



# THE PUBLIC, PARENTS, AND K-12 EDUCATION

A National Polling Report

JANUARY 2023

# KEY FINDINGS

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1. Among those parents reporting a child switching school types, district schools and home school appear to show net-positive switching. Those who have a child who has switched schools are much more likely to indicate that their child has faced difficulty in some capacity at their former school.
2. A safe environment at school is a top three reason for enrollment among parents, regardless of school type. Private school parents have significantly increased their preferences for safety and academic quality compared to December.
3. Private school parents are much more likely than district school parents to believe that their child's teachers have very good or better communications with them.
4. Parents are less optimistic about their own kids' wellbeing compared to December. But they are growing more optimistic about how their friends' children are doing academically, socially, and emotionally – reaching near parity with views of their own children.
5. The general public and school parents continue to greatly underestimate per-student spending in public schools. Americans are much less likely (-18 points) to say their state's per-student spending is “too low” when given a publicly reported statistic.
6. Interest in both pods and tutoring held mostly steady this month along with the amount parents are willing to pay to have their child pay to participate. Parents indicated they are willing to pay \$380 per month for pods and \$320 per month for tutoring.
7. School parents are most likely to answer correctly whether or not their state allows charter schools. Less than half were correct about whether or not their state has open enrollment, school vouchers, or ESAs.
8. Overall support levels for school choice policies remain high among school parents and the general public, despite observing some decreases in January:
  - Education savings accounts (ESAs) – 74% / 65%
  - School vouchers – 71% / 60%
  - Charter schools – 70% / 61%
  - Open enrollment – 75% / 65%

## Methodology:

This poll was conducted between January 6-9, 2023 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 2.38 percentage points..

AGENDA

**VIEWS ON K-12 EDUCATION**

**VIEWS ON SCHOOLING**

**PODS, TUTORING, AND EXTRACURRICULARS**

**SCHOOL CHOICE POLICIES**

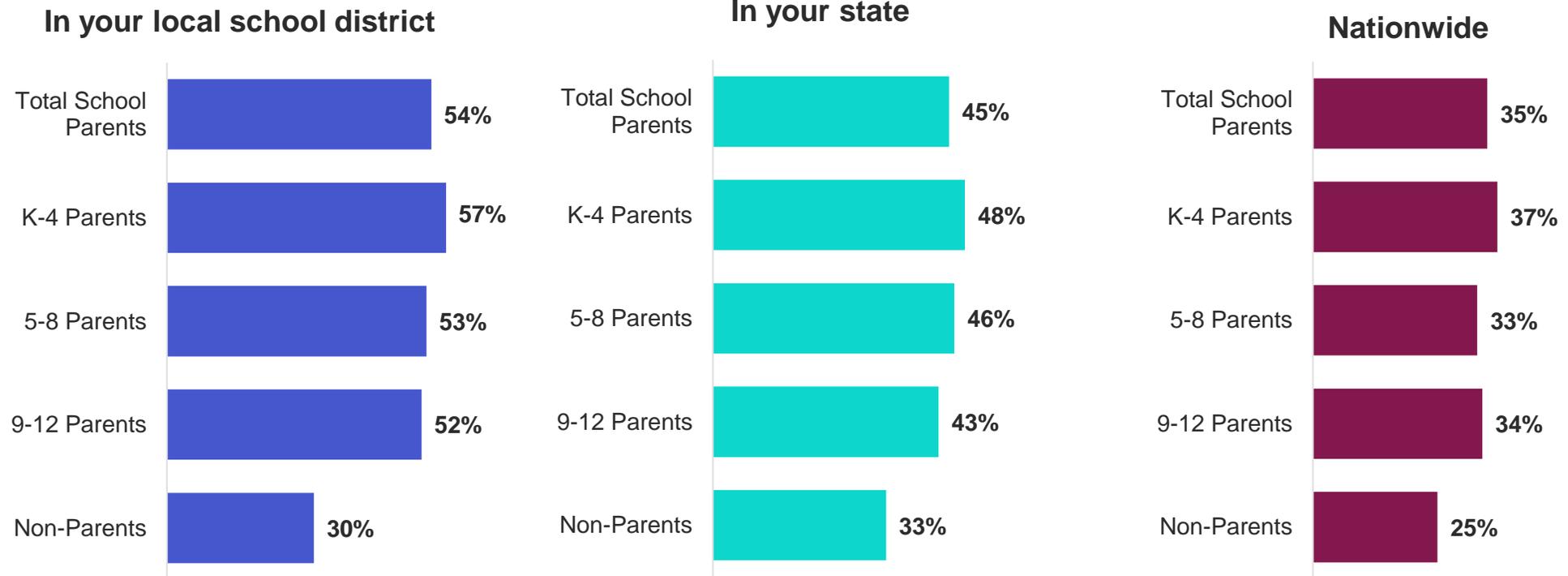
**SURVEY PROFILE AND DEMOGRAPHICS**



# The level of parent optimism at the local level is 19 percentage points greater compared to how they view K-12 education across the country as a whole.

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?

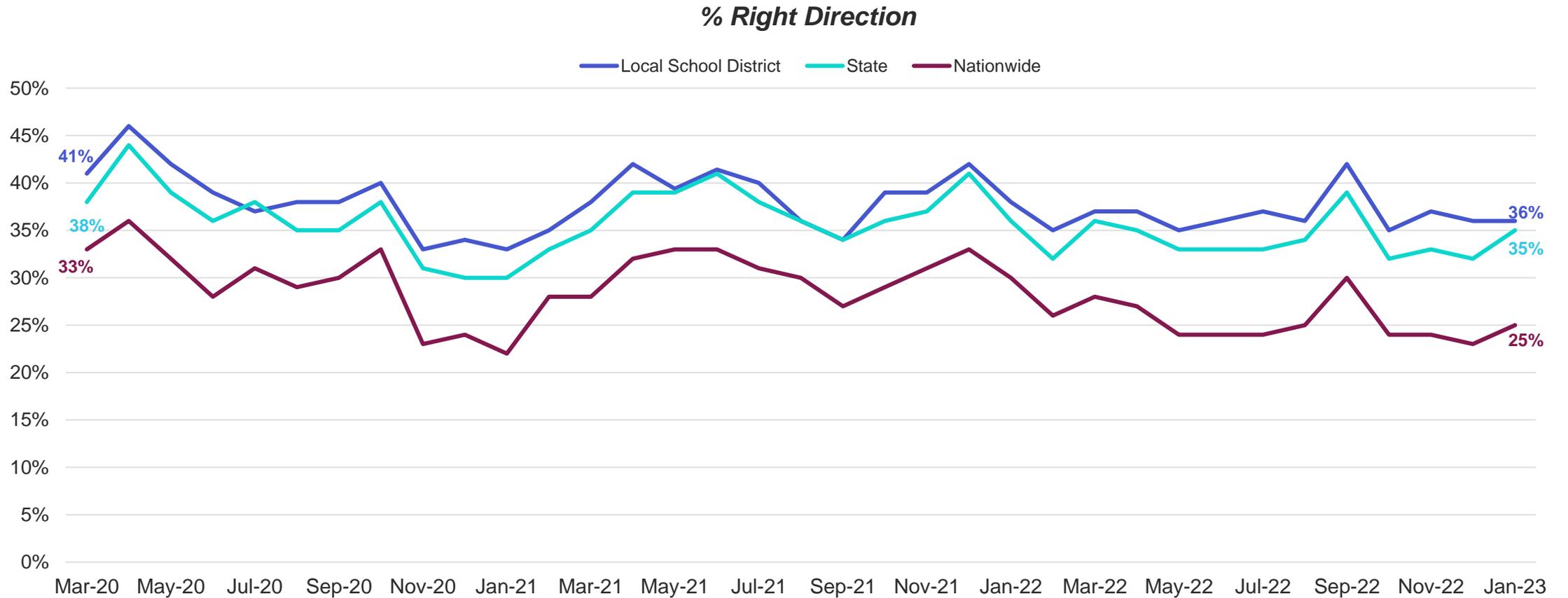
## % Right Direction



# The public's views about the direction of K-12 education has remained relatively stable 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?

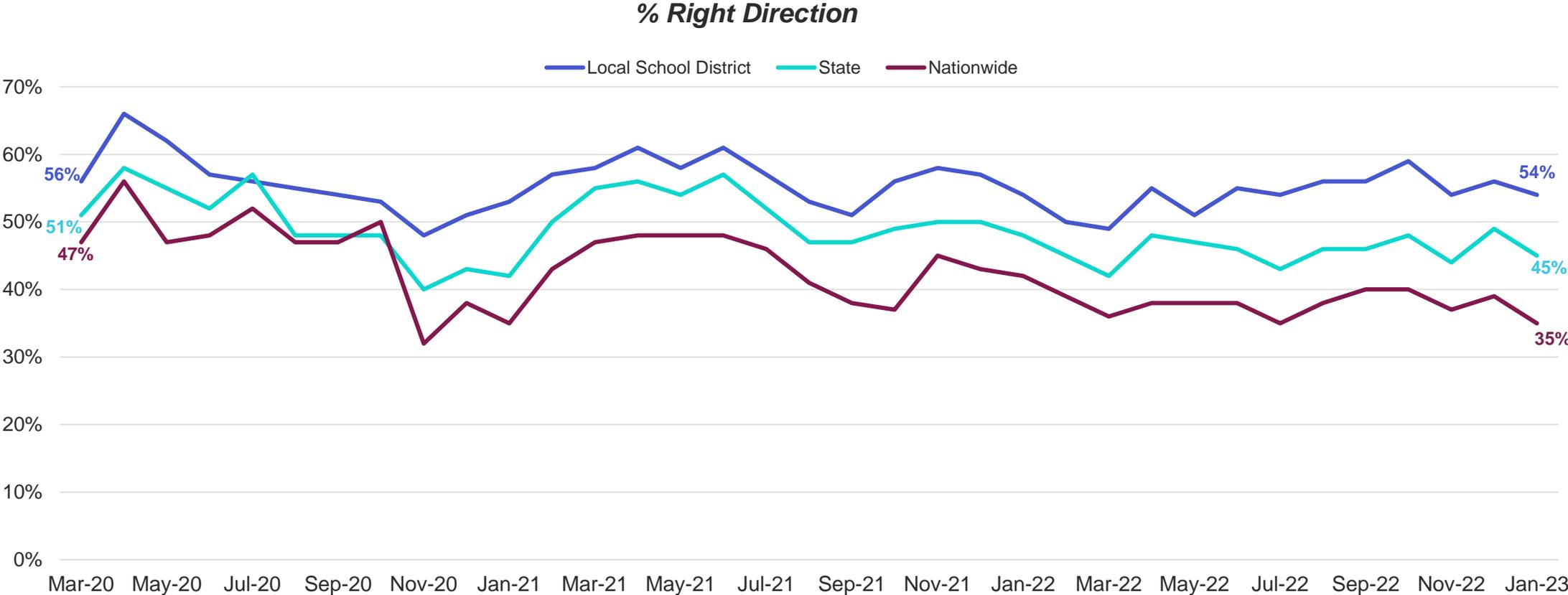
## All Adults



# For each of the last 12 months no more than half of school parents have expressed optimism about K-12 education for their state or the nation.

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 **45%**

-  Core academic subjects (60%)
-  Become independent thinkers (51%)
-  Socialization (48%)
-  Skills for future employment (46%)
-  How to be good citizens (46%)
-  Values, moral character, religious virtues (38%)
-  To fix social problems (24%)

#### Grades 9-12

Average % selected Extremely Important **45%**

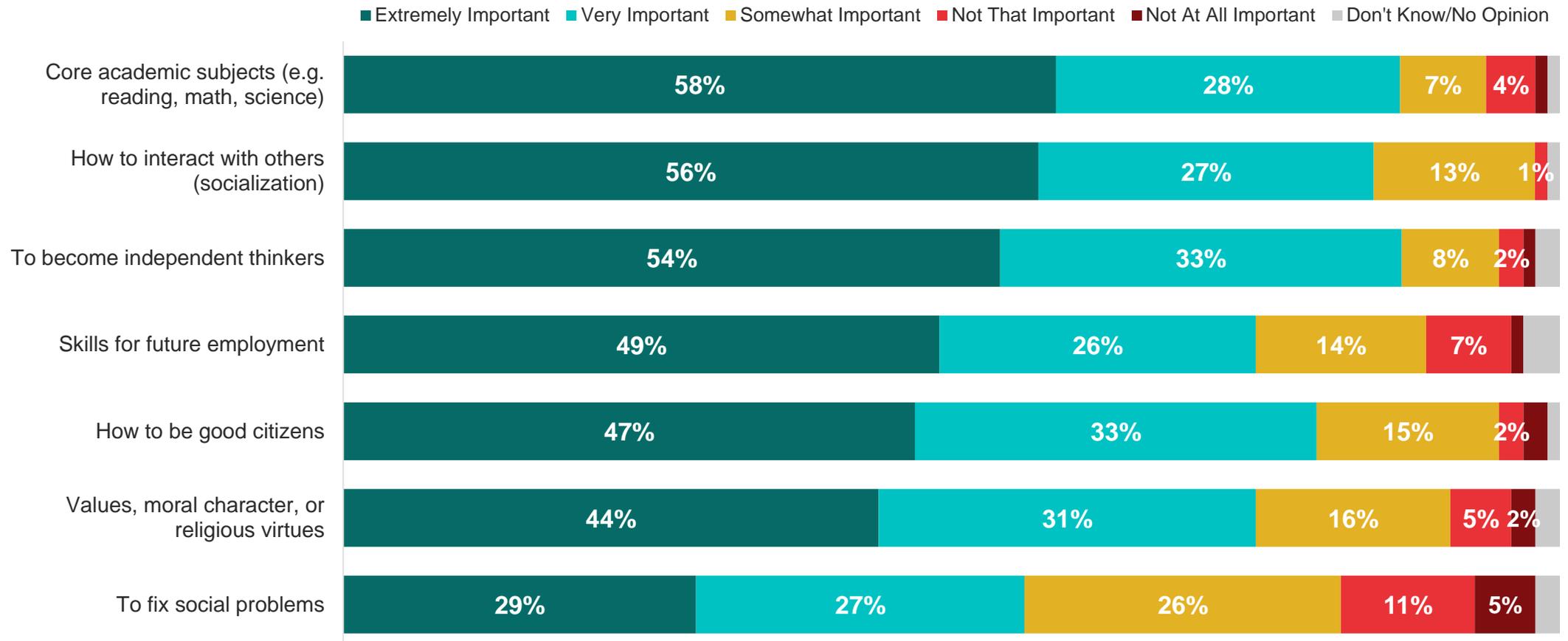
-  Skills for future employment (58%)
-  Core academic subjects (55%)
-  Become independent thinkers (52%)
-  How to be good citizens (44%)
-  Socialization (42%)
-  Values, moral character, religious virtues (38%)
-  To fix social problems (25%)

Source: Survey conducted January 6, 2023 – January 9, 2023, among U.S. adults

# School parents appear to be placing highest priority on core academic subjects, socialization, and independent thinking for purposes of K-8 education.

What do you believe should be the main purpose of education during **Kindergarten through 8th grade**? In your opinion, how important is it for students to learn...

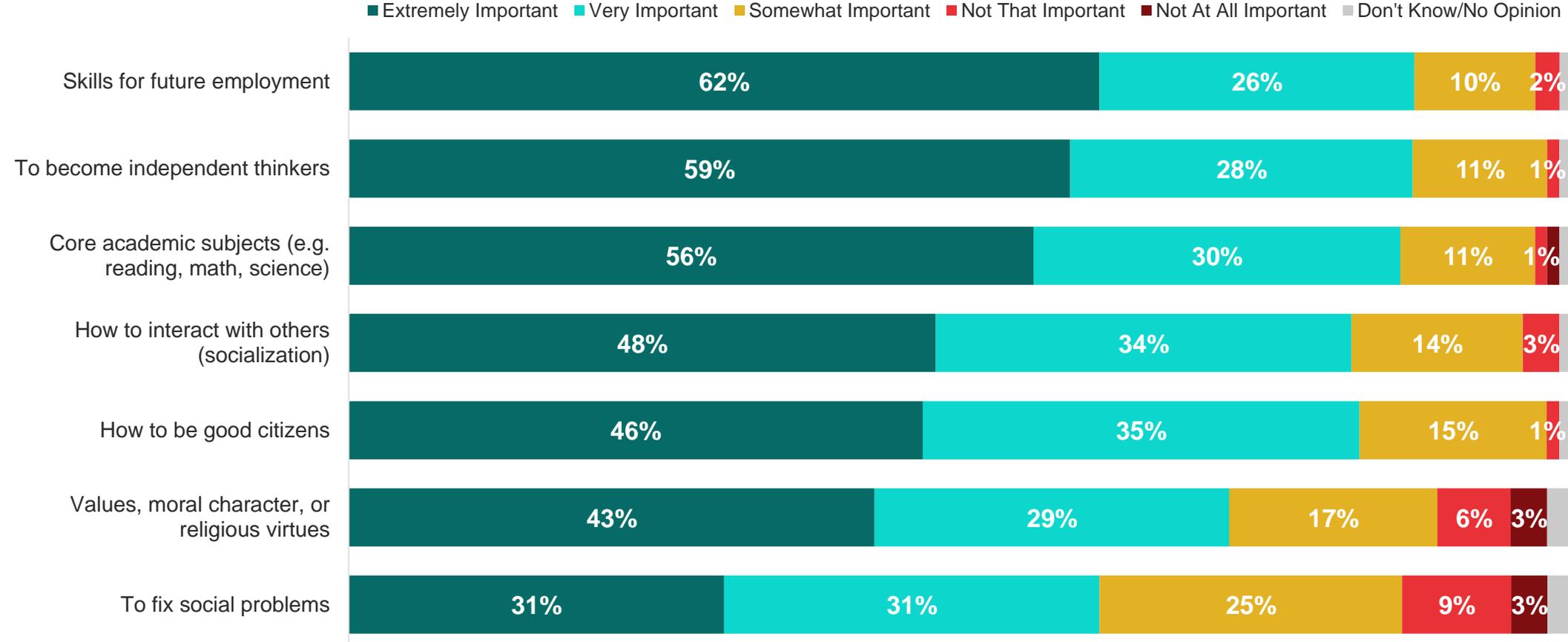
## School Parents



# School parents rate skills for future employment, independent thinking, and core academic subjects as the most important purposes of high school. They view fixing social problems as the least important purpose 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 January 6, 2023 – January 9, 2023, among U.S. adults

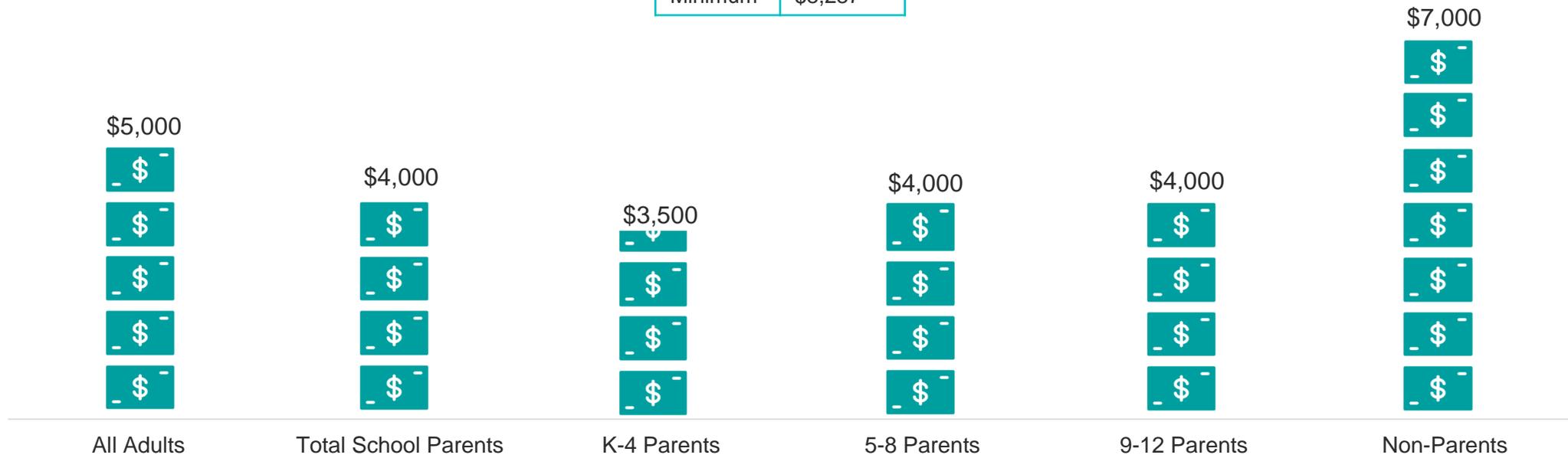
# The general public and school parents greatly underestimate per-student spending in public schools.

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

 = \$1,000

## Median Estimate

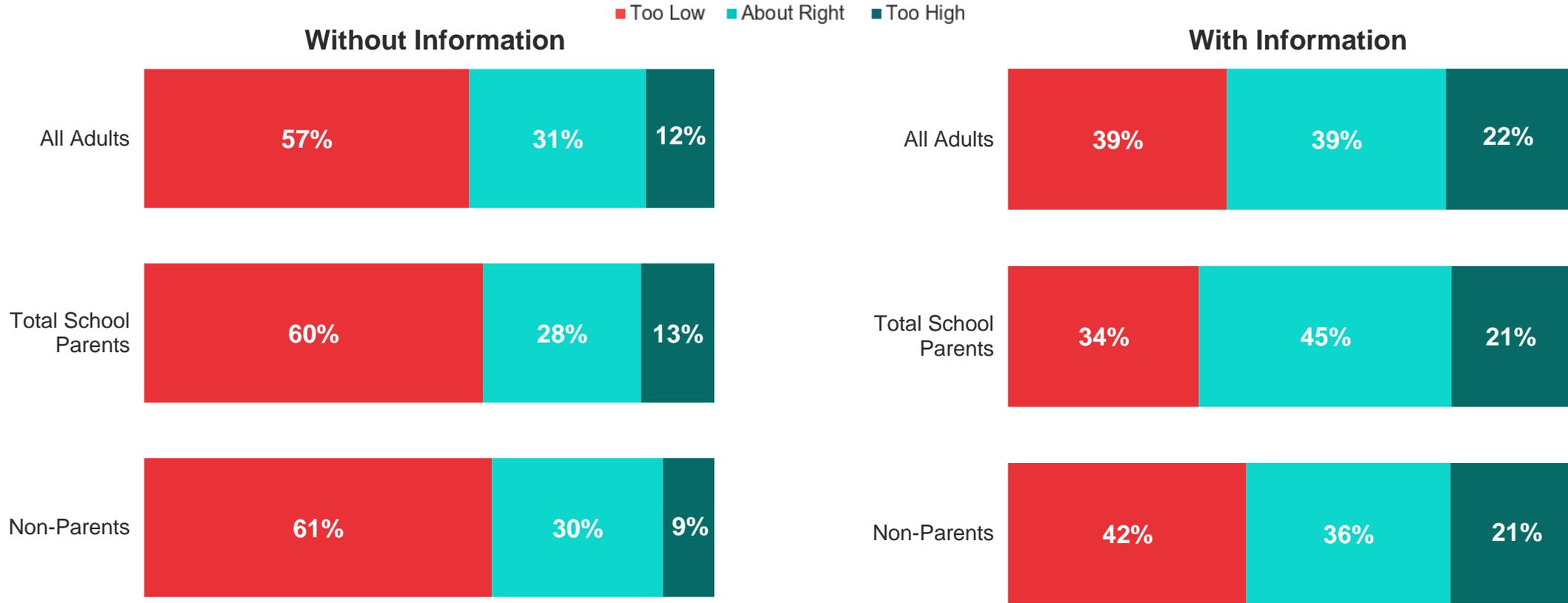
FY20 State Actuals	
Maximum	\$25,273
<b>Mean</b>	<b>\$13,489</b>
Minimum	\$8,287



# Americans are much less likely (-18 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:



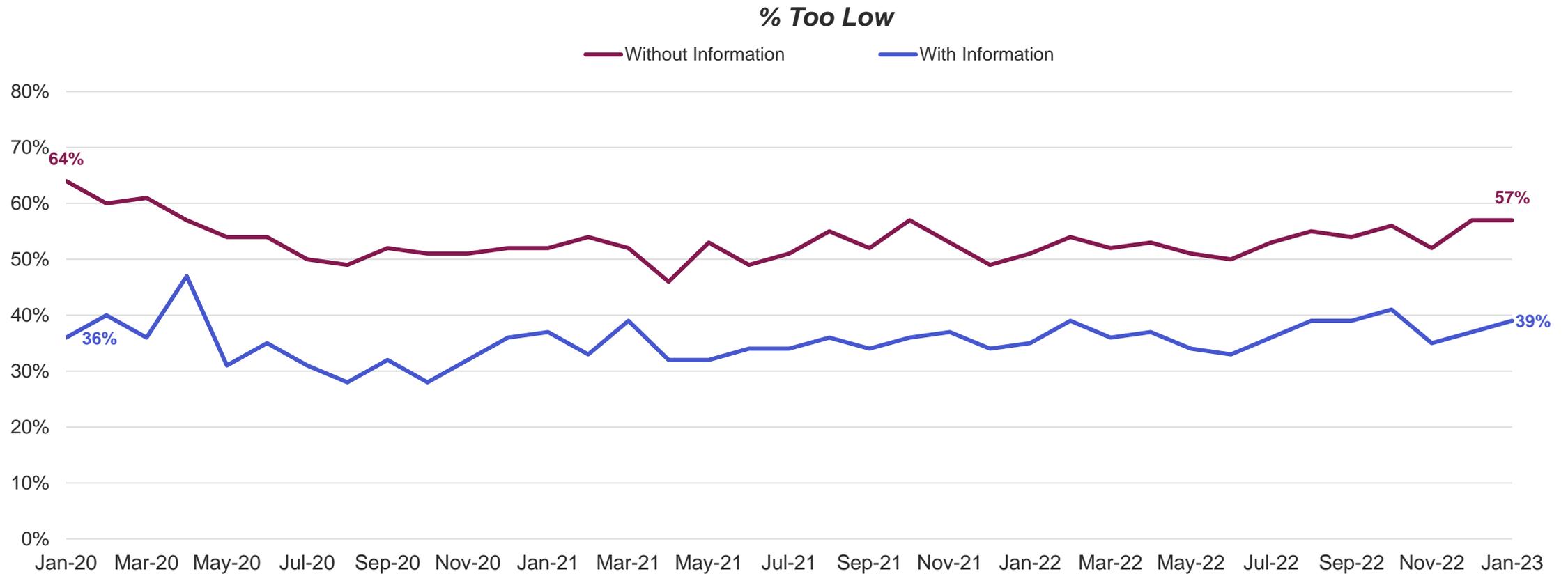
FY20 State Actuals Source: National Center for Education Statistics  
 Source: Survey conducted January 6, 2023 – January 9, 2023, among U.S. adults

# Americans who indicated school funding is too low has crept upward in recent months, and regardless of whether they saw a publicly reported funding statistic or not.

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

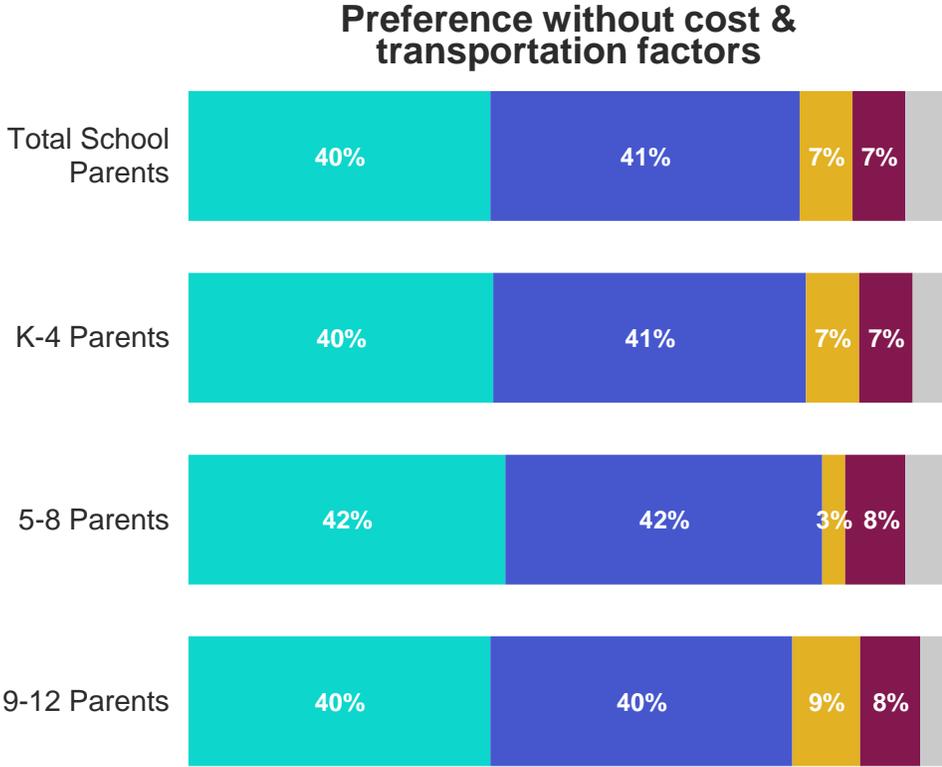
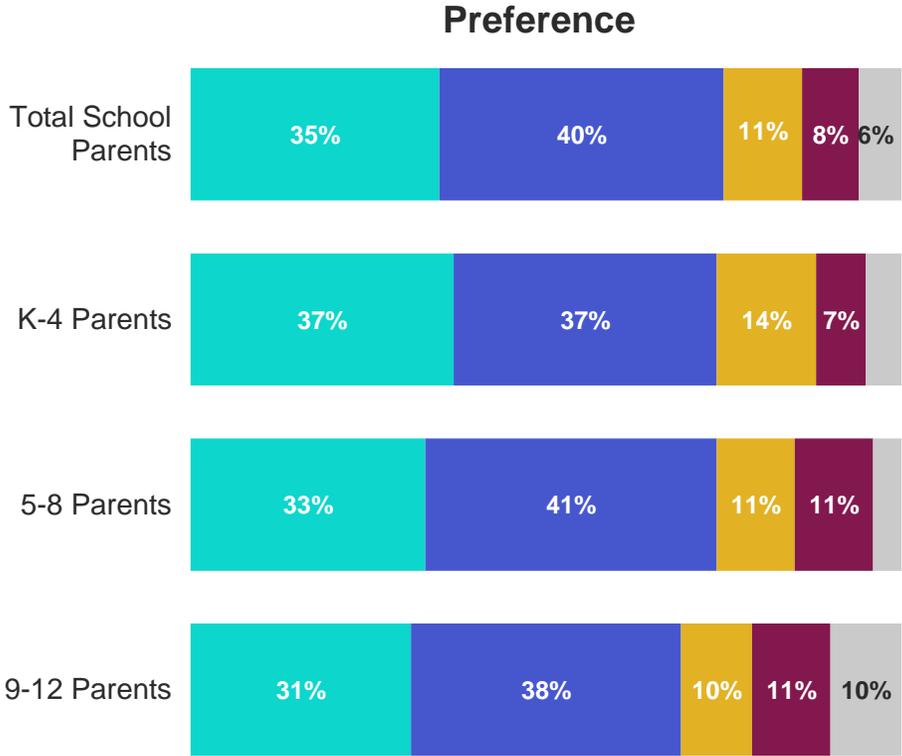


# Parents exhibit a diverse range of schooling preferences. Financial costs and transportation appear to affect parent preferences for both private middle school and private high schools.

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

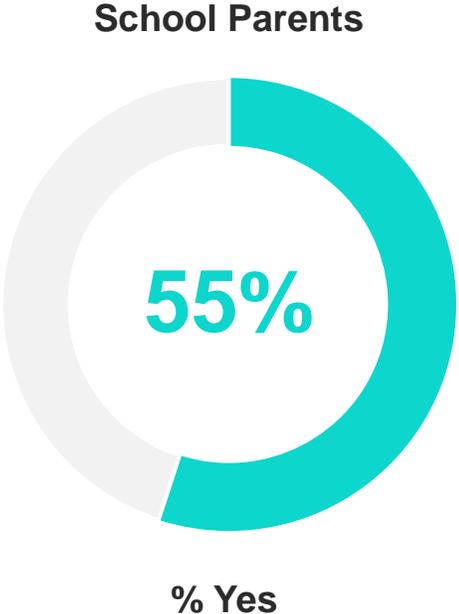


Source: Survey conducted January 6, 2023 – January 9, 2023, among U.S. adults

More than half of school parents indicate that their child is eligible for free or reduced-price meals at school. The proportions are higher among those with lower incomes and whose children are in special education.

Are your children eligible for free or reduced-price meals at their school?

**School Parents**



**Top % Yes**

Low Income < \$35K	81%
Special Education Parent	71%
Black	69%
Married: No	68%
A Rural Area	65%

**Bottom % Yes**

High Income: \$75K+	26%
Educ: Bachelors or Postgrad	35%
Small Town	40%
Married: Yes	42%
Conservative	44%

**% of Students, Reported by Parents**

**58%**

**Note:** Respondents were randomly asked one of these two questions. (approximately half the sample)  
**Source:** Survey conducted January 6, 2023 – January 9, 2023, among U.S. adults

More than half of school parents indicate that they have a child receiving free or reduced-price meals at school. The proportions are higher among those with lower incomes and whose children are in special education.

Are your children receiving free or reduced-price meals at their school?

**School Parents**



**Top % Yes**

Low Income < \$35K	<b>78%</b>
Special Education Parent	<b>72%</b>
West	<b>65%</b>
A Rural Area	<b>64%</b>
Married: No	<b>64%</b>

**Bottom % Yes**

High Income: \$75K+	<b>39%</b>
Educ: Bachelors or Postgrad	<b>43%</b>
Midwest	<b>47%</b>
Non-Hispanic White	<b>47%</b>
Conservative	<b>48%</b>

**% of Students, Reported by Parents**

**58%**

**Note:** Respondents were randomly asked one of these two questions. (approximately half the sample)  
**Source:** Survey conducted January 6, 2023 – January 9, 2023, among U.S. adults

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**SCHOOL CHOICE POLICIES**

**SURVEY PROFILE AND DEMOGRAPHICS**

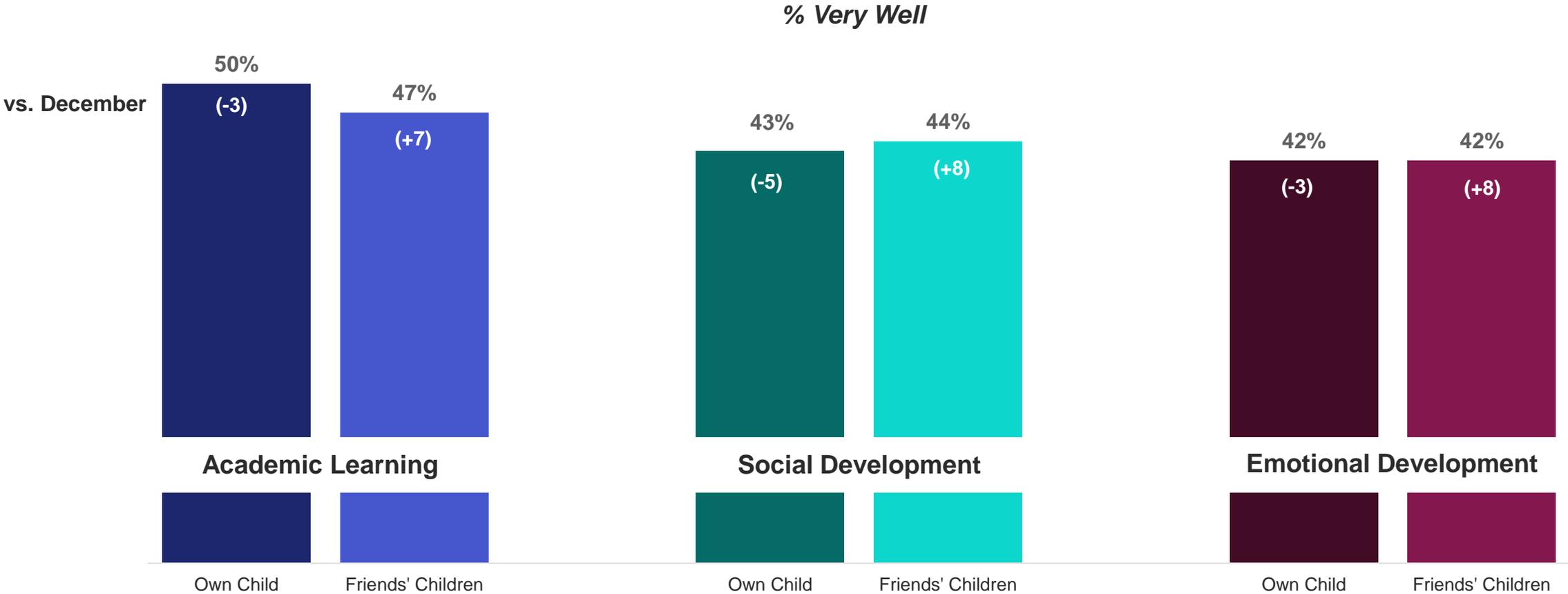


Parents are less optimistic about their own kids' wellbeing compared to December. But they are growing more optimistic about how their friends' children are doing academically, socially, and emotionally – reaching near parity with views of their own children.

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**

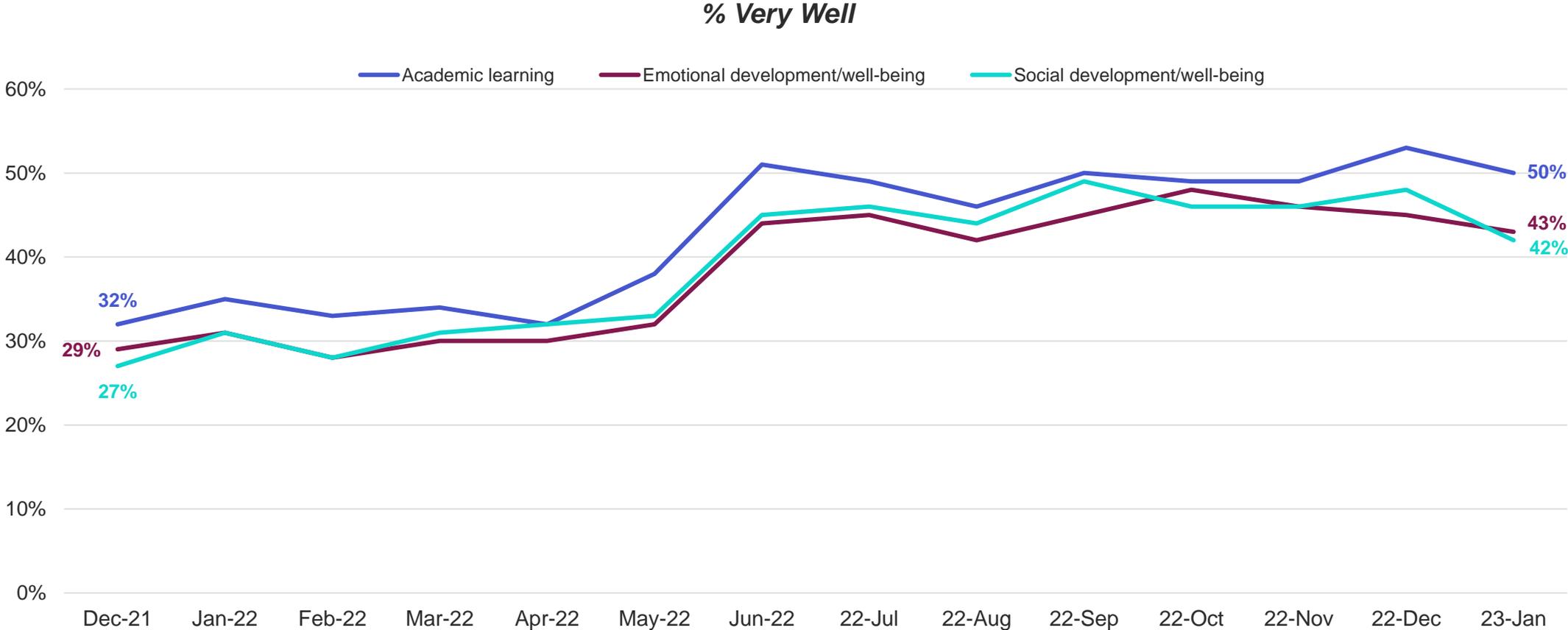


Source: Survey conducted January 6, 2023 – January 9, 2023, among U.S. adults

# Parents' ratings of how their children are doing have declined in the last couple months – social development having the largest decrease.

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

## School Parents

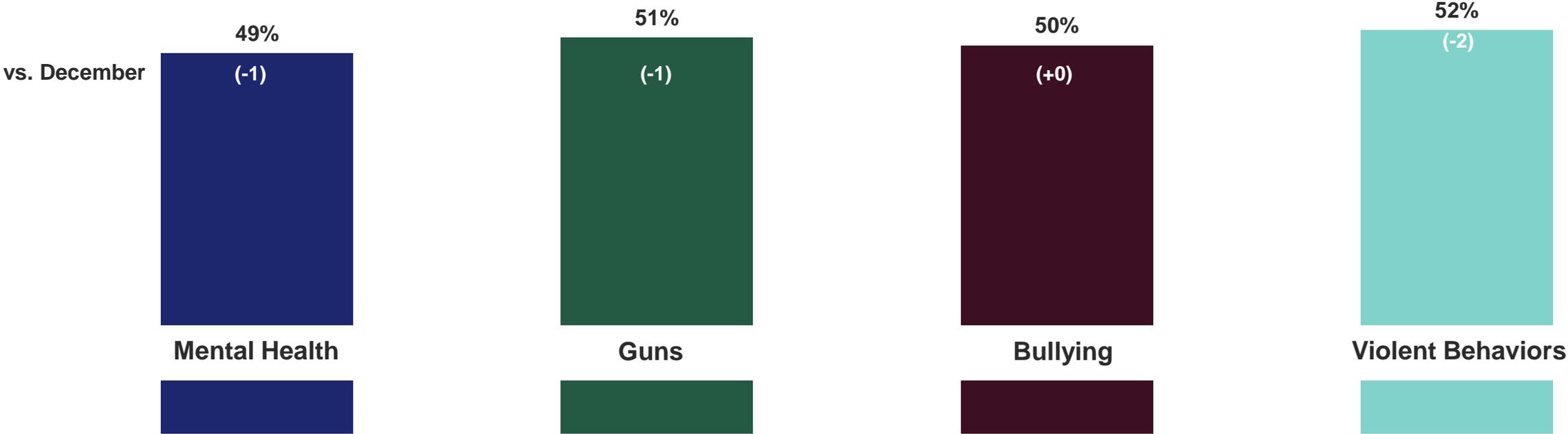


In January, roughly half of parents felt their schools were doing extremely or very well at addressing mental health, guns, bullying, and violent behaviors at their children's schools.

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

**School Parents**

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

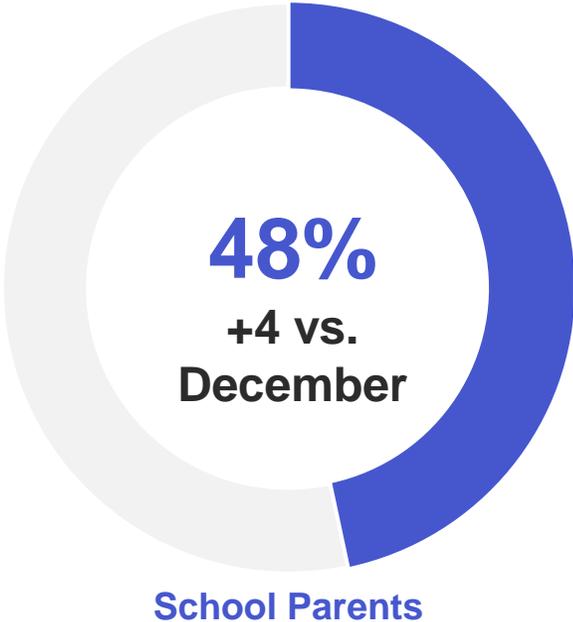


Note: Results are composite numbers between those who were asked about their youngest child and those who were asked about their oldest child.

In January, school parents' concerns about a violent intruder entering school increased significantly. The proportion of concerned 5-8 parents increased by 6 percentage points.

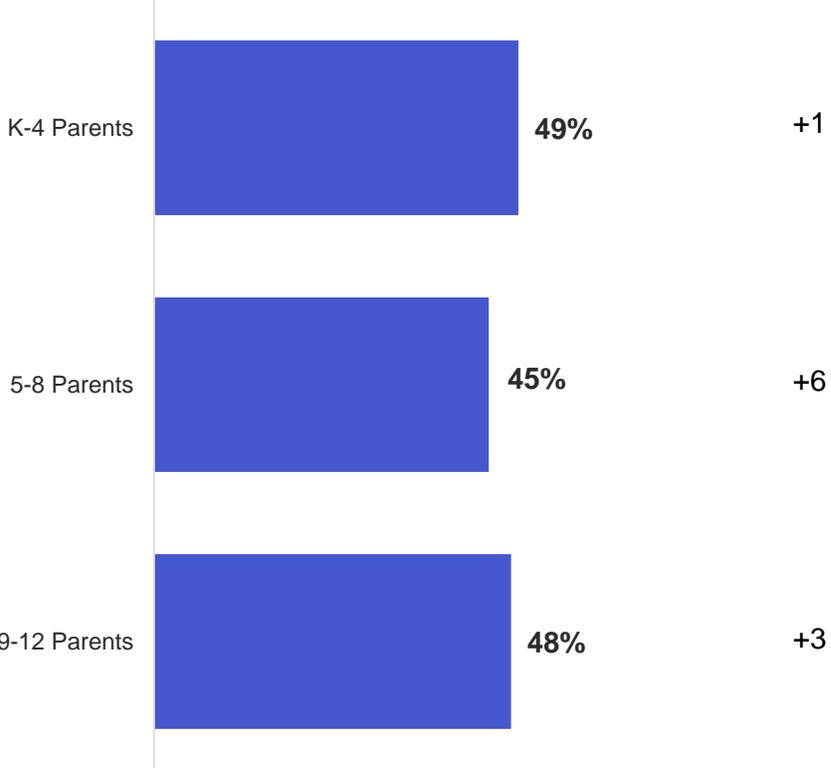
How concerned are you about a violent intruder, like a mass shooter, entering your child's/children's school?

**School Parents**



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

**vs. December**

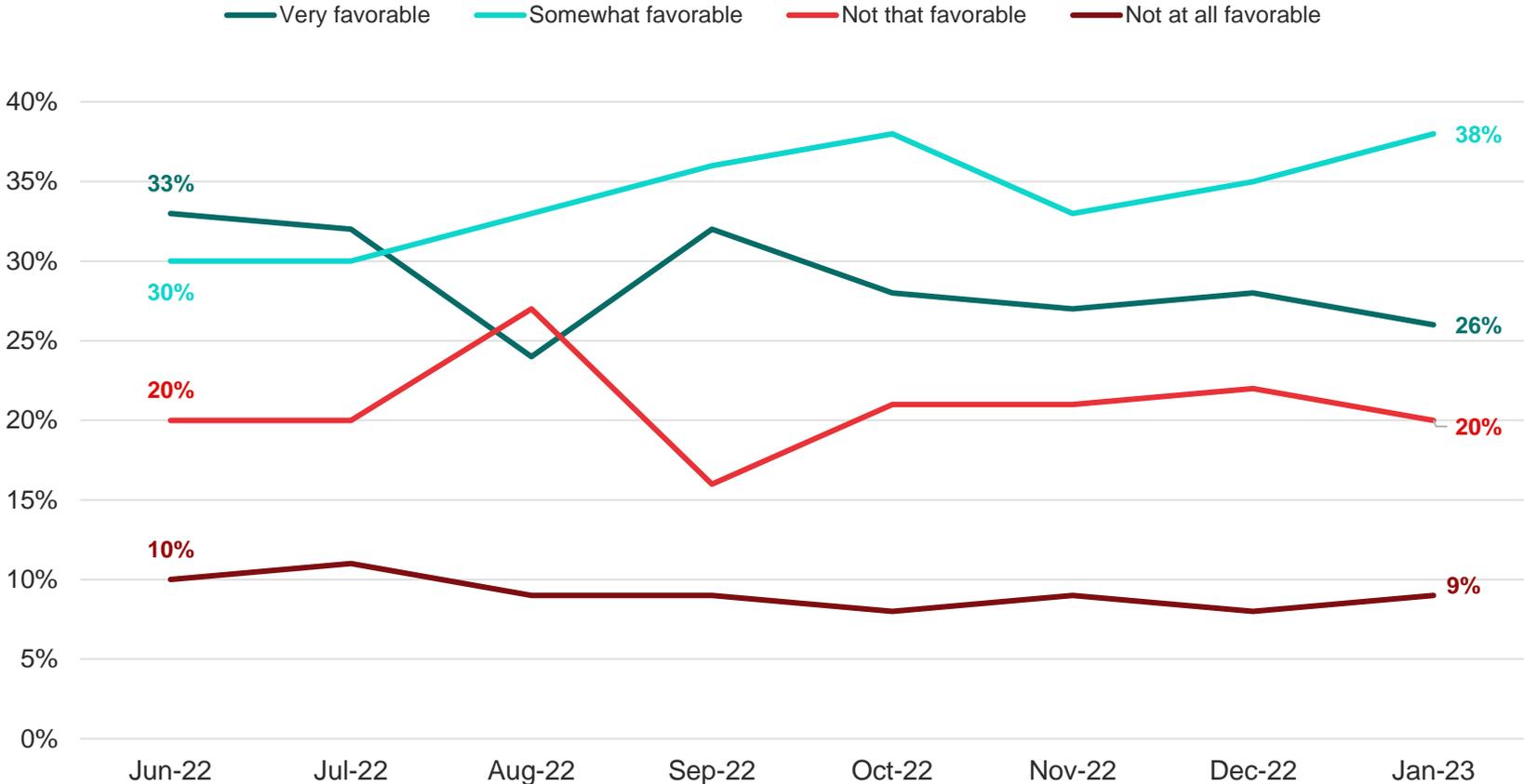


Source: Survey conducted January 6, 2023 – January 9, 2023, among U.S. adults

# Almost two-thirds of school parents have a favorable view of homeschooling. Soft favorability increased by three points in January, but total favorability toward homeschooling remained steady.

In general, what is your opinion of homeschooling?

## School Parents



### January 2023

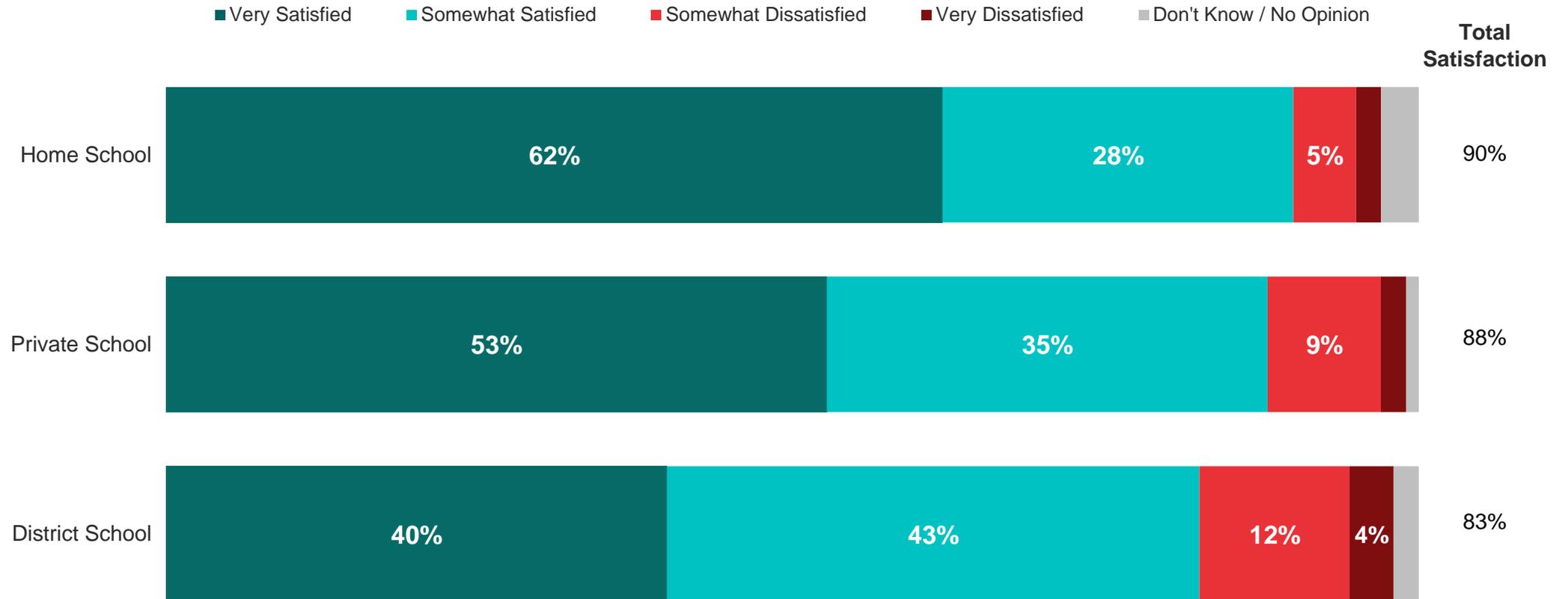
Total Favorable	64%
Total Unfavorable	29%

*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.

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

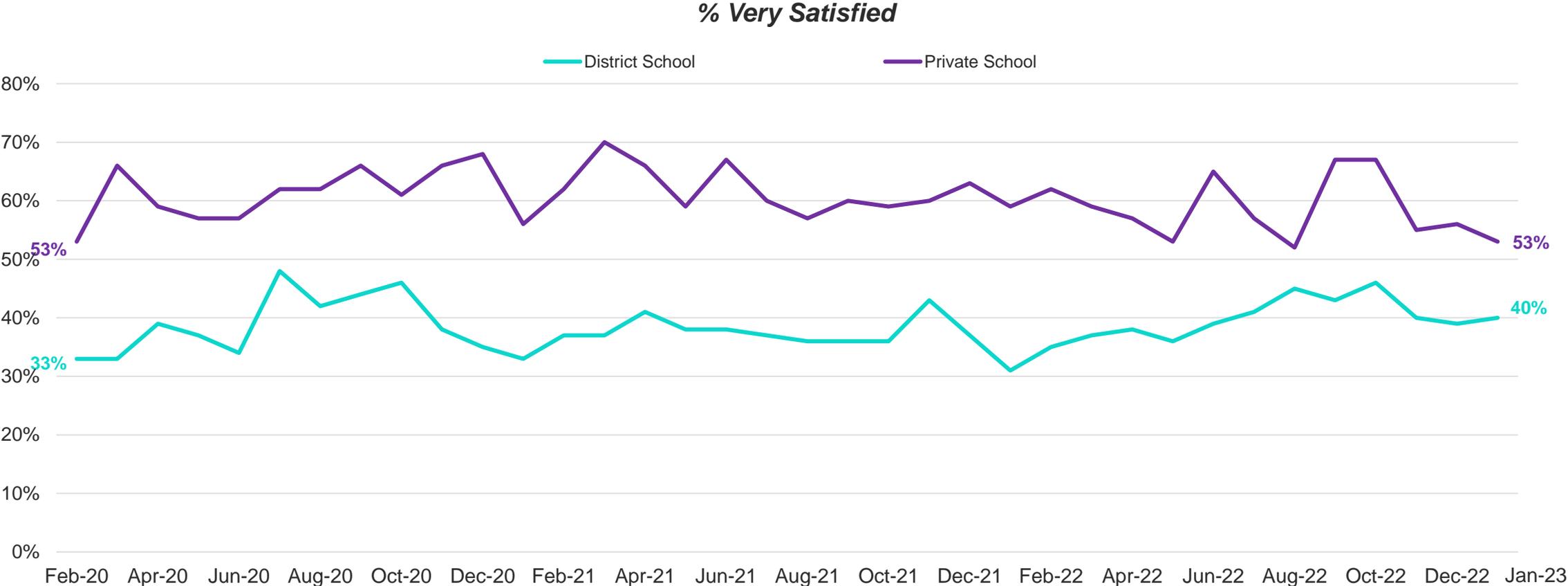
## School Parents



# Parents are consistently more likely to say they are ‘very satisfied’ with private schools than public district schools.

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

## School Parents



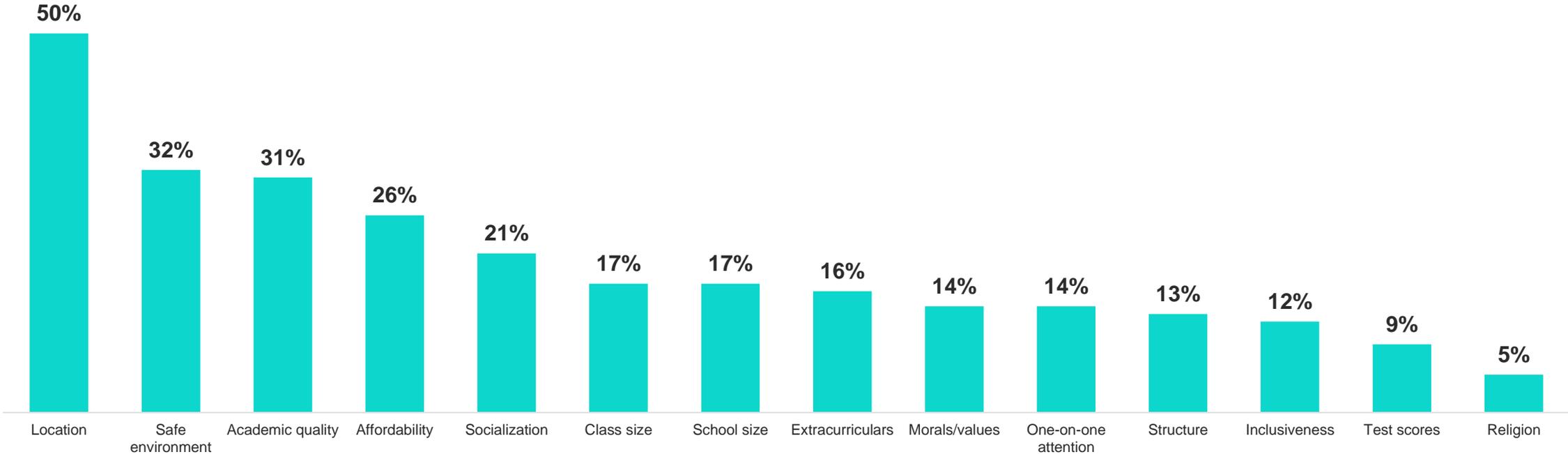
Note: Parent groups based on child/children school type attendance in SY22-23.

# Parents cite location as the main reason why their child is in their respective school type. Of the reasons listed, parents were least likely to select religion.

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

## School Parents

**% Selected**



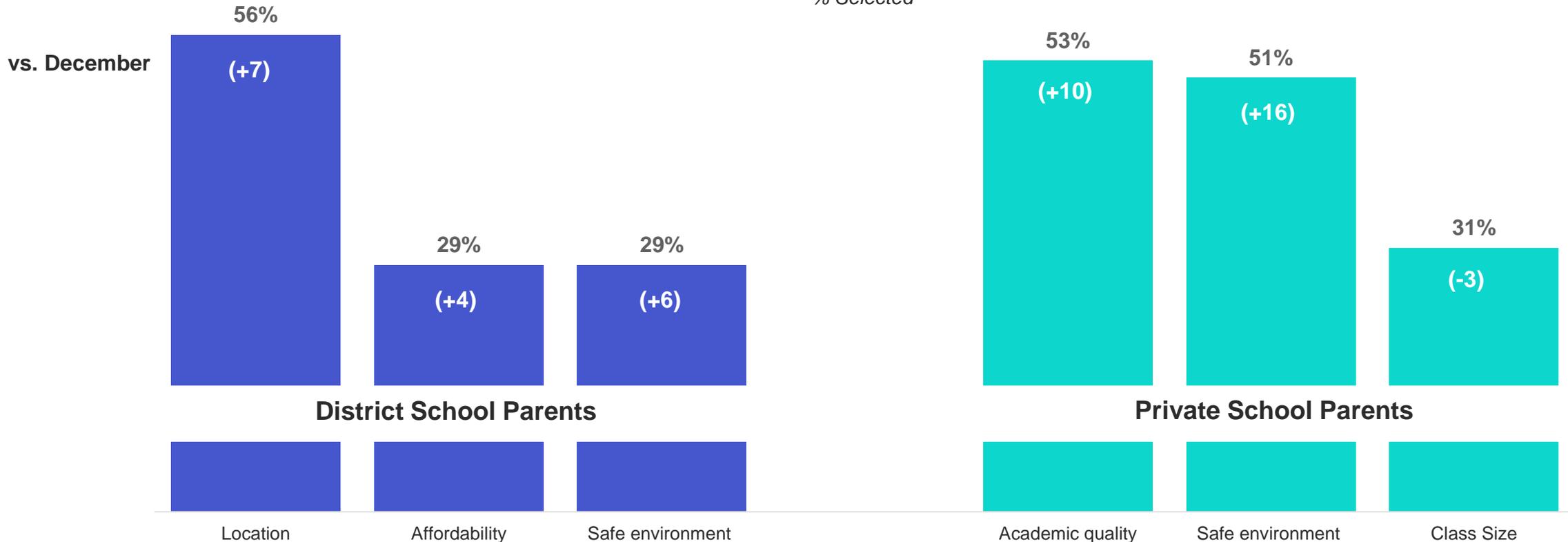
Source: Survey conducted January 6, 2023 – January 9, 2023, among U.S. adults  
Note: Results are composite numbers between those who were asked about their youngest child and those who were asked about their oldest child.

A safe environment at school is a top three reason for enrollment among parents, regardless of school type. Private school parents have significantly increased their preference for safety and academic quality since December.

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

**School Parents**

**Top 3 Reasons**  
% Selected



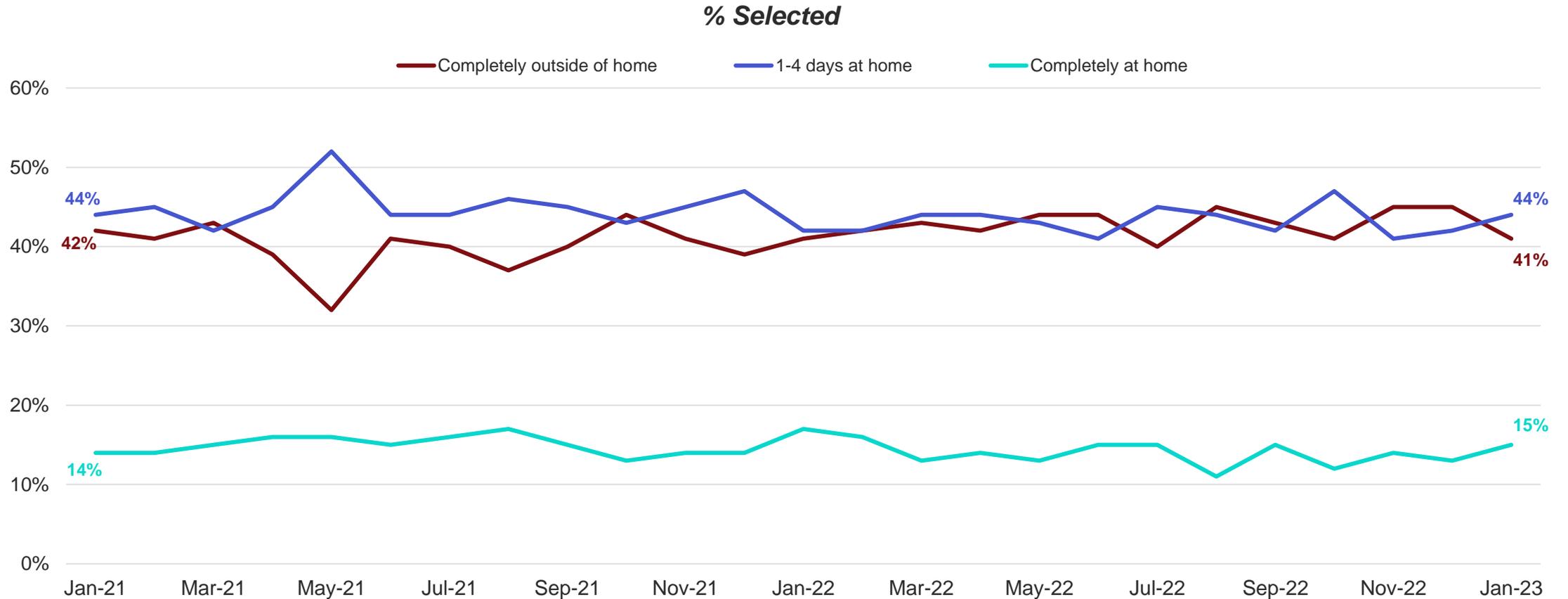
**Notes:** Parent groups based on child/children school type attendance in SY22-23. Results are composite numbers between those who were asked about their youngest child and those who were asked about their oldest child.

**Source:** Survey conducted January 6, 2023 – January 9, 2023, 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.

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?

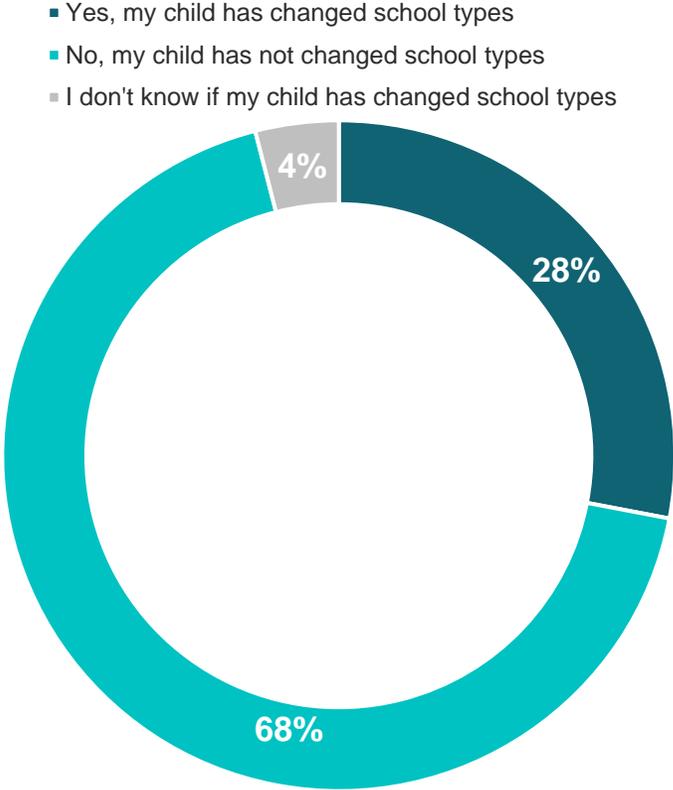
## School Parents



# Just over one out of four parents indicate that their child has switched from one school type to another. School switching is highest among special education parents.

Besides moving from grade school to middle school or middle school to high school, has your oldest child ever switched from one type of school (or school sector) to another? The various types/sectors include public district schools, public charter schools, private schools, full-time virtual schools, and home schooling.

## School Parents



### Top % Yes

Special Education Parent	42%
Rural	35%
South	33%

### Bottom % Yes

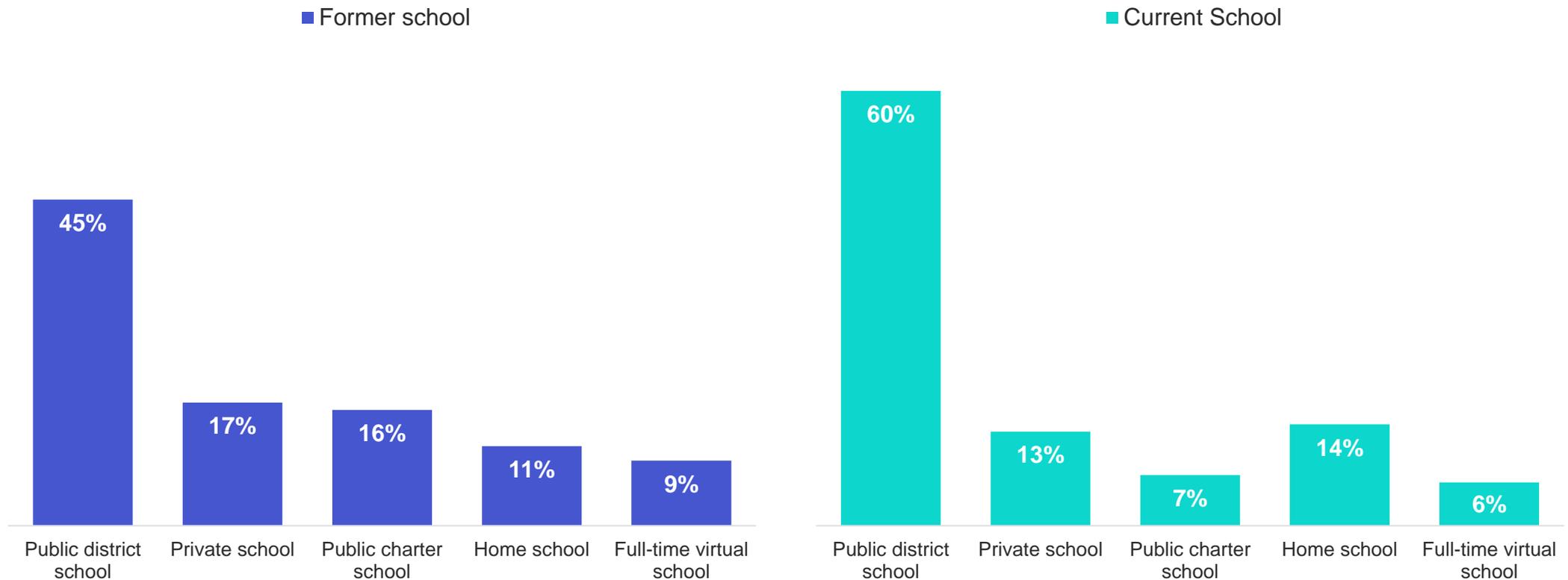
Suburban	24%
Black Parents	23%
Northeast	21%

Source: Survey conducted January 6, 2023 – January 9, 2023, among U.S. adults

# Among those parents reporting a child switching school types, district schools and home schooling appear to show net-positive switching.

What school type does your youngest/oldest child currently attend?... and for her/his former school, what school type did your youngest/oldest child attend...

## School Parents whose child has changed school types



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

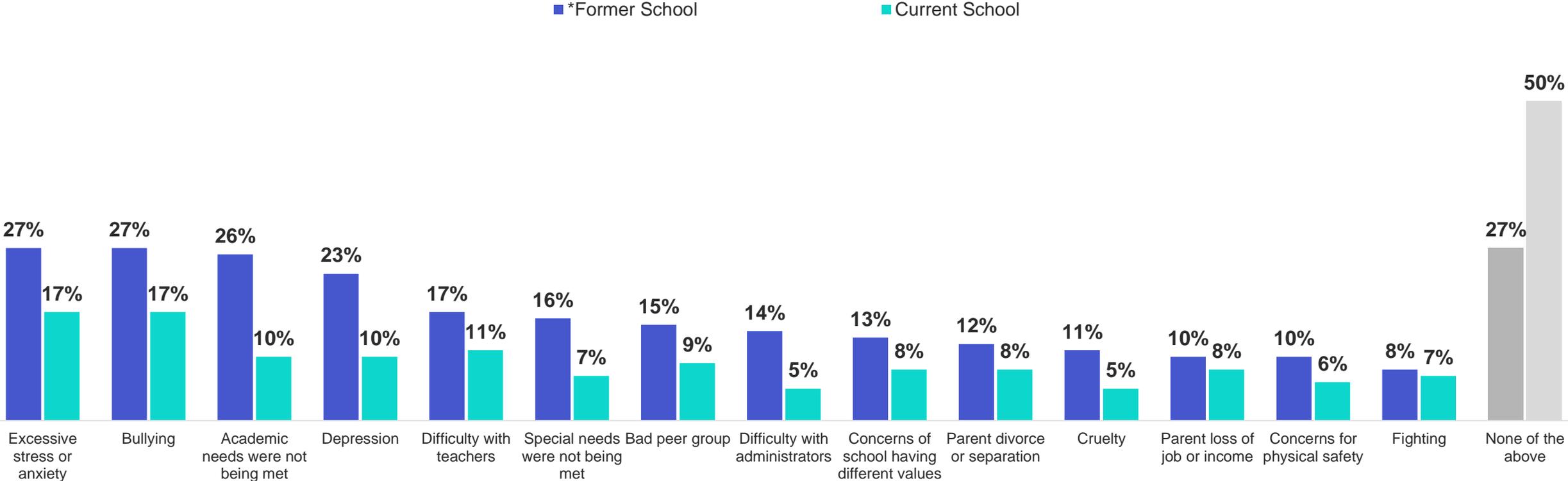
*Source:* Survey conducted January 6, 2023 – January 9, 2023, among U.S. adults

# Those who have a child who has switched schools are much more likely to indicate that their child has faced difficulty in some capacity at their former school.

Children may encounter different circumstances both inside and outside of school that make it hard for them to achieve academic and personal success. Has your youngest/oldest child experienced any of these difficulties at her/his **current school/former school**? Please select all that apply.

## School Parents

### % Selected



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

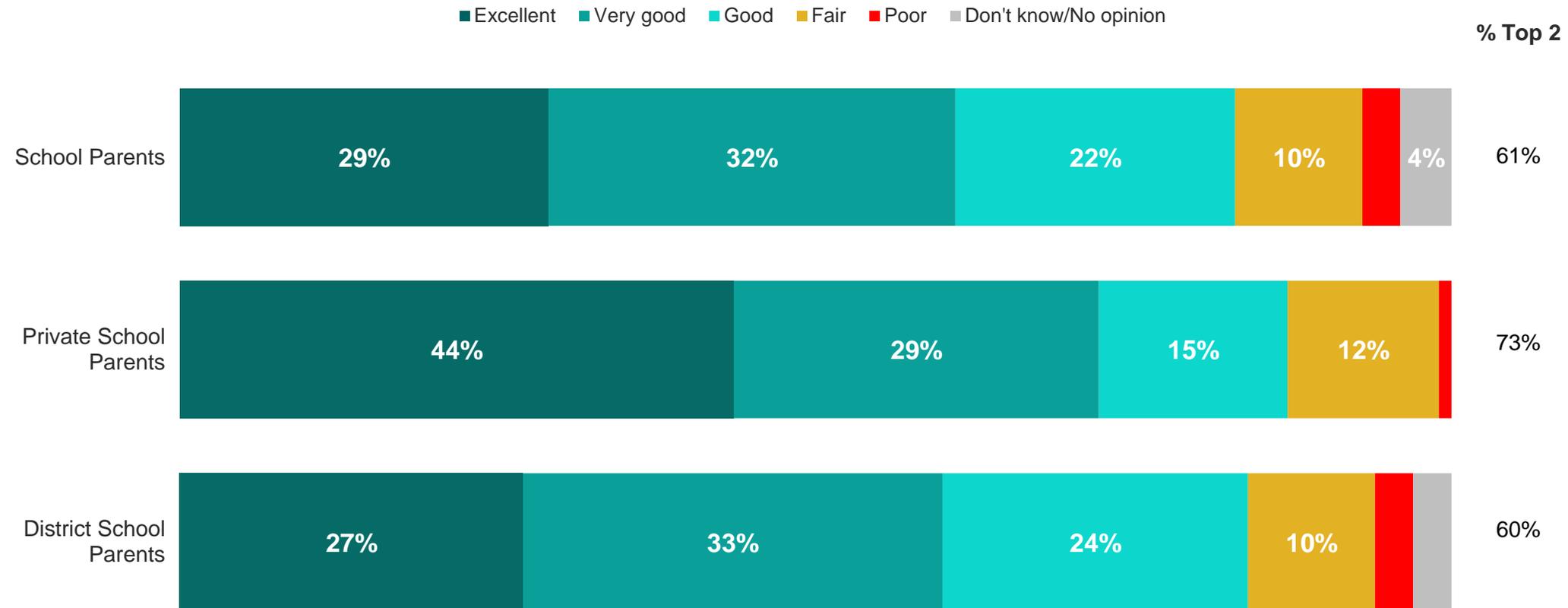
\* Only respondents who indicated that their children have switched schools were asked about their child's former school.

**Source:** Survey conducted January 6, 2023 – January 9, 2023, among U.S. adults

Private school parents are much more likely than district school parents to believe that their child’s teachers have very good or better communications with them. However, both groups tend to believe their child’s teachers have at least good communication with them.

Based on your observations for your youngest/oldest child, generally speaking how would you rate the quality of her/his current teachers' communications with you?

**School Parents**



Source: Survey conducted January 6, 2023 – January 9, 2023, among U.S. adults  
 Note: Results are composite numbers between those who were asked about their youngest child and those who were asked about their oldest child.

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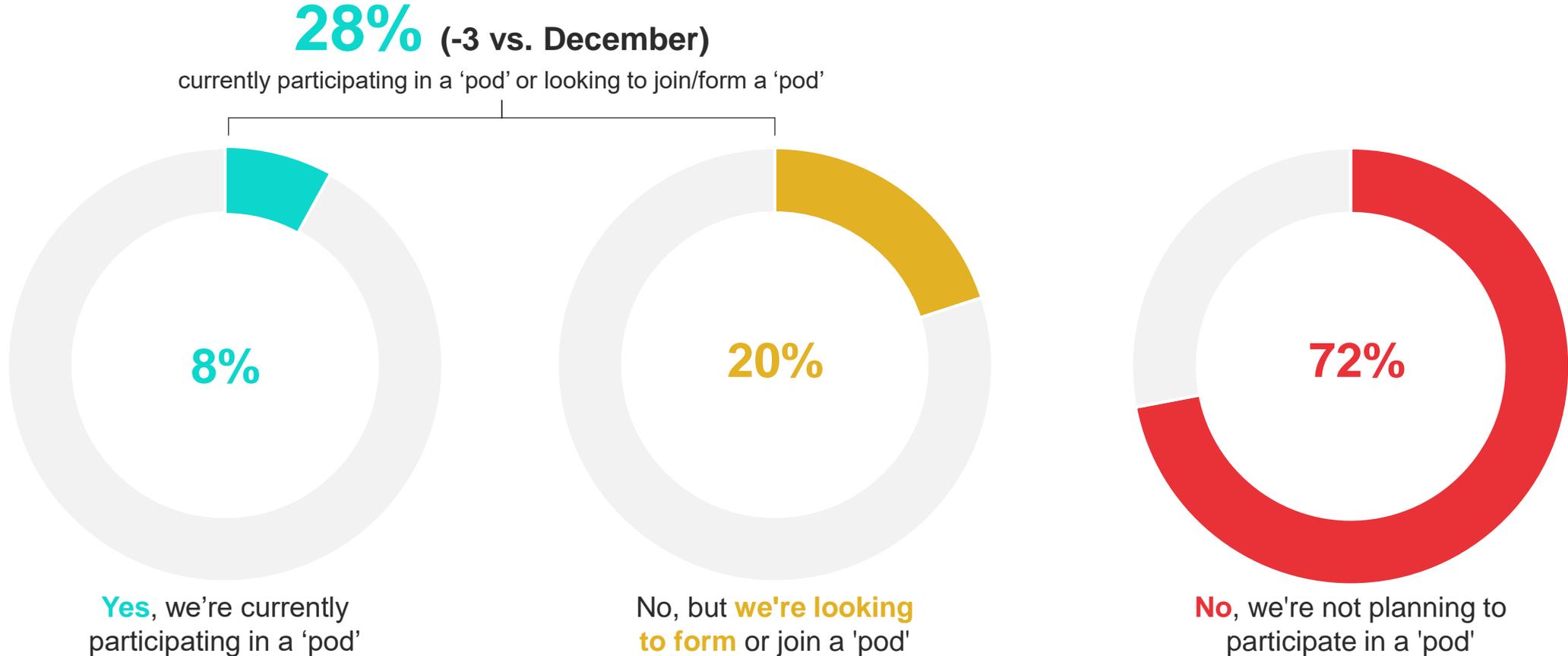
SURVEY PROFILE AND DEMOGRAPHICS



# In January, just over one-fourth of parents indicated they were participating in or seeking learning pods. This number has decreased slightly since December.

'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 January 6, 2023 – January 9, 2023, among U.S. adults

# In January, there were decreases in pod interest among various demographic groups, especially among Northeasterners and home school parents.

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

## School Parents

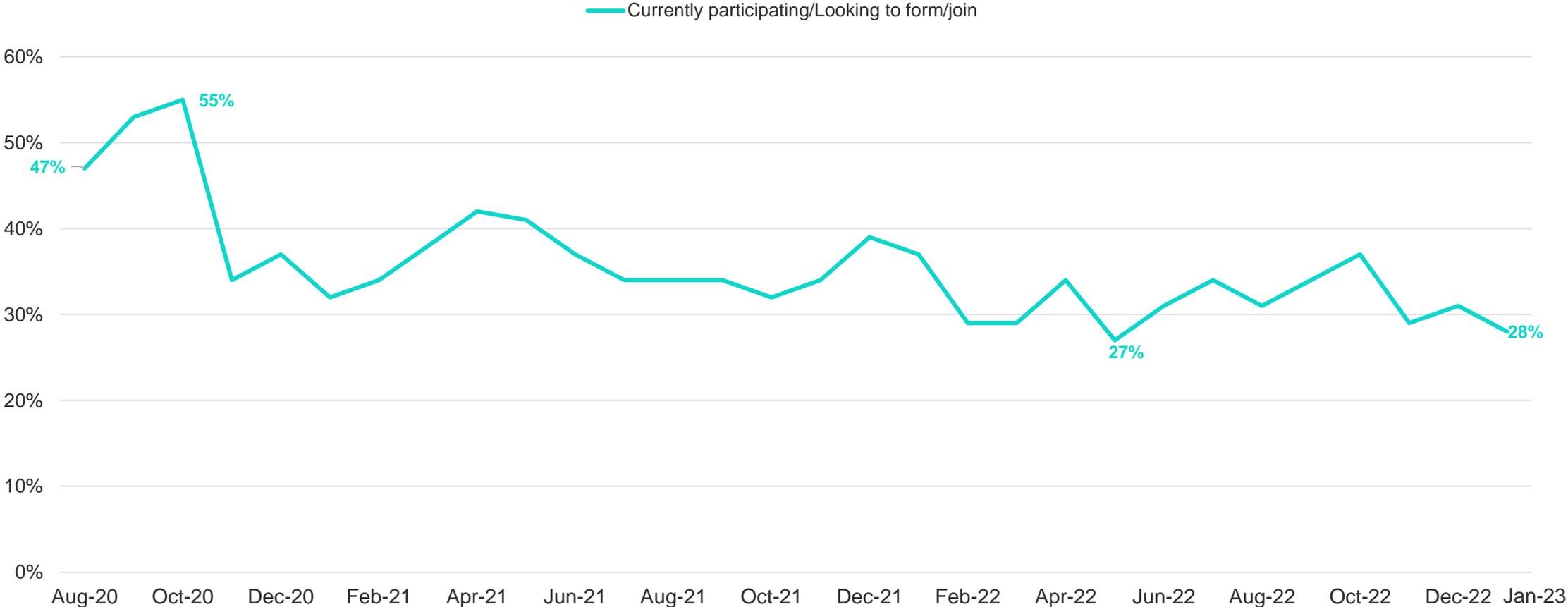
Most likely to participate in / form / join a pod			Moderately likely to participate in / form / join a Pod			Less likely to participate in / form / join a Pod		
		vs. December			vs. December			vs. December
Black	42%	-2	West	30%	+0	District School Parent	27%	+0
Private School Parent	42%	-9	Middle Income \$35K-\$75K	30%	-1	Republican	27%	-4
Hispanic	37%	+1	Home School Parent	30%	-20	High Income: \$75K+	26%	-2
Special Education Parent	37%	-2	Educ: Bachelors or Postgrad	29%	-3	Rural	24%	+1
Urban	36%	-5	Low Income < \$35K	29%	-4	Non-Hispanic White	23%	-2
Democrat	33%	-4	Suburban	28%	+1	Northeast	19%	-19
Midwest	31%	+2	Educ: < College	28%	-1	Small town	16%	-11
South	30%	+1	Independent	27%	+5			

**Note:** Parent groups based on child/children school type attendance in SY22-23.  
**Source:** Survey conducted January 6, 2023 – January 9, 2023, among U.S. adults

# Parent interest in learning pods has shown some volatility since October 2021. The interest level in January is near the observed lowest level.

'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

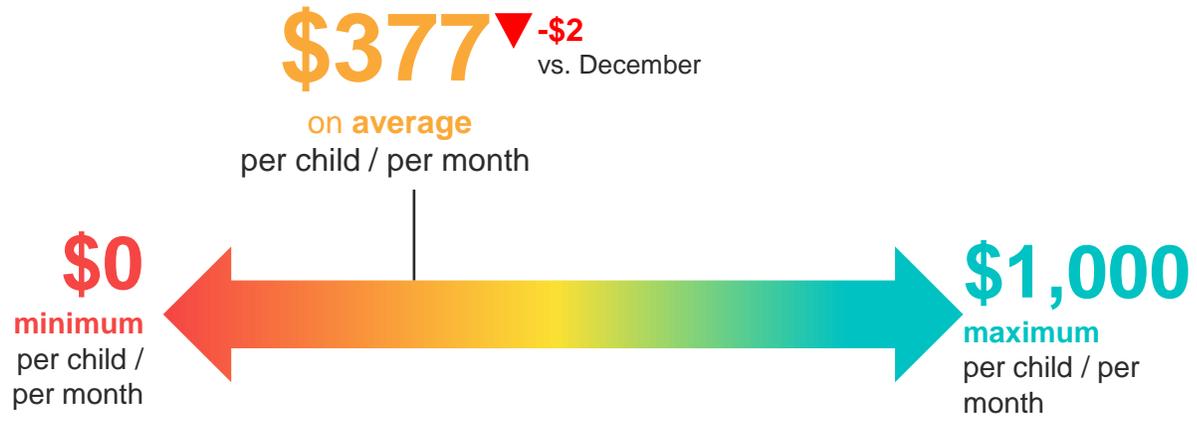


Note: Question text changed from "As a result of the coronavirus pandemic, are you currently participating in a 'pod' with other families?" in June 2022

In January, school parents were willing to pay roughly \$380/month for a child to participate in a learning pod – similar to the amount they were willing to pay 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	\$346
	Middle Income \$35K to < \$75K	\$326
	*High Income \$75K+	\$471
Political Affiliation	Democrat	\$401
	*Independent	\$349
	Republican	\$375
Region	*West	\$358
	*Midwest	\$372
	South	\$375
	*Northeast	\$430

\*indicates base size n = <100

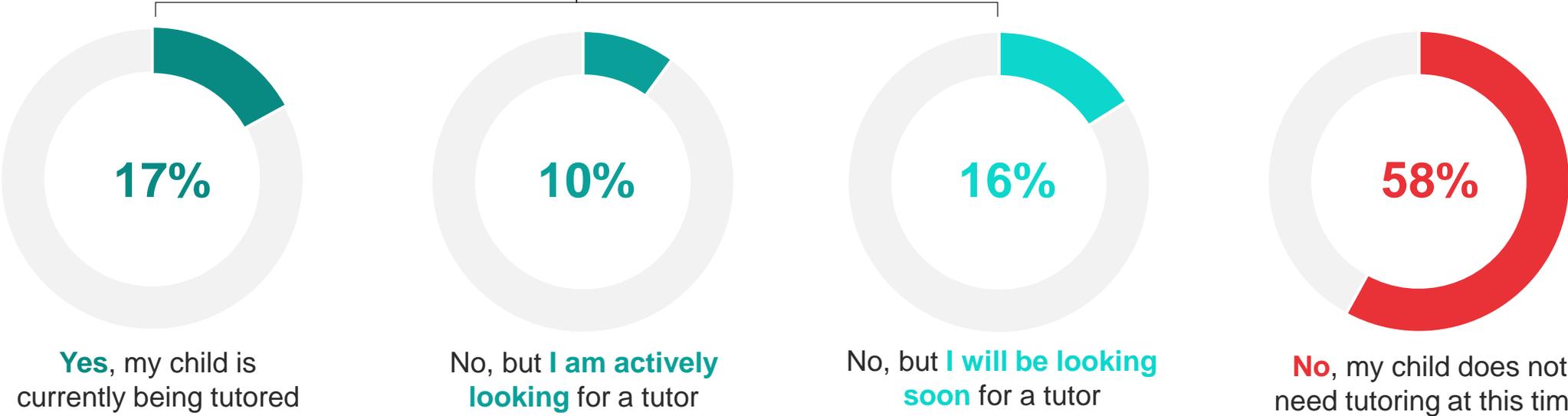
In January, just over two in five parents indicated they are currently using a tutor or are interested in tutoring for their children, an increase of five points since the previous month..

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

**School Parents**

**42%** (+5 vs. December)

currently have a tutor or looking for a tutor



Source: Survey conducted January 6, 2023 – January 9, 2023, among U.S. adults

# In January, interest in tutoring increased the most among Hispanic parents, those living in small towns, and Independents.

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

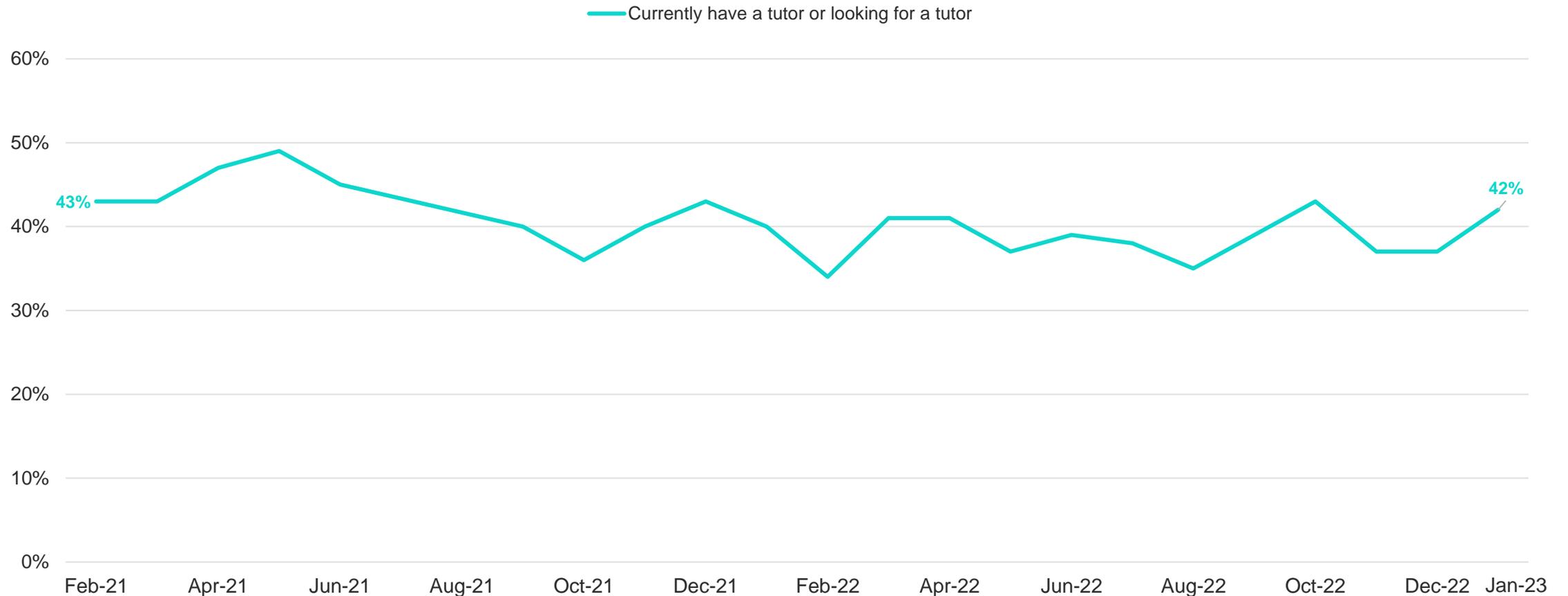
## School Parents

Groups <b>most</b> likely to be looking for/already having tutoring			Groups <b>moderately</b> likely to be looking for/already having tutoring			Groups <b>less</b> likely to be looking for/already having tutoring		
		vs. December			vs. December			vs. December
Hispanic	64%	+20	Educ: Bachelors or Postgrad	44%	+6	Independent	40%	+12
Special Education Parents	56%	+3	Midwest	43%	+9	Low Income < \$35K	40%	-1
Black	51%	+0	West	42%	+7	Small Town	39%	+16
Private School Parent	51%	-6	Republican	42%	+5	Northeast	35%	+0
Urban	48%	-1	High Income: \$75K+	41%	+9	Home School Parent	35%	-10
Democrat	46%	-1	Suburban	41%	+6	Rural	34%	+8
Middle Income \$35K-\$75K	45%	+8	Educ: < College	41%	+6	Non-Hispanic White	33%	+0
South	45%	+5	District School Parent	41%	+5			

# In January, school parents' interest in tutoring increased compared to the previous month, and the level is roughly the same as it was in October 2022.

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

## School Parents

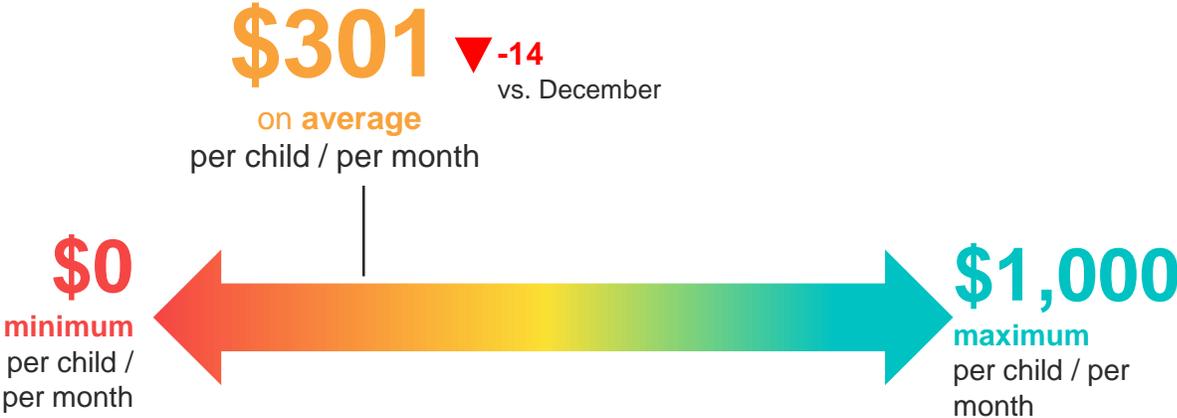


Note: Question was not asked in July 2021 and August 2021.

# In January, the monthly amount parents were willing to spend on tutoring decreased slightly to just over \$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



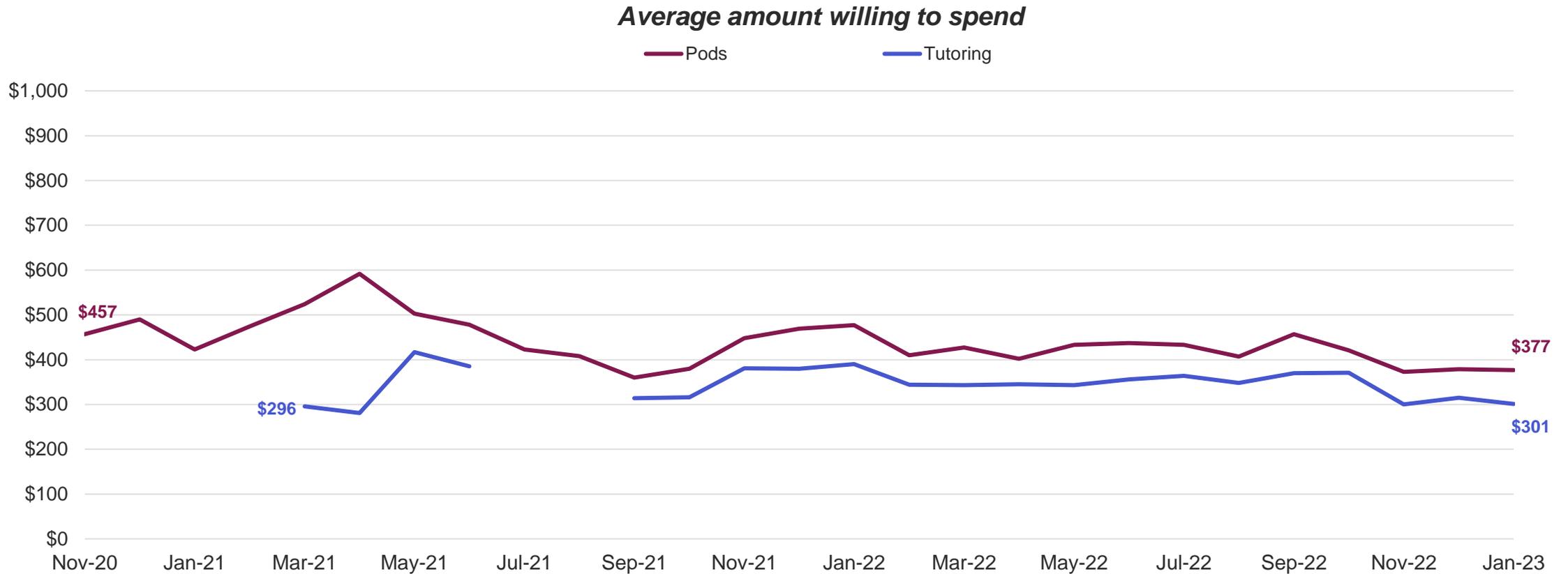
Average willing to spend per child/per month by demographic		
Income	*Low Income < \$35K	\$313
	Middle Income \$35K to < \$75K	\$257
	High Income \$75K+	\$344
Political Affiliation	Democrat	\$322
	*Independent	\$285
	Republican	\$272
Region	*West	\$301
	*Midwest	\$279
	South	\$309
	*Northeast	\$316

\*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.

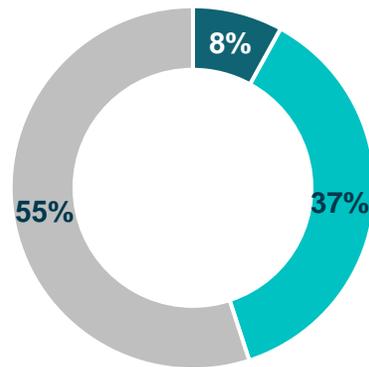
Less than 10 percent of parents report having a child enrolled in a ‘microschool’ although around a third of parents, regardless of whether they were given additional information or not, are interested in learning more about them.

'Microschools' are small learning environments in K-12 education typically enrolling no more than 25 students. Do you have a child currently enrolled in a 'microschool'?

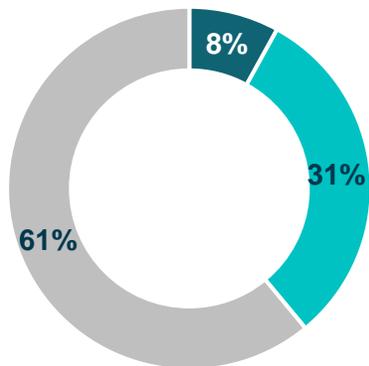
'Microschools' are small learning environments in K-12 education typically enrolling no more than 25 students. These small schools are organized as shared learning for homeschool children, as private schools, or even using public charter or regular public school spaces. Microschools can be required to follow state and local rules depending on public/private/home school status. Do you have a child currently enrolled in a 'microschool'?

**\*School Parents**

**Without Information**



**With Information**



- Yes, my child/children is enrolled in a 'microschool'
- No, but I'm interested in learning more about 'microschools'
- No, and I'm not interested in learning more about 'microschools'

**Top % Enrolled + Interested**

Private School Parents	<b>62%</b>
Special Education Parent	<b>53%</b>
Age: 18-34	<b>53%</b>
Black	<b>50%</b>
Urban	<b>50%</b>

**Bottom % Enrolled + Interested**

Small Town	<b>32%</b>
Age: 55+	<b>32%</b>
West	<b>35%</b>
Female	<b>37%</b>
Rural	<b>37%</b>

**Note:** Respondents were randomly asked one of these two questions. (approximately half the sample)

\* Data reported among school parents that don't haven any kids being homeschooled.

**Source:** Survey conducted January 6, 2023 – January 9, 2023, among U.S. adults

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

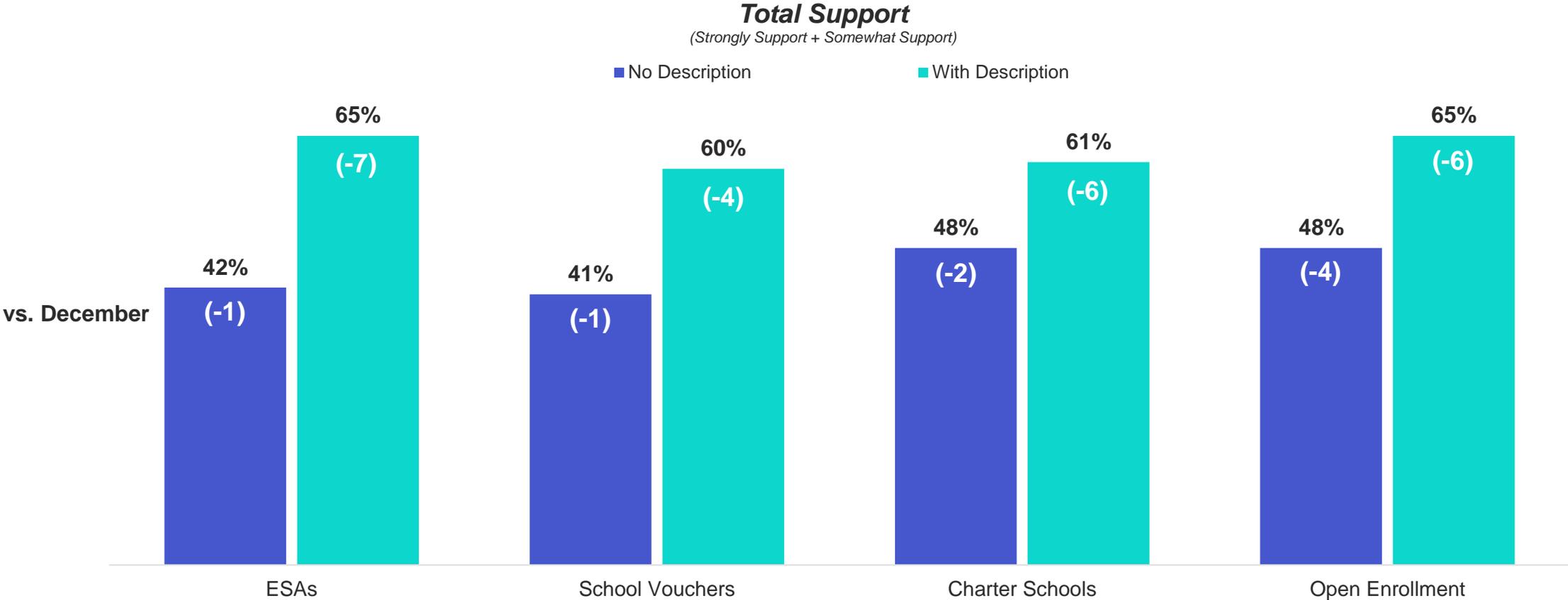
A school voucher system allows parents the option of sending their child to the school of their choice, whether that school is public or private, including both religious and non-religious schools. If this policy were adopted, tax dollars currently allocated to a school district would be allocated to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

Support for ESAs, school vouchers, charter schools, and open enrollment is much greater when given a brief description. In January, support levels decreased significantly across each type of school choice policy.

**All Adults**

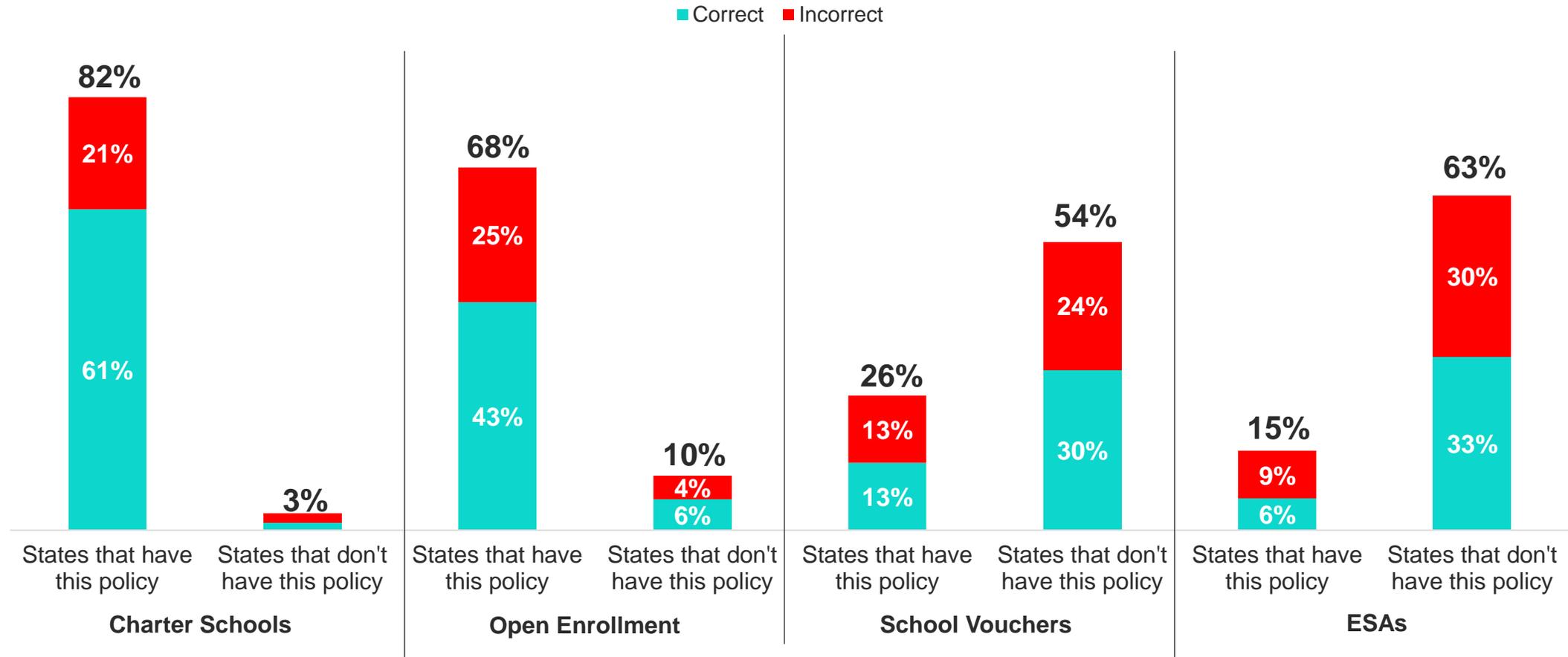


Source: Survey conducted January 6, 2023 – January 9, 2023, among U.S. adults

School parents are most likely to answer correctly whether or not their state allowed charter schools. Less than half were correct about whether or not their state had open enrollment, 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**



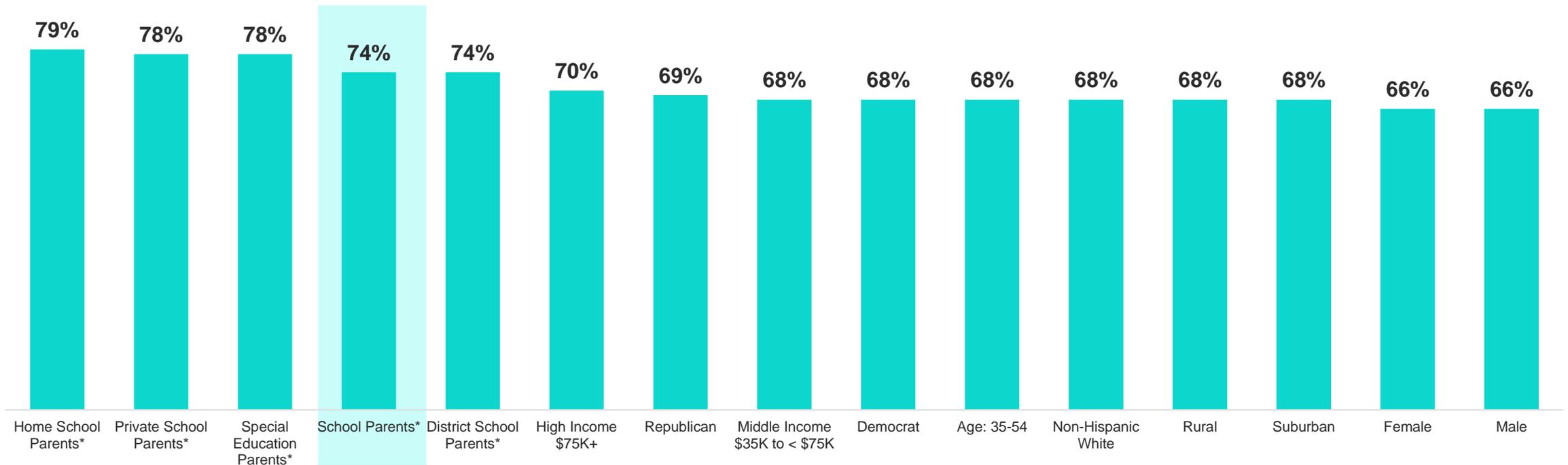
Note: Don't know responses not shown  
 Demographics are groupings based on states that either have or don't have the specific policies  
 Source: Survey conducted January 6, 2023 – January 9, 2023, among U.S. adults

# Roughly 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 January 6, 2023 – January 9, 2023, among U.S. adults

# In January, support for ESAs declined across many demographic groups – especially among Gen Z and Hispanics.

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. December			vs. December			vs. December	
Educ: Bachelors or Postgrad	70%	-4	Middle Income \$35K-\$75K	68%	-8	Millennial	65%	-8
High Income \$75K+	70%	-3	Midwest	67%	-9	Black	64%	-4
Republican	69%	-6	Male	66%	-3	Educ: < College	64%	-7
Rural	68%	-3	South	66%	-7	Gen Z	64%	-11
Non-Hispanic White	68%	-5	Female	66%	-8	Northeast	63%	-8
Democrat	68%	-5	Baby Boomers	65%	-3	Low Income < \$35K	62%	-4
Suburban	68%	-6	West	65%	-4	Small Town	62%	-6
Gen X	68%	-6	Urban	65%	-5	Hispanic	57%	-10
			Independent	65%	-7			

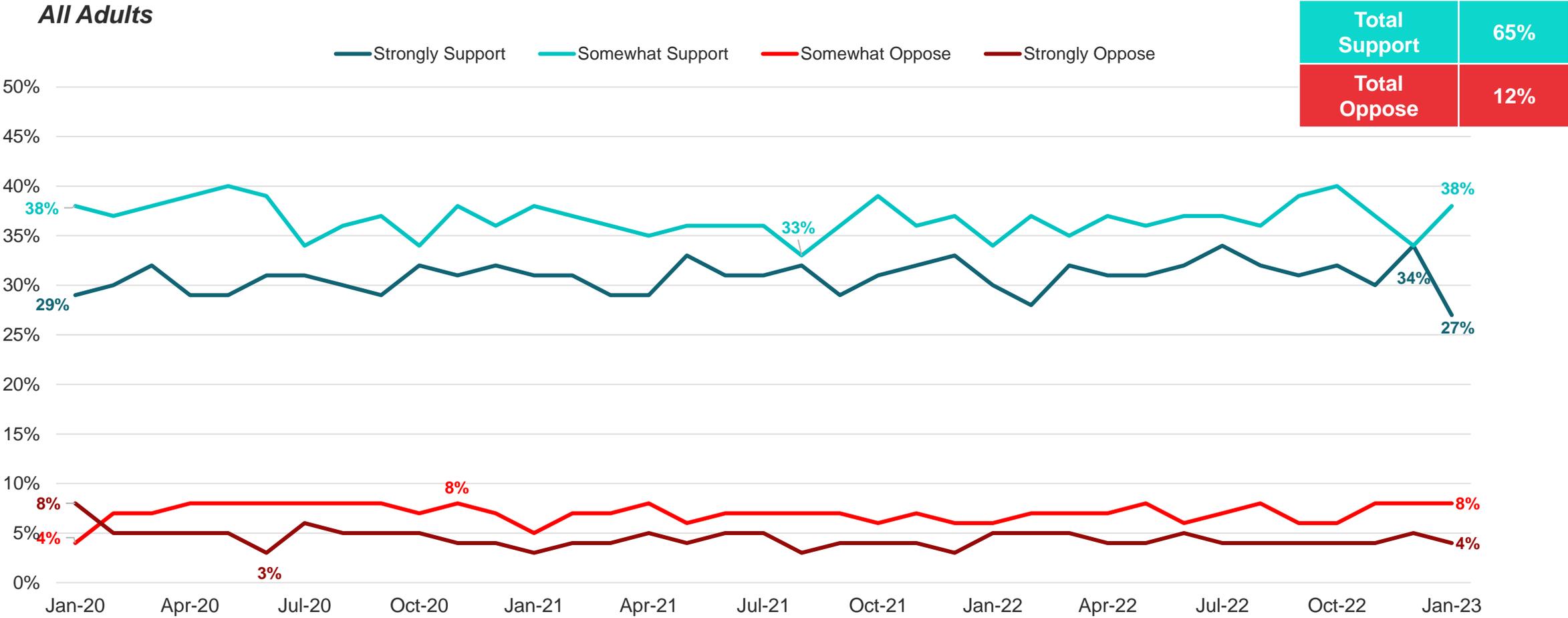
Source: Survey conducted January 6, 2023 – January 9, 2023, among U.S. adults

# Americans' overall support of ESAs declined this month, with strong support significantly declining. The public is still over five times as likely to be supportive of ESAs versus 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?

**January 2023**

## All Adults



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

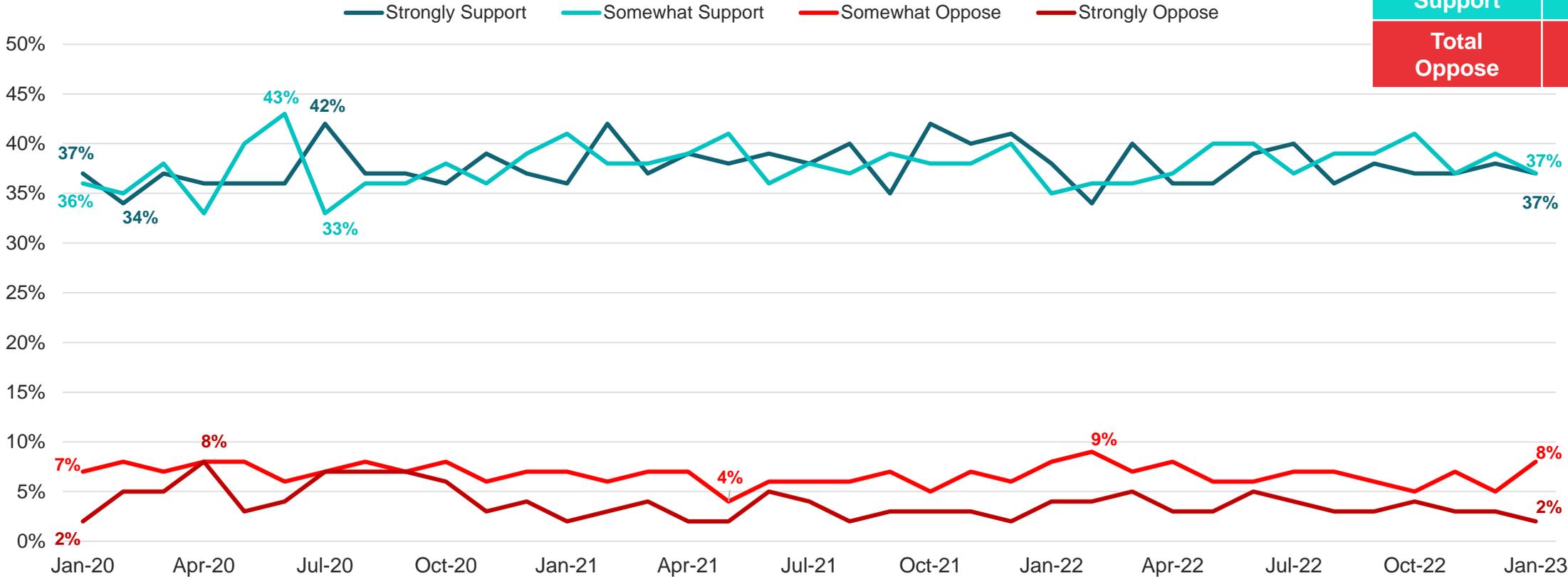
# In January, school parents were over eighteen times as likely to be strongly supportive of ESAs than strongly opposed. Overall support slightly softened to levels similar to November 2022.

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

January 2023

Total Support	74%
Total Oppose	10%



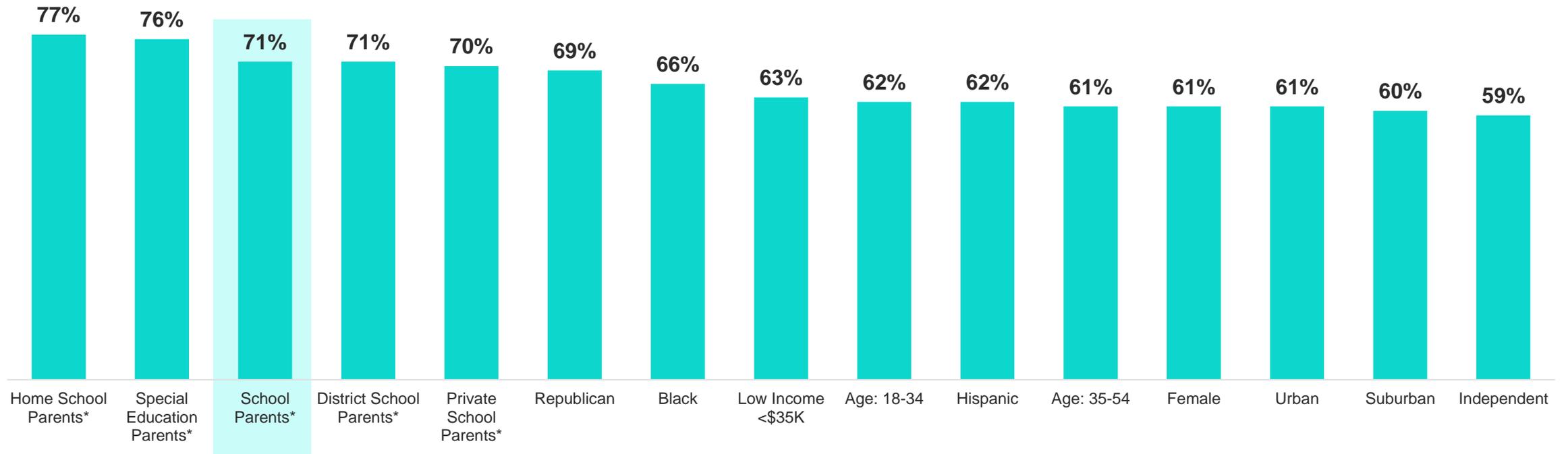
Note: Don't know/no opinion responses are not shown.

# Over seven in ten school 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 January 6, 2023 – January 9, 2023, among U.S. adults

# In January, support for school vouchers decreased across all demographic groups especially among rural residents and middle-income earners.

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

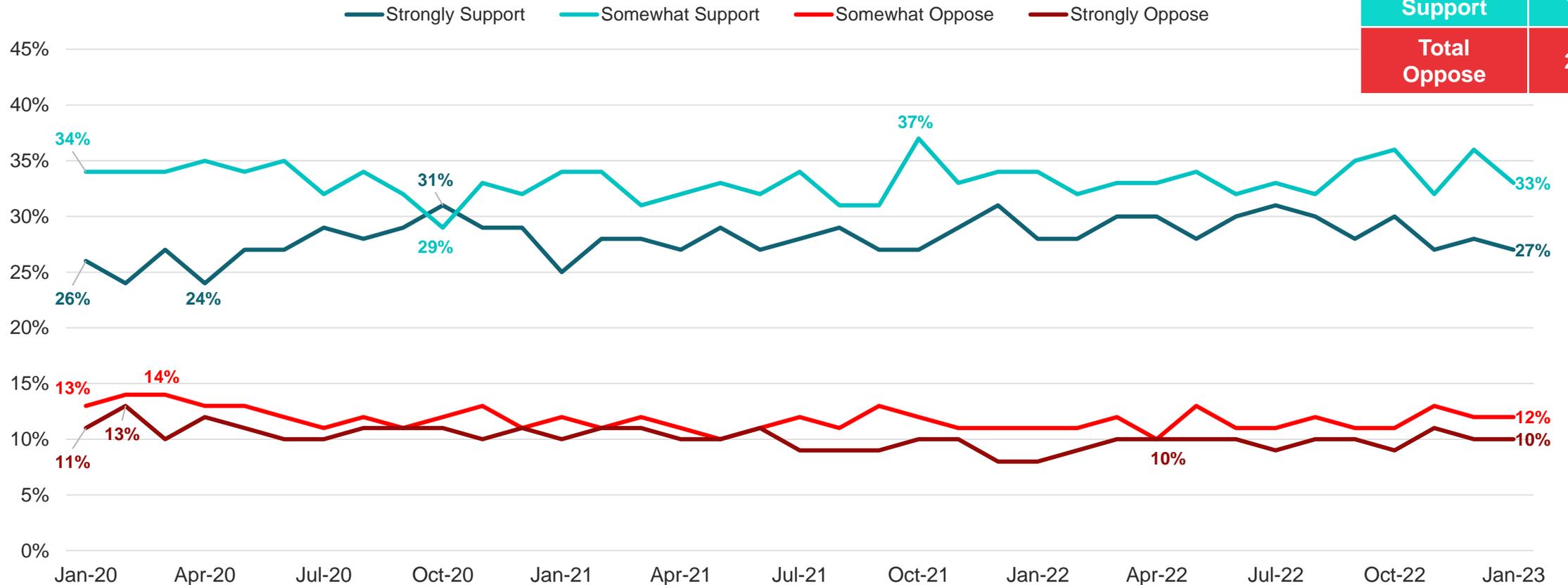
	vs. December			vs. December			vs. December	
Republican	69%	-4	Female	61%	-5	Gen X	59%	-7
Black	66%	-4	Gen Z	60%	-2	Baby Boomers	58%	-1
Low Income < \$35K	63%	-2	Midwest	60%	-4	Male	58%	-5
Educ: < College	62%	-4	Suburban	60%	-4	Northeast	58%	-5
Hispanic	62%	-4	West	60%	-4	Educ: Bachelors or Postgrad	57%	-2
Millennial	62%	-8	High Income \$75K+	59%	-2	Middle Income \$35K-\$75K	57%	-9
Urban	61%	-2	Non-Hispanic White	59%	-4	Rural	57%	-10
South	61%	-3	Small Town	59%	-4	Democrat	55%	-2
			Independent	59%	-5			

# The public's overall support for school vouchers decreased in January. Americans are roughly three 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?

**January 2023**

## All Adults



<b>Total Support</b>	<b>60%</b>
<b>Total Oppose</b>	<b>22%</b>

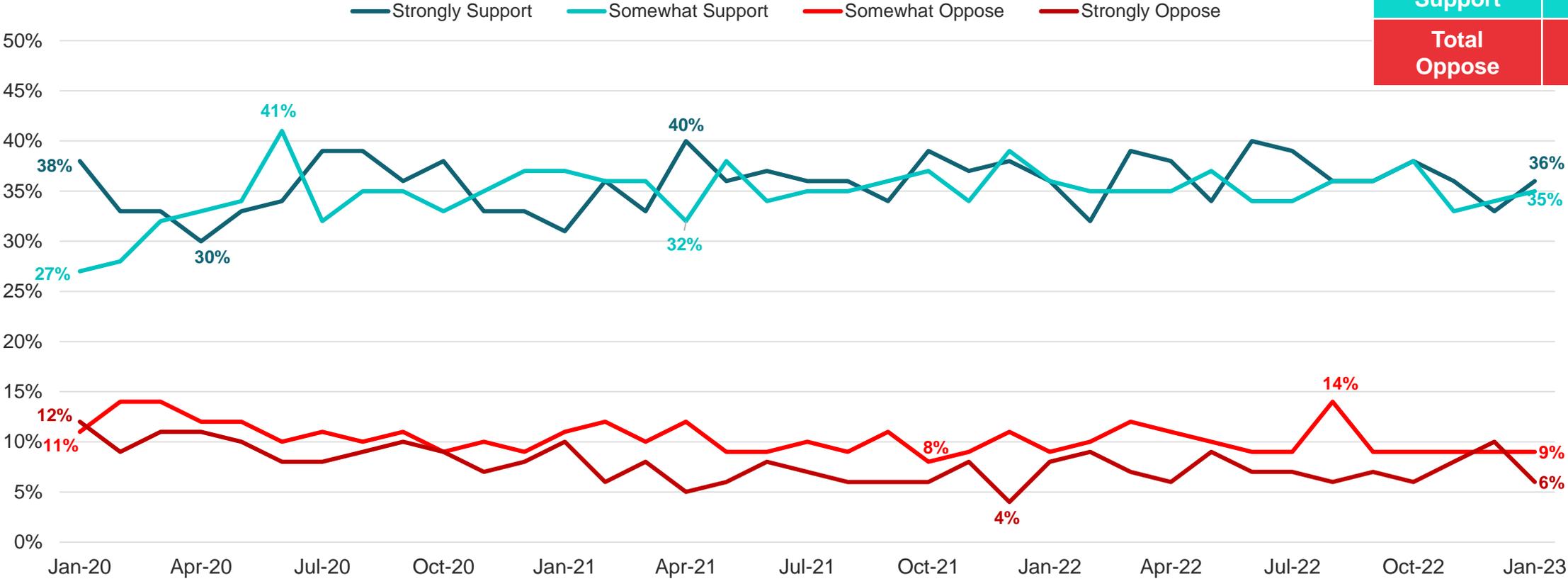
Note: Don't know/no opinion responses are not shown.

# Support for school vouchers increased in January among school parents after a few months of declines. 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?

**January 2023**

## School Parents



<b>Total Support</b>	<b>71%</b>
<b>Total Oppose</b>	<b>15%</b>

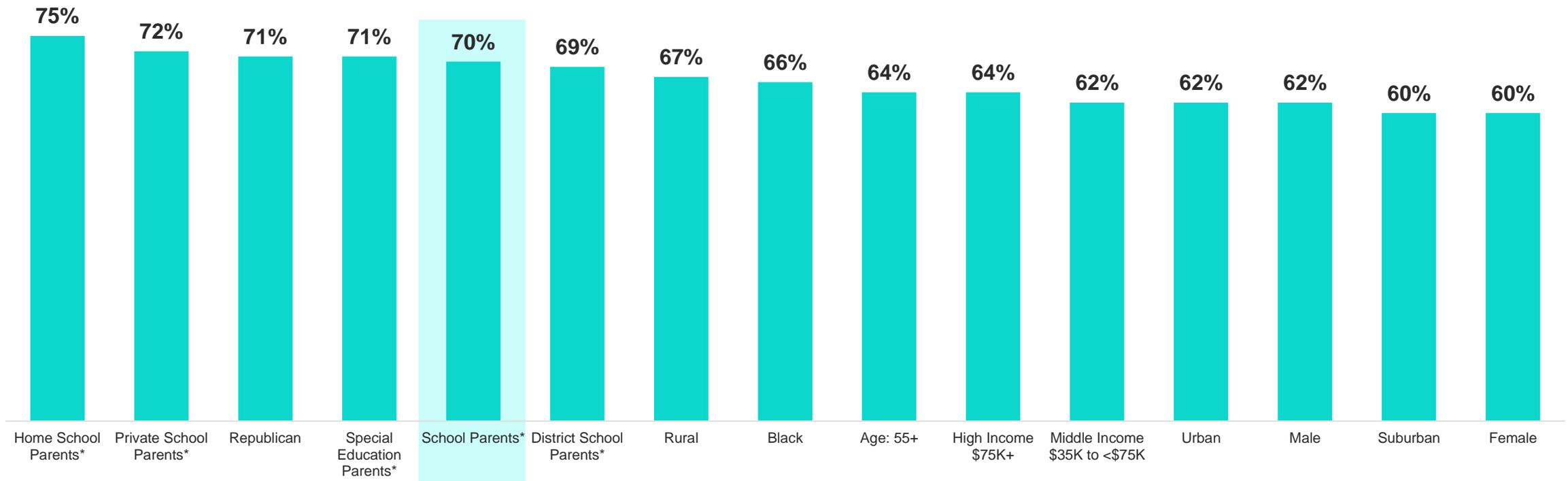
Note: Don't know/no opinion responses are not shown.

# 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 January 6, 2023 – January 9, 2023, among U.S. adults

# In January, support for charter schools decreased across demographic groups – especially among Independents.

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. December			vs. December			vs. December	
Republican	71%	-1	Northeast	62%	-6	Low Income < \$35K	59%	-5
Rural	67%	+2	Urban	62%	-6	Midwest	59%	-8
Black	66%	-4	Middle Income \$35K to < \$75K	62%	-8	Hispanic	59%	-8
High Income \$75K+	64%	-2	Millennial	61%	-9	Independent	59%	-13
Baby Boomers	63%	-2	Non-Hispanic White	60%	-6	Democrat	58%	-2
Educ: Bachelors or Postgrad	63%	-2	Educ: < College	60%	-7	Gen Z	58%	-5
Male	62%	-3	West	60%	-8	Gen X	57%	-7
South	62%	-3	Female	60%	-8	Small Town	54%	-3
			Suburban	60%	-9			

Source: Survey conducted January 6, 2023 – January 9, 2023, among U.S. adults

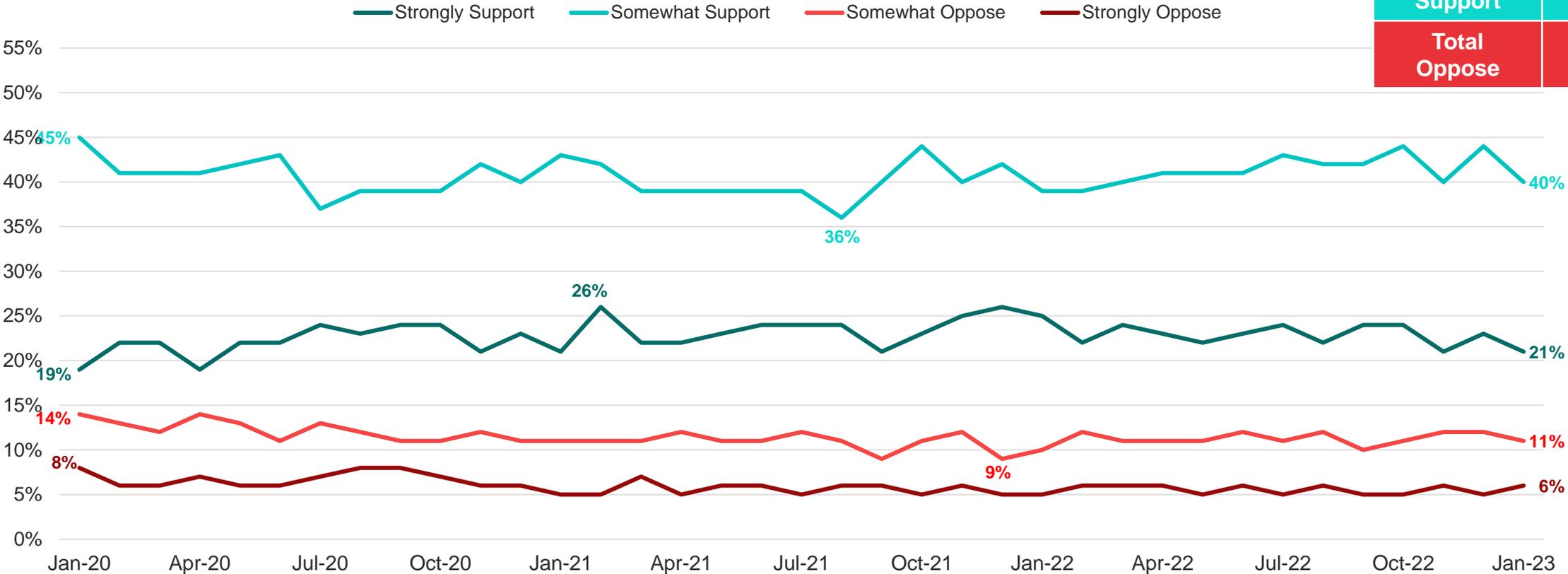
# Americans' overall support for public charter schools decreased in January. However, support is still more than three times as high as opposition.

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?

**January 2023**

<b>Total Support</b>	<b>61%</b>
<b>Total Oppose</b>	<b>17%</b>

**All Adults**



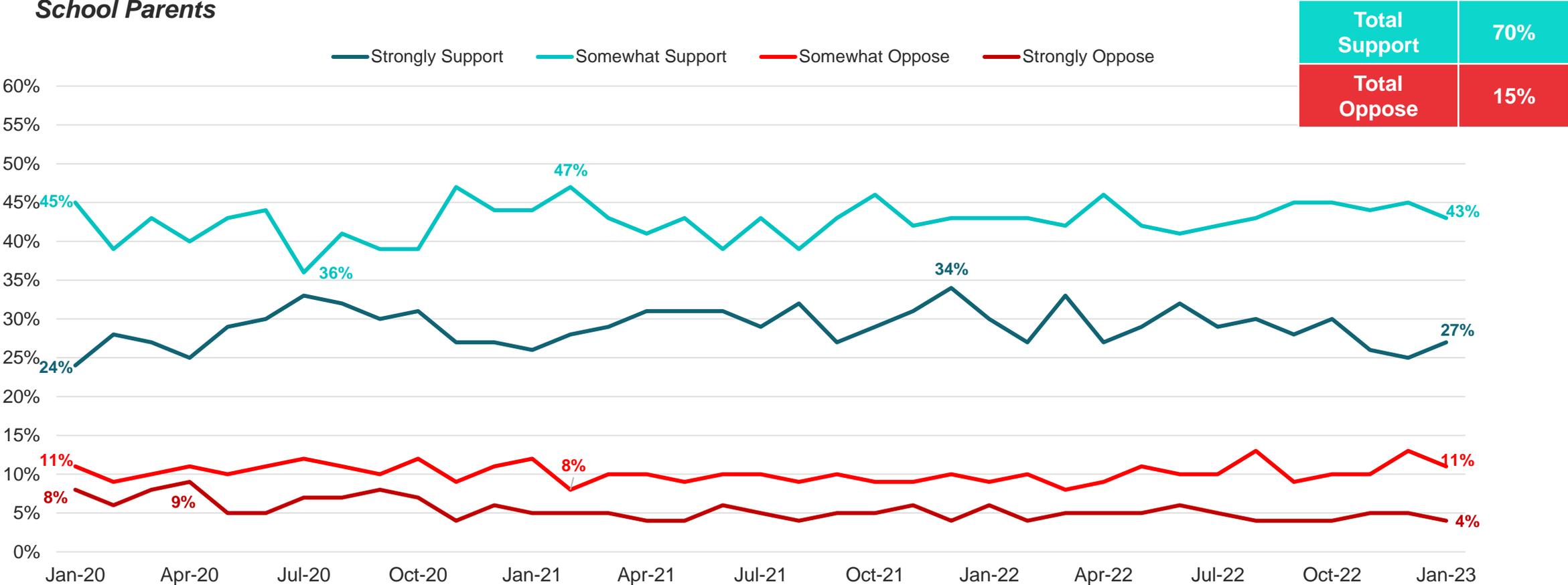
Note: Don't know/no opinion responses are not shown.

# Overall support for charter schools stayed steady in January. Parents are more than four times as likely to support charter schools rather than oppose.

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

January 2023



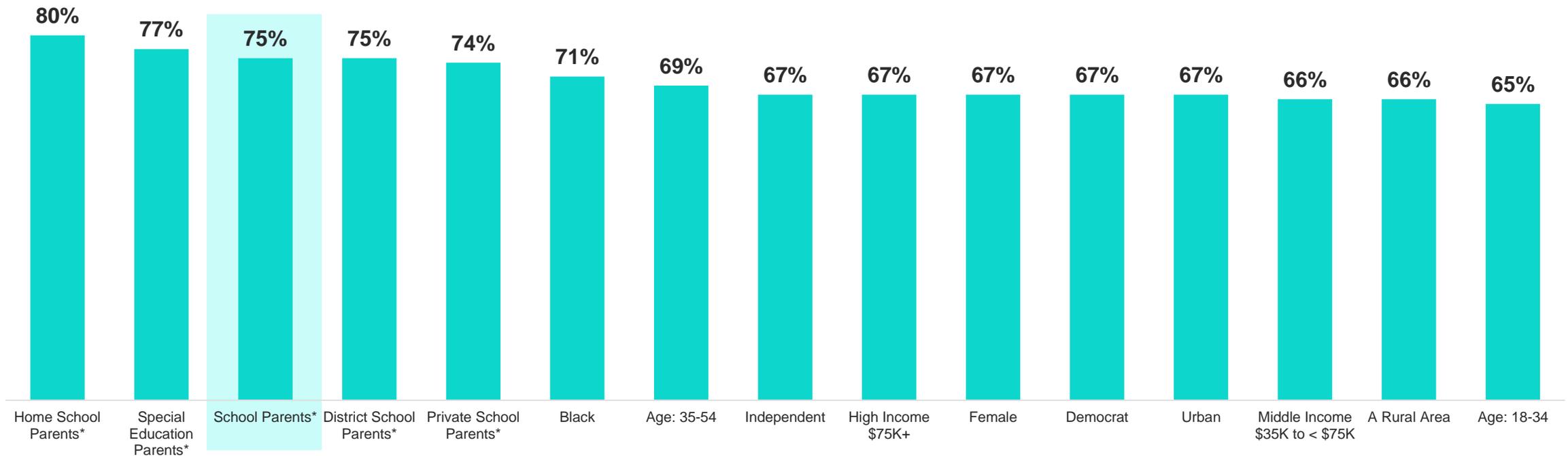
Note: Don't know/no opinion responses are not shown.

# Three-fourths of 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 January 6, 2023 – January 9, 2023, among U.S. adults

# Open enrollment support decreased across most demographic groups – especially among Gen Z.

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

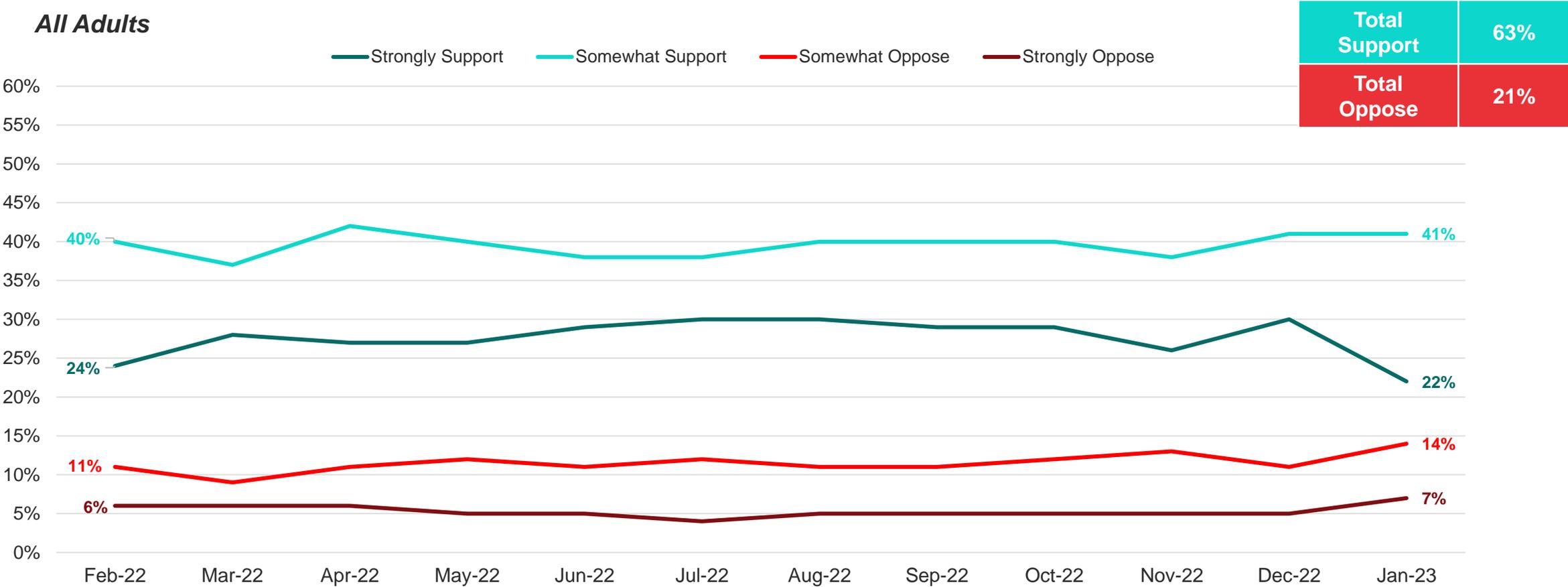
	vs. December			vs. December			vs. December	
Millennial	71%	+0	Rural	66%	-4	Low Income < \$35K	64%	-2
Black	71%	-2	West	66%	-5	Hispanic	64%	-5
Educ: Bachelors or Postgrad	67%	-2	Middle Income \$35K to < \$75K	66%	-7	South	64%	-6
Urban	67%	-3	Midwest	66%	-8	Baby Boomers	63%	-3
Democrat	67%	-4	Republican	65%	-4	Male	63%	-5
High Income \$75K+	67%	-6	Non-Hispanic White	65%	-5	Suburban	63%	-7
Female	67%	-6	Small Town	65%	-6	Gen X	63%	-9
Independent	67%	-7	Educ: < College	65%	-6	Gen Z	59%	-16
			Northeast	64%	+0			

# The public’s strong support for inter-district open enrollment decreased significantly this month. Overall support decreased for the first time since October 2022.

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.

**January 2023**

## All Adults

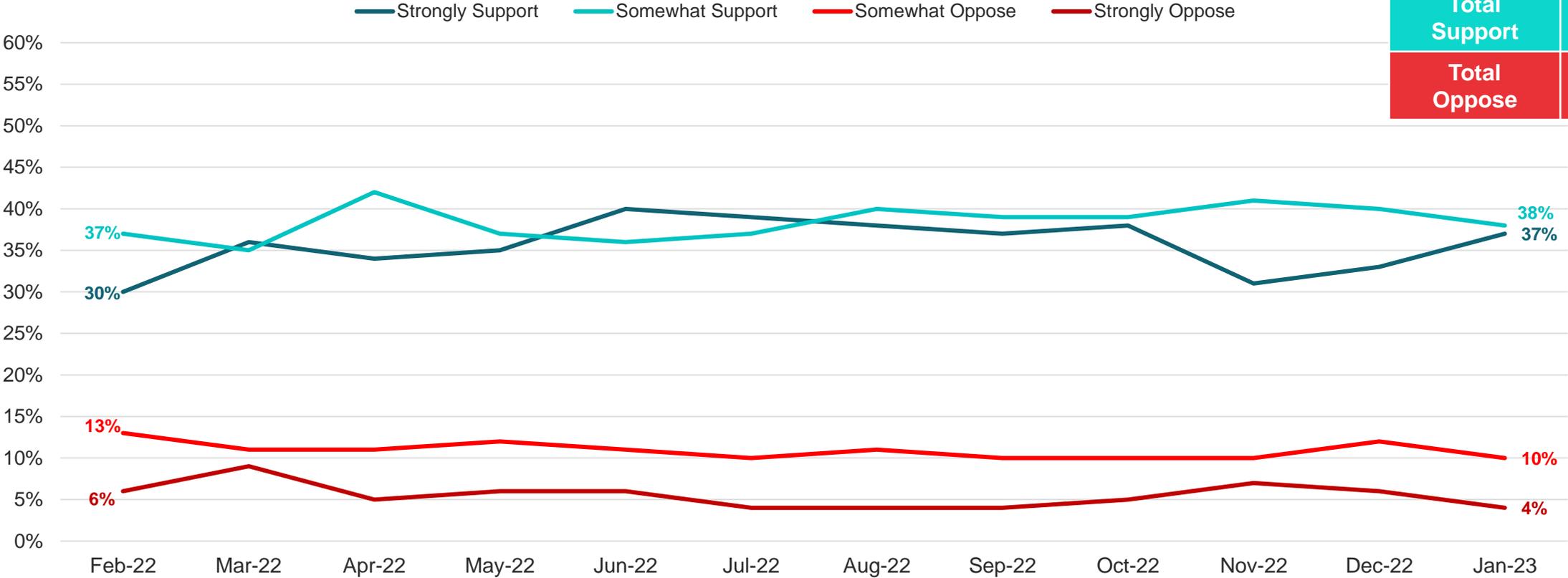


Note: Don't know/no opinion responses are not shown.

# Among school parents, overall support of open enrollment held steady in January and remains much higher than overall 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



January 2023	
Total Support	75%
Total Oppose	14%

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

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# Survey Profile, 1

<b>Dates</b>	January 6-9, 2023
<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 = 9.32 minutes Oversample Median = 11.35 minutes
<b>Sample Size</b>	N = 2,200 General Population N= 1,060 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>	± 2.38 percentage points (Gen Pop), ± 3.80 percentage points (Oversample)
<b>Participation Rate</b>	30.47% (Gen Pop), 18.51% (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

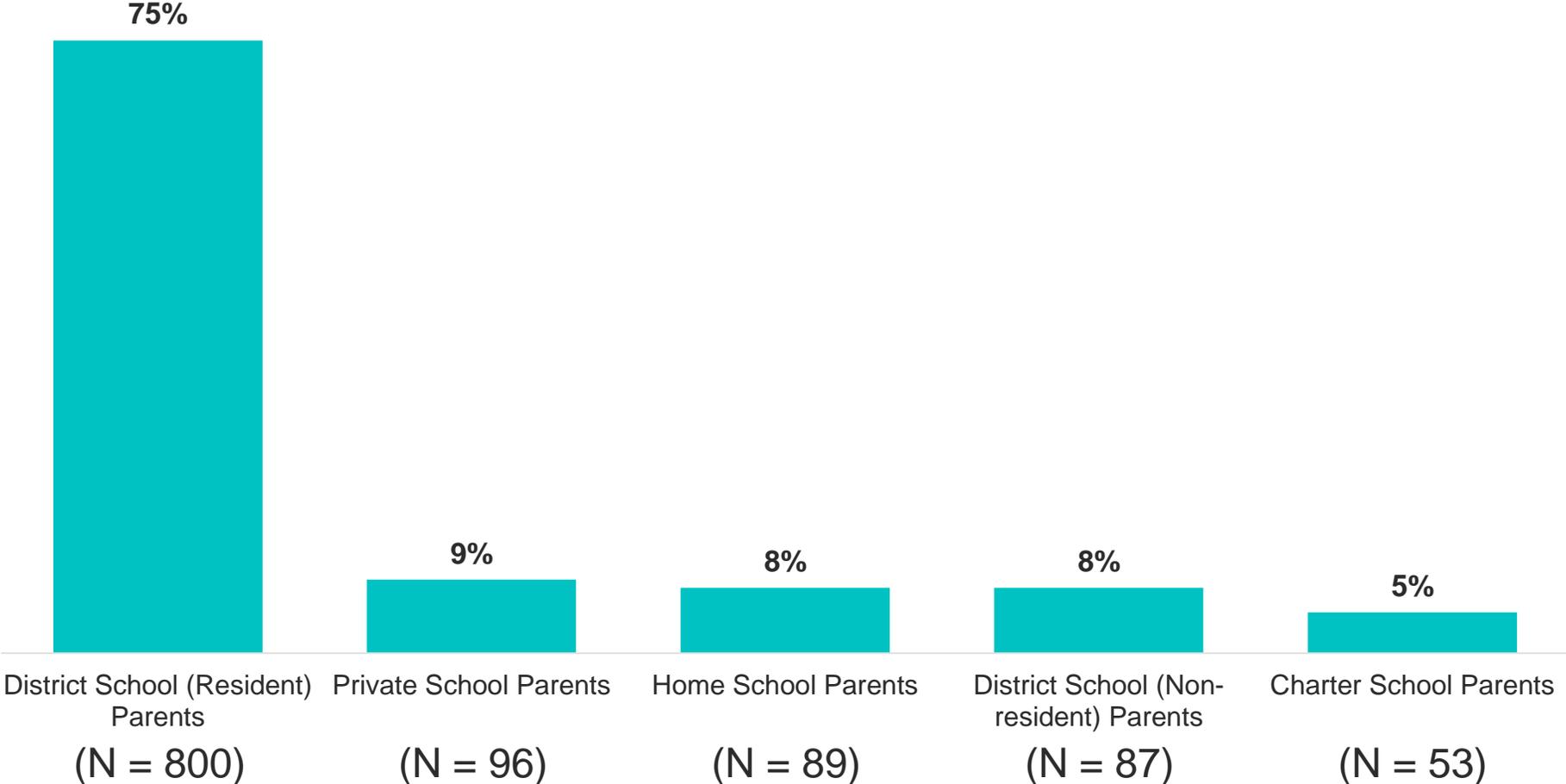
Demographics	Unweighted (N = )
Hispanic	169
Non-Hispanic White	1618
Black	283
Other	129
Generation Z	203
Millennial	559
Generation X	319
Boomers	859
Male	909
Female	1292
< College	1441
College +	760
Northeast	358
Midwest	531
South	853
West	459

Demographics	Unweighted (N = )
Total School Parents*	1060
K-4 Parents*	569
5-8 Parents*	432
9-12 Parents*	394
Non-Parents	891
Liberal	568
Moderate	642
Conservative	736
Democrat	731
Independent	648
Republican	653
Urban	520
Suburban	982
Small Town	289
Rural	410
Low Income <\$35K	833
Middle Income \$35K to <\$75K	794
High Income \$75K+	574

\* Denotes the sample came from school parents

Demographics	Unweighted	Weighted	Target (%)
Hispanic	8%	16%	16%
White	73%	78%	78%
Non-Hispanic White	74%	n/a	n/a
Black	13%	12%	12%
Other	6%	9%	9%
Age: 18-34	22%	30%	30%
Age: 35-54	28%	31%	31%
Age: 55+	50%	40%	40%
Age: 65+	27%	20%	20%
Male	41%	48%	48%
Female	59%	52%	52%
< College	65%	69%	69%
College +	35%	31%	31%
Northeast	16%	18%	18%
Midwest	24%	21%	21%
South	39%	37%	37%
West	21%	24%	24%

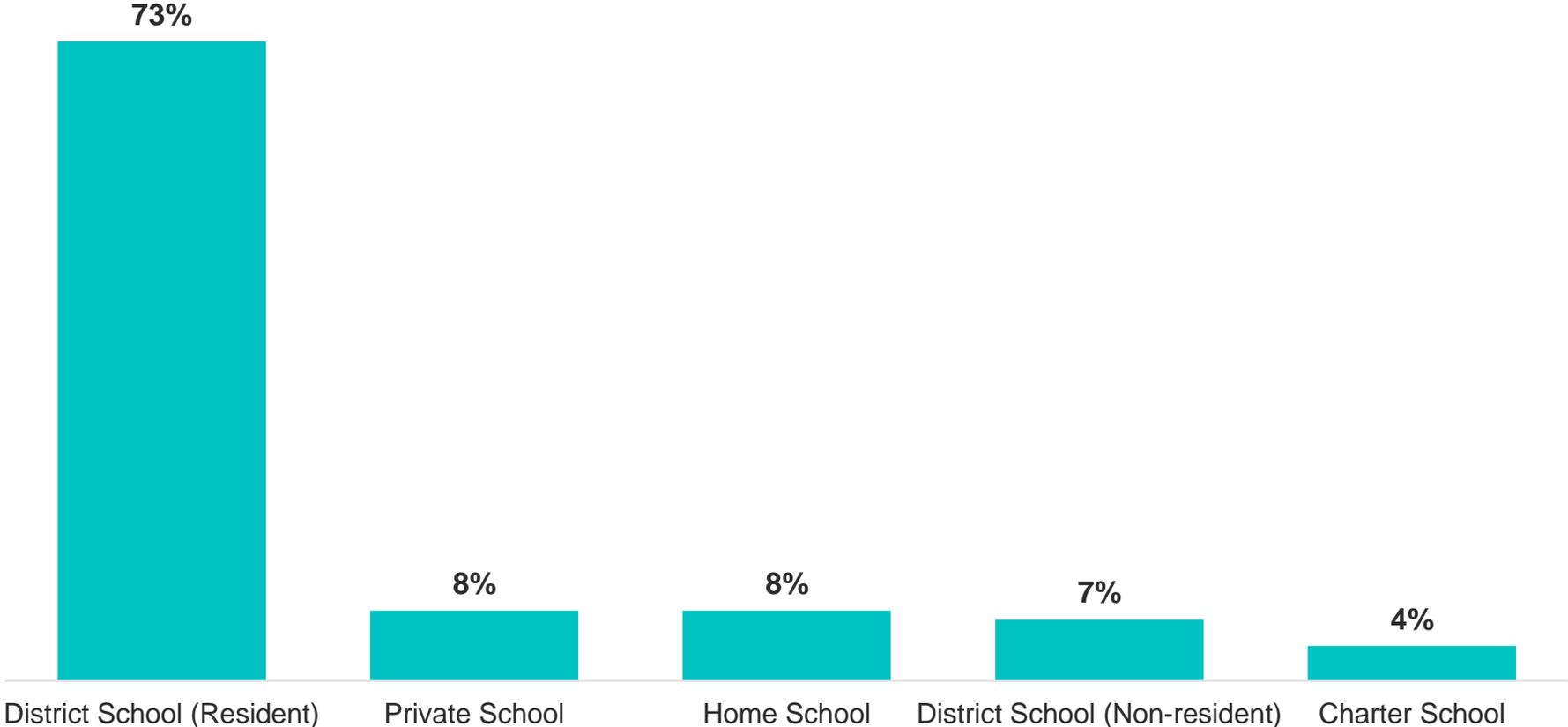
# Parent groups based on estimated school type attendance for the 2022-2023 school year



*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**<sup>®</sup>

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

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

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



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