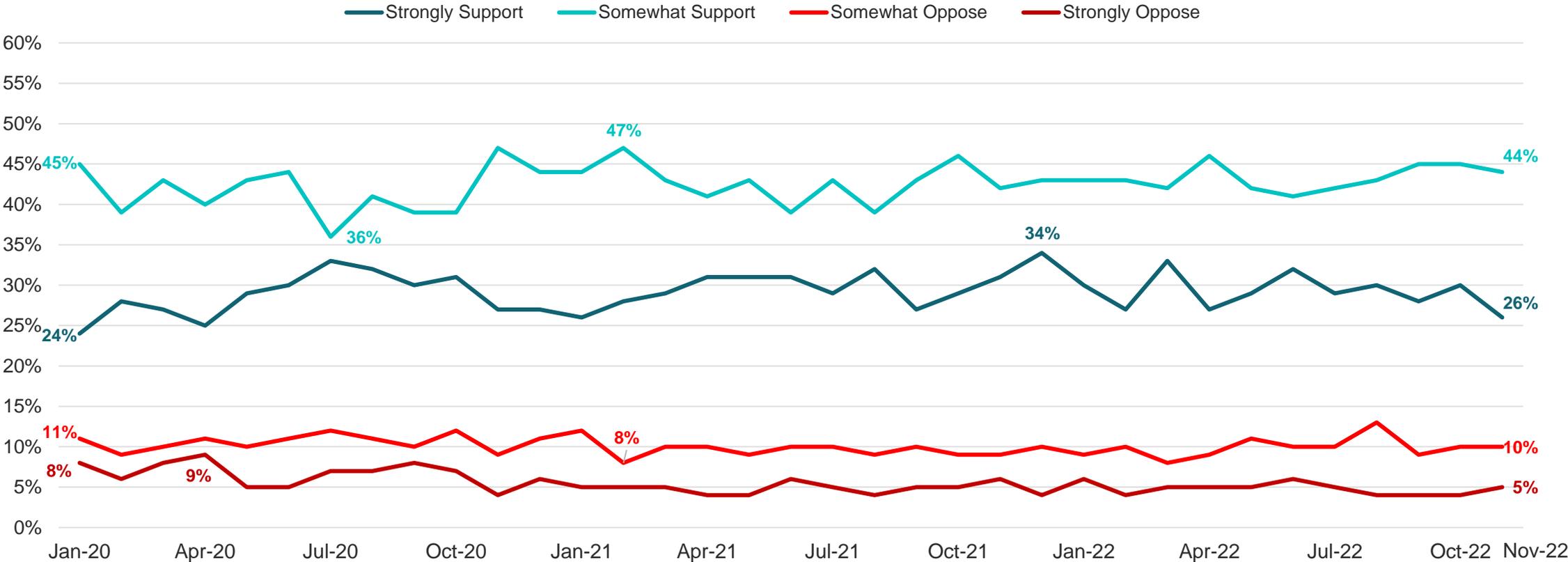


Note: Don't know/no opinion responses are not shown.

In November, 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



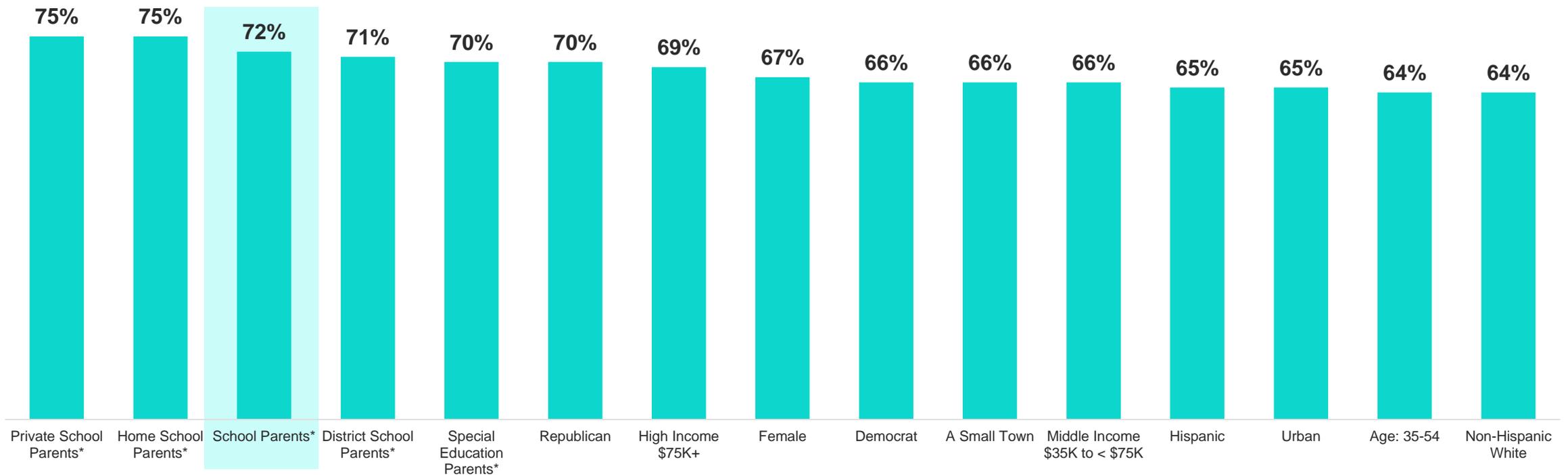
Note: Don't know/no opinion responses are not shown.

Roughly seven in ten 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 November 10, 2022 – November 14, 2022, among U.S. adults

In November, inter-district open enrollment support remains high across many demographic groups although support decreased, especially among Westerners, Independents, and Hispanics.

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

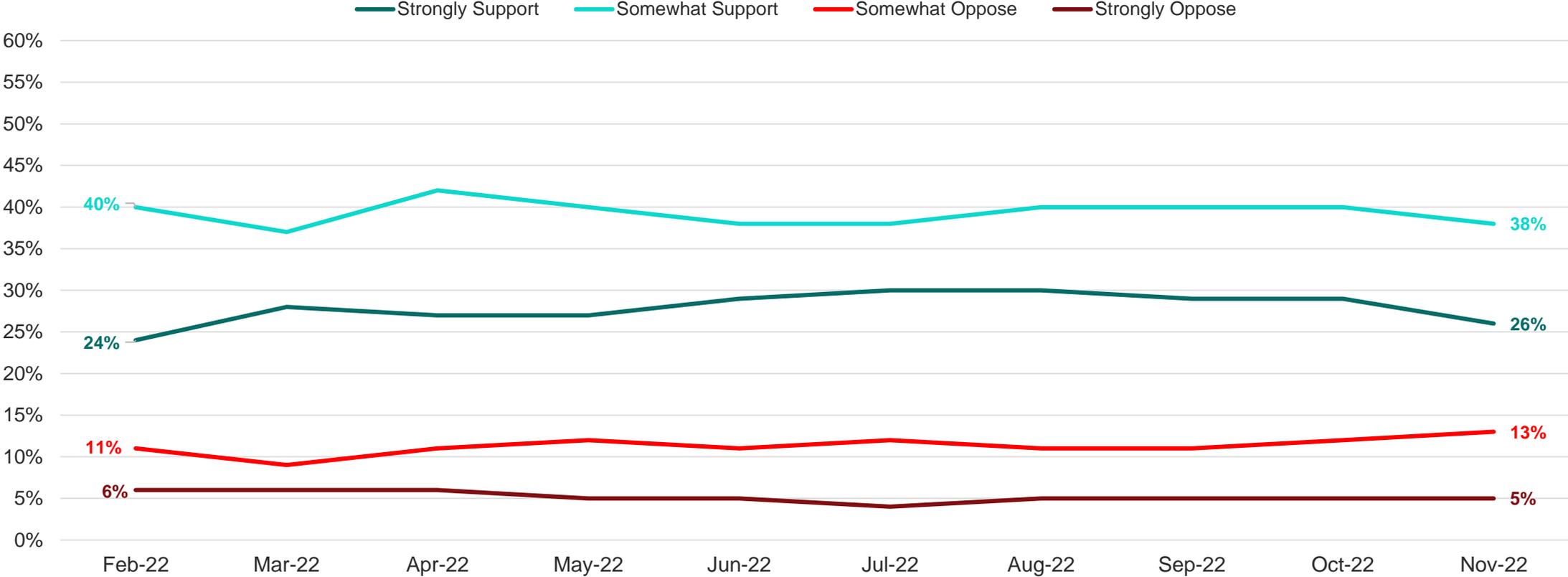
Most Supportive

		vs. October		vs. October		vs. October		
Republican	70%	+2	Hispanic	65%	-10	Suburban	63%	-6
High Income \$75K+	69%	-2	Northeast	64%	-1	Gen X	63%	-7
Female	67%	-2	Non-Hispanic White	64%	-3	Gen Z	63%	-9
Small Town	66%	+1	Baby Boomers	64%	-4	Rural	62%	-4
Educ: Bachelors or Postgrad	66%	-6	Millennial	64%	-6	Black	61%	-6
Democrat	66%	-6	Midwest	64%	-6	Male	61%	-8
Middle Income \$35K to < \$75K	66%	-6	West	64%	-12	Independent	59%	-10
Urban	65%	-6	South	63%	-2	Low Income < \$35K	58%	-6
			Educ: < College	63%	-4			

The public’s overall support for inter-district open enrollment has held steady in November and remains more than three 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

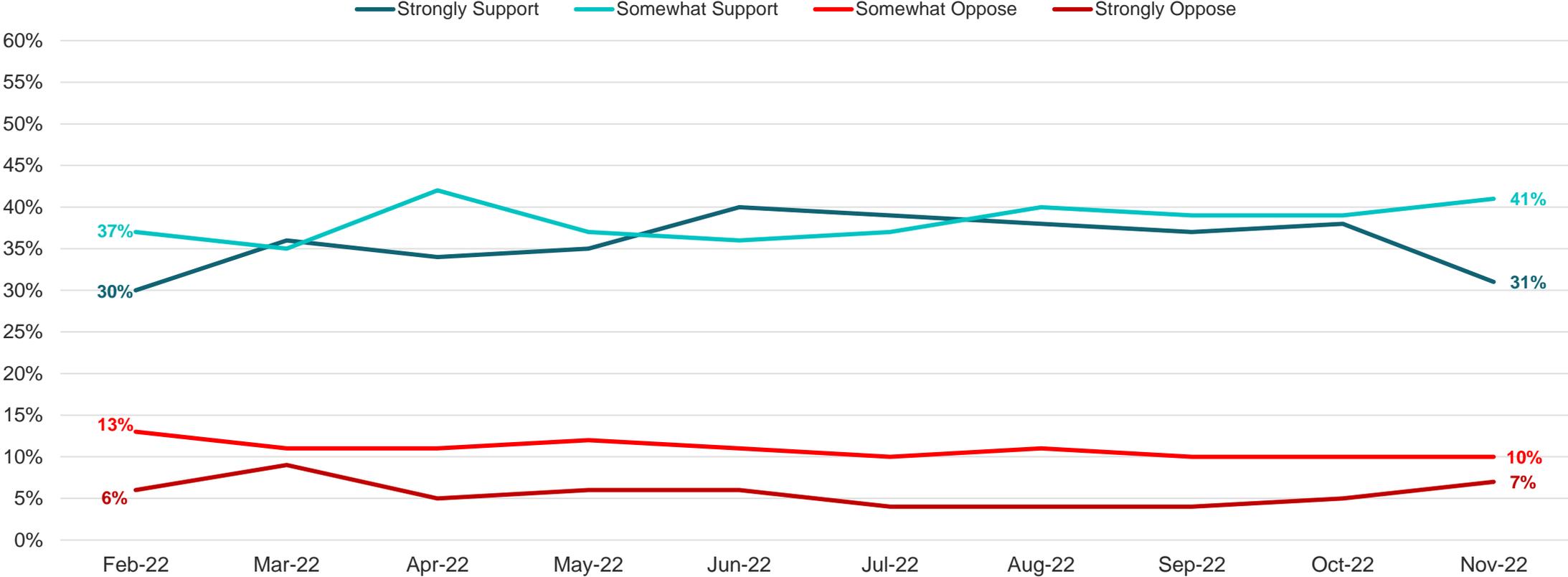


Note: Don't know/no opinion responses are not shown.

Among school parents, strong support of open enrollment fell by 7 points in November. Overall support remains high.

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.

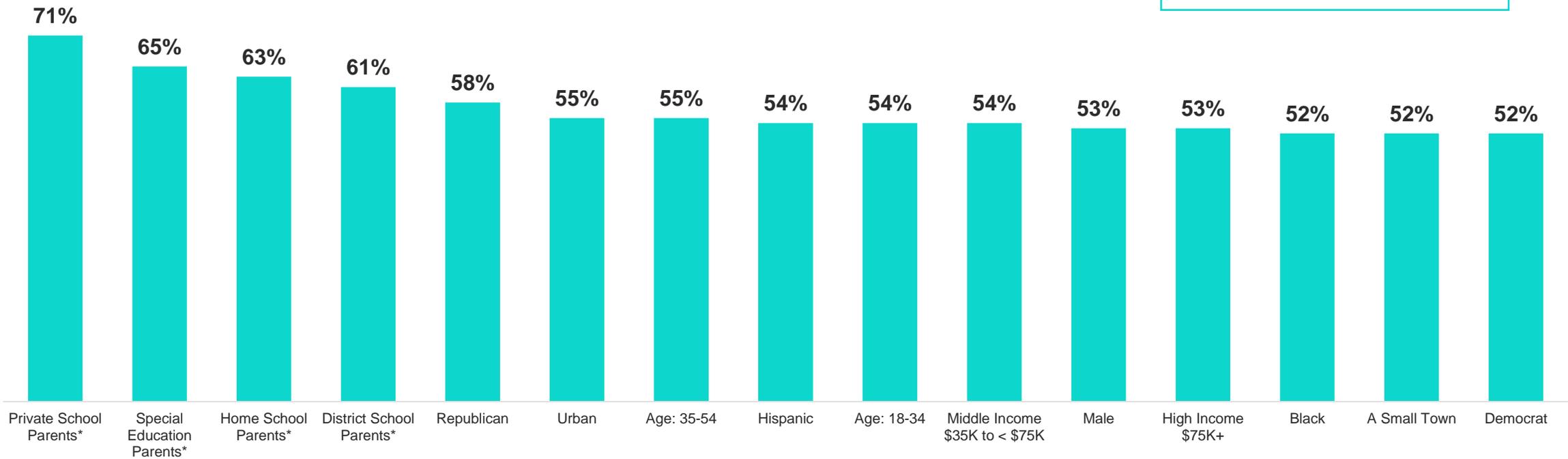
Roughly three out of five school parents said they support their state having a student-based system of K-12 funding. Just over half of the public indicate support for such a policy.

A system of student-based education funding distributes public funds to all families based on student background (e.g., by household income, by special needs) to use at the educational setting of their choice – including public charter school, private religious or non-religious school, home school, or other approved education providers. In general, do you support or oppose your state having a student-based system of K-12 education funding?

All Adults

Total Support (Strongly Support + Somewhat Support)

All Adults: 53%
School Parents*: 62%



* Denotes the sample came from school parents

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

Source: Survey conducted November 10, 2022 – November 14, 2022, among U.S. adults

In November, support for a student-based system of K-12 education funding decreased across several demographic groups.

A system of student-based education funding distributes public funds to all families based on student background (e.g., by household income, by special needs) to use at the educational setting of their choice – including public charter school, private religious or non-religious school, home school, or other approved education providers. In general, do you support or oppose your state having a student-based system of K-12 education funding?

All Adults

Most Supportive

		vs. October			vs. October			vs. October
Republican	58%	-4	Male	53%	-8	Small Town	52%	-14
Gen Z	58%	-7	Millennial	53%	-12	Baby Boomers	51%	-6
South	57%	-5	Educ: Bachelors or Postgrad	52%	-3	Independent	51%	-7
Gen X	57%	-5	Suburban	52%	-4	Low Income < \$35K	51%	-8
Urban	55%	-10	Non-Hispanic White	52%	-5	Northeast	50%	-7
Middle Income \$35K to < \$75K	54%	-8	Female	52%	-8	Rural	50%	-9
Hispanic	54%	-16	Educ: < College	52%	-11	West	50%	-10
High Income \$75K+	53%	-6	Democrat	52%	-11	Midwest	49%	-10
			Black	52%	-14			

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SURVEY PROFILE AND DEMOGRAPHICS



Survey Profile, 1

Dates	November 10-14, 2022
Survey Data Collection & Quality Control	Morning Consult
Survey Sponsor	EdChoice
Population	General Population (Adults, Age 18+)
Sampling Frame	National sample of adults (age 18+) living in the United States, including the District of Columbia, with an oversample of school parents
Sampling Method	Non-Probability, Stratified (based on Age, Gender)
Mode	Online Survey
Language	English

Survey Profile, 2

Survey Time	Gen Pop Median = 9.33 minutes Oversample Median = 12.01 minutes
Sample Size	N = 2,201 General Population N= 1,098 Total School Parents
Oversampling	N = 700 School Parents
Quotas	Age, Gender
Weighting	Age, Race, Ethnicity, Gender, Education, Census Region
Measure of Precision (adjusted for weighting)	± 2.45 percentage points (Gen Pop), ± 3.57 percentage points (Oversample)
Participation Rate	29.90% (Gen Pop), 15.77% (Oversample)
Methods Page	https://edchoice.morningconsultintelligence.com/methodology/
Project Contact	Paul DiPerna, paul@edchoice.org

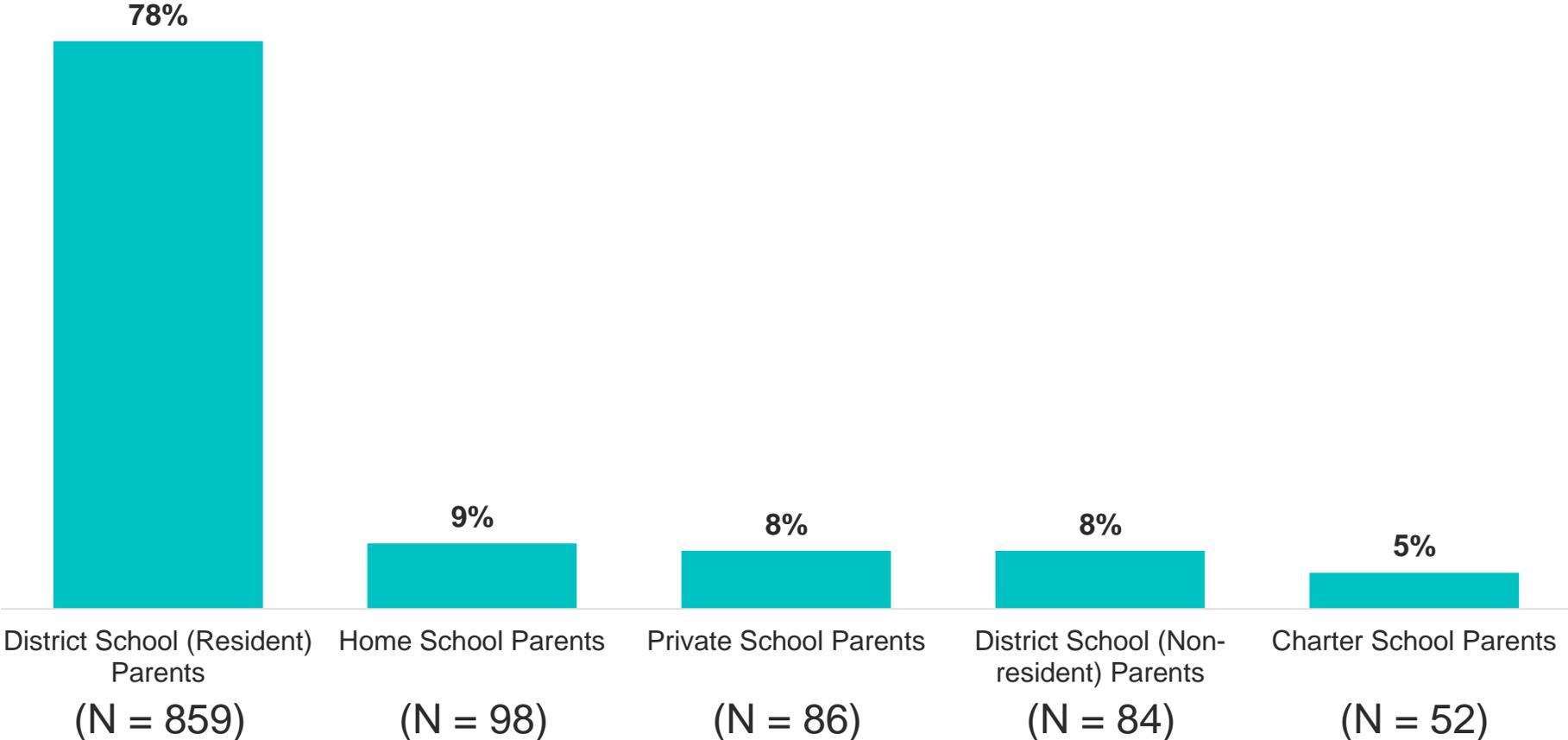
Demographics	Unweighted (N =)
Hispanic	181
Non-Hispanic White	1656
Black	256
Other	115
Generation Z	174
Millennial	605
Generation X	305
Boomers	904
Male	825
Female	1376
< College	1459
College +	742
Northeast	407
Midwest	536
South	891
West	367

Demographics	Unweighted (N =)
Total School Parents*	1098
K-4 Parents*	597
5-8 Parents*	479
9-12 Parents*	412
Non-Parents	902
Liberal	570
Moderate	702
Conservative	744
Democrat	726
Independent	596
Republican	723
Urban	466
Suburban	1043
Small Town	261
Rural	431
Low Income <\$35K	887
Middle Income \$35K to <\$75K	815
High Income \$75K+	499

* Denotes the sample came from school parents

Demographics	Unweighted	Weighted	Target (%)
Hispanic	8%	16%	16%
White	78%	78%	78%
Non-Hispanic White	75%	n/a	n/a
Black	12%	12%	12%
Other	5%	9%	9%
Age: 18-34	21%	30%	30%
Age: 35-54	30%	31%	31%
Age: 55+	49%	40%	40%
Age: 65+	27%	20%	20%
Male	37%	48%	48%
Female	63%	52%	52%
< College	66%	69%	69%
College +	34%	31%	31%
Northeast	18%	18%	18%
Midwest	24%	21%	21%
South	40%	37%	37%
West	17%	24%	24%

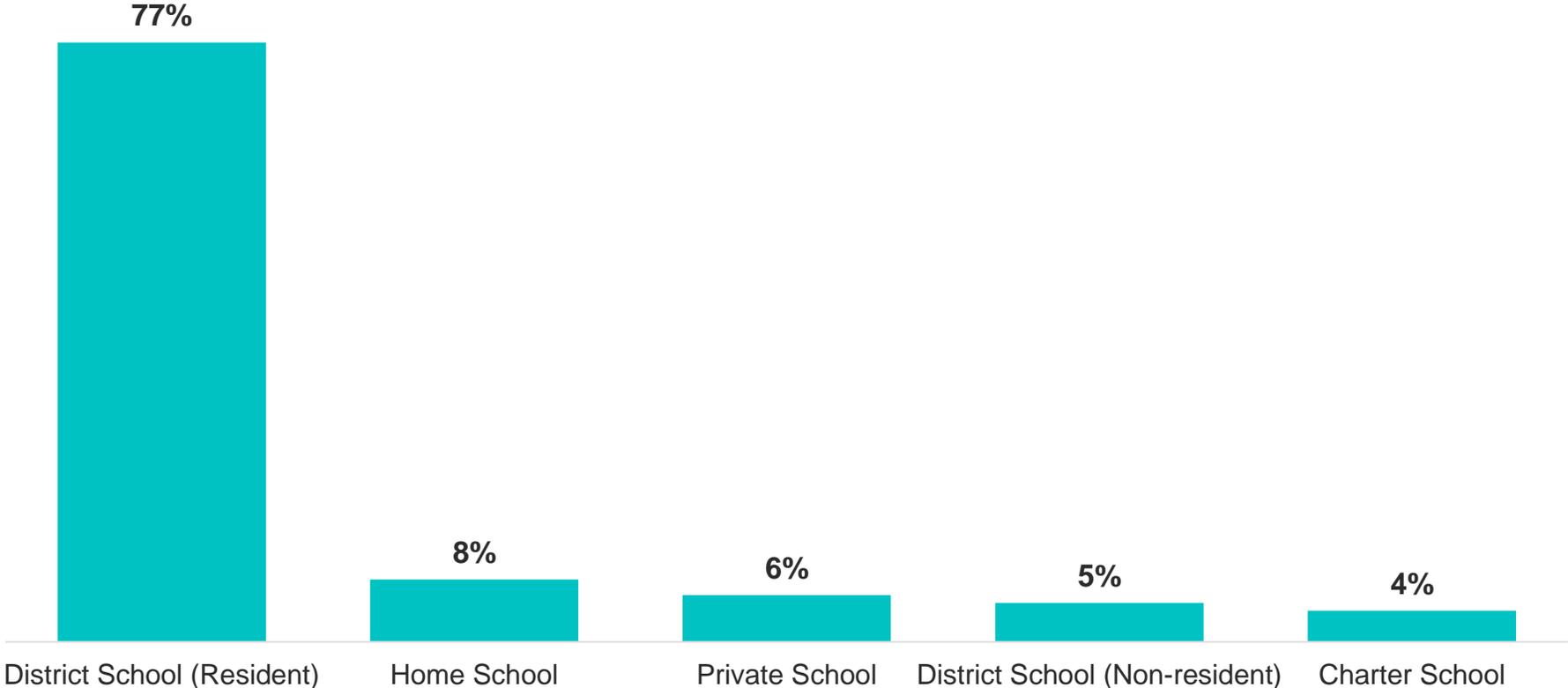
Parent groups based on estimated school type attendance for the 2022-2023 school year



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

% of Students, Reported by Parents



Methodology Update

In addition to the monthly general population polling, Morning Consult oversamples K-12 school parents, among a national sample of parents living in the United States (including the District of Columbia). The sample is collected via stratified sampling based on race and ethnicity quota targets derived from the U.S. Census Bureau's 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**[®]

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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