

 edCHOICE

# THE PUBLIC, PARENTS, AND K-12 EDUCATION

A National Polling Report

MARCH 2023

# KEY FINDINGS

---

1. Americans' confidence in the direction of K-12 education increased slightly in March. About one in three Americans believe K-12 education in the country is heading in the right direction, one of the lowest levels observed since March 2020.
2. Compared to February, parents' views of their children's progress as well as their view of the progress of their friends' children have risen notably across the board. Parents still tend to be more optimistic about their own children.
3. Private school parents are 18 percentage points more likely to say they are very satisfied with their child's/children's schooling experiences than district school parents.
4. In March, over half of school parents were concerned about a violent intruder entering their child's school. The proportion of concerned parents increased since the previous month.
5. Interest in both pods and tutoring increased 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 \$452 per month for pods and \$381 per month for tutoring.
6. Almost one out of every three parents indicate that their child has switched from one school type to another. School switching is highest among Special Education parents.
7. Two-thirds of school parents have a favorable view of homeschooling. Strong favorability has increased by eight points since January.
8. Overall support levels for school choice policies remain high among school parents and the general public, though there were slight declines in March:
  - Education savings accounts (ESAs) – 76% / 68%
  - School vouchers – 70% / 62%
  - Charter schools – 68% / 64%
  - Open enrollment – 74% / 66%

## Methodology:

This poll was conducted between March 15-16, 2023 among a sample of 2,110 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 2.34 percentage points..

AGENDA

**VIEWS ON K-12 EDUCATION**

**VIEWS ON SCHOOLING**

**PODS, TUTORING, AND EXTRACURRICULARS**

**SCHOOL CHOICE POLICIES**

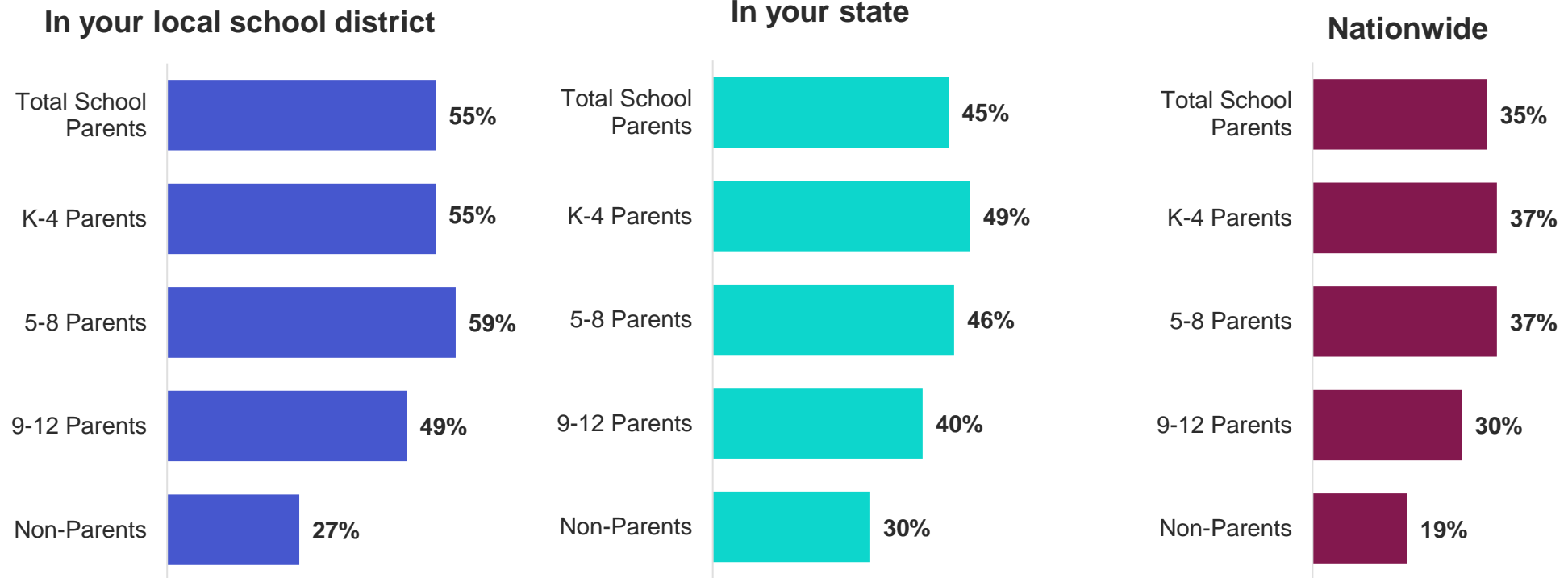
**SURVEY PROFILE AND DEMOGRAPHICS**



# The level of parent optimism at the local level is 20 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?

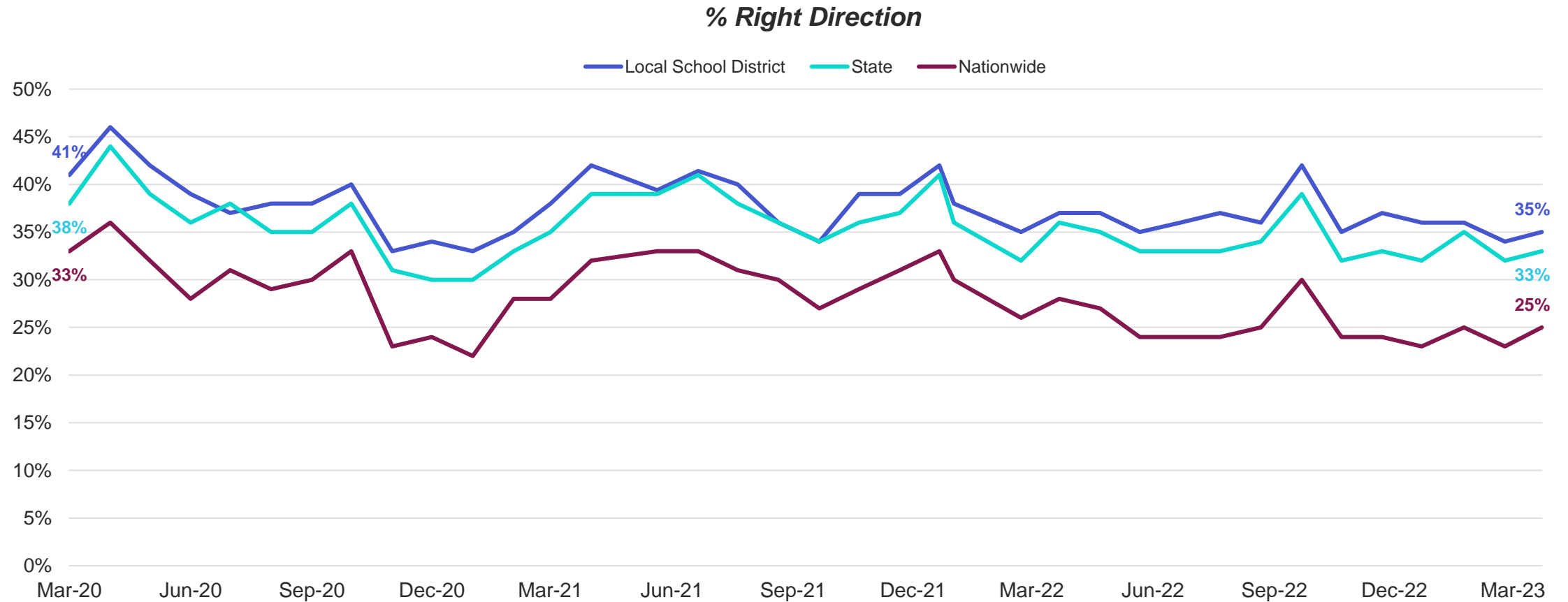
## % Right Direction



Levels of public optimism for K-12 education are near all-time lows based on trends. The public's views about the direction of K-12 education have remained relatively stable since October but have increased slightly since February.

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**

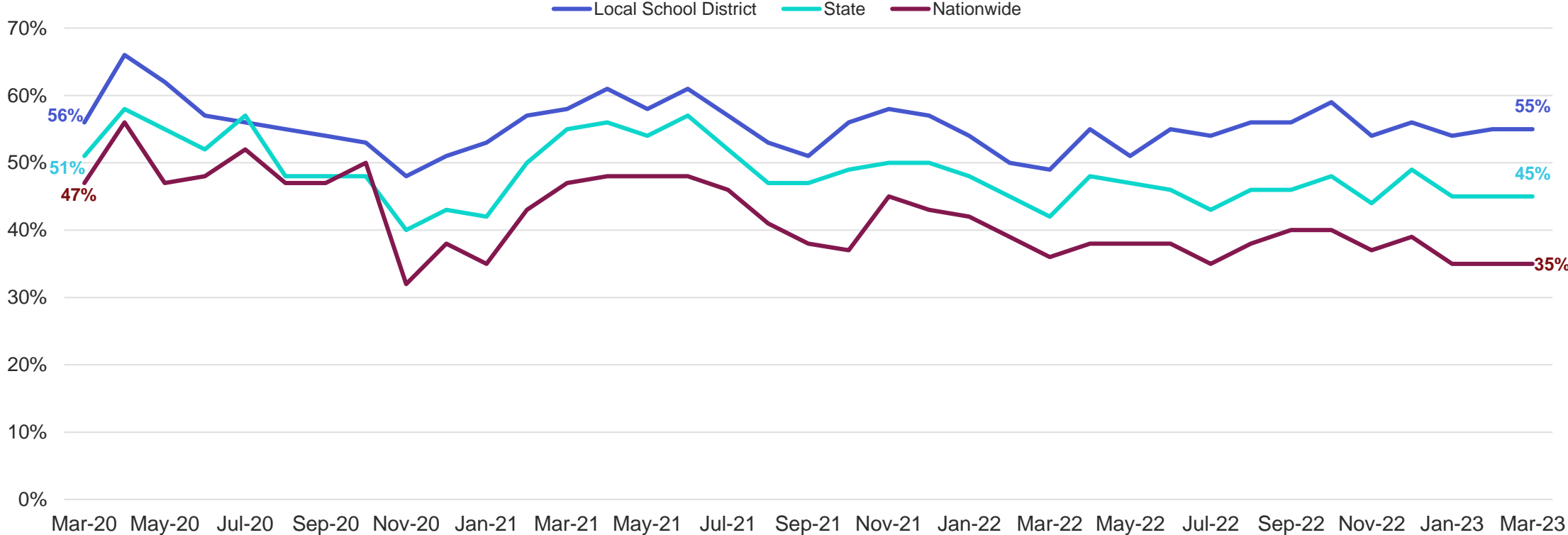


Over the past year parents' opinions have slightly fluctuated regarding how they see the direction of K-12 education locally, in their state, and for the nation.

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**


**% Right Direction**



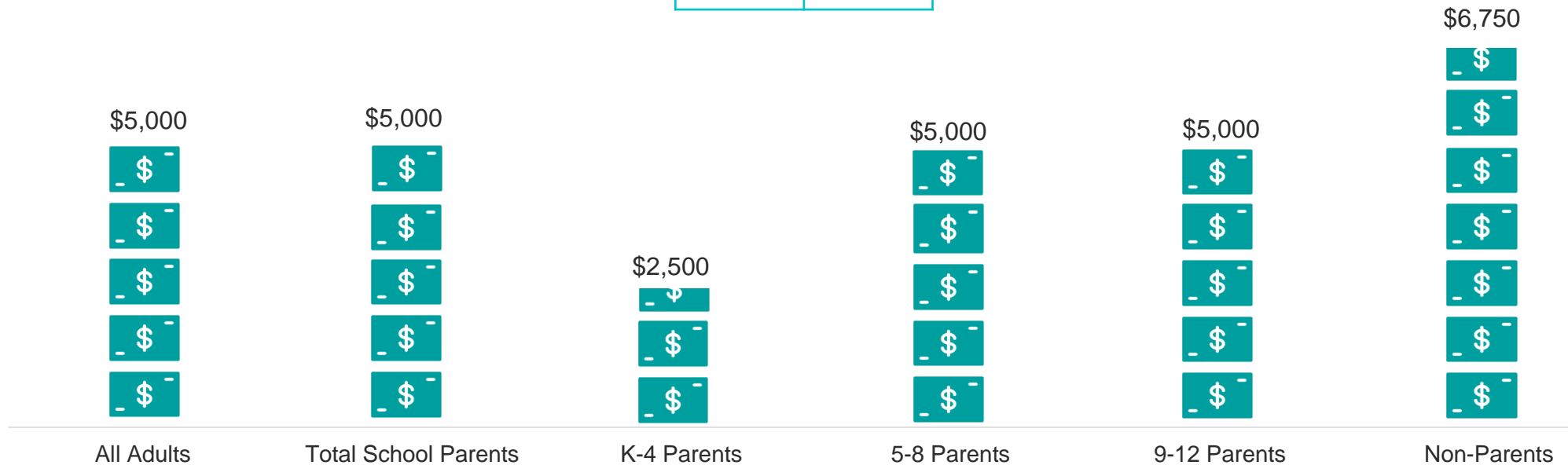
# The general public and school parents greatly underestimate per-student spending in public schools, especially parents of younger children.

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.

## Median Estimate

 = \$1,000

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



# Americans are most likely to say core academic subjects are extremely important for grades K-8, while at the high school level, they prioritize employment and academics.

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

## All Adults

### % Extremely Important








#### Grades K-8

Average % selected Extremely Important **43%**

-  Core academic subjects (59%)
-  Become independent thinkers (47%)
-  Socialization (47%)
-  How to be good citizens (45%)
-  Skills for future employment (42%)
-  Values, moral character, religious virtues (38%)
-  To fix social problems (25%)

#### Grades 9-12

Average % selected Extremely Important **46%**

-  Skills for future employment (56%)
-  Core academic subjects (55%)
-  Become independent thinkers (51%)
-  How to be good citizens (50%)
-  Socialization (44%)
-  Values, moral character, religious virtues (37%)
-  To fix social problems (26%)

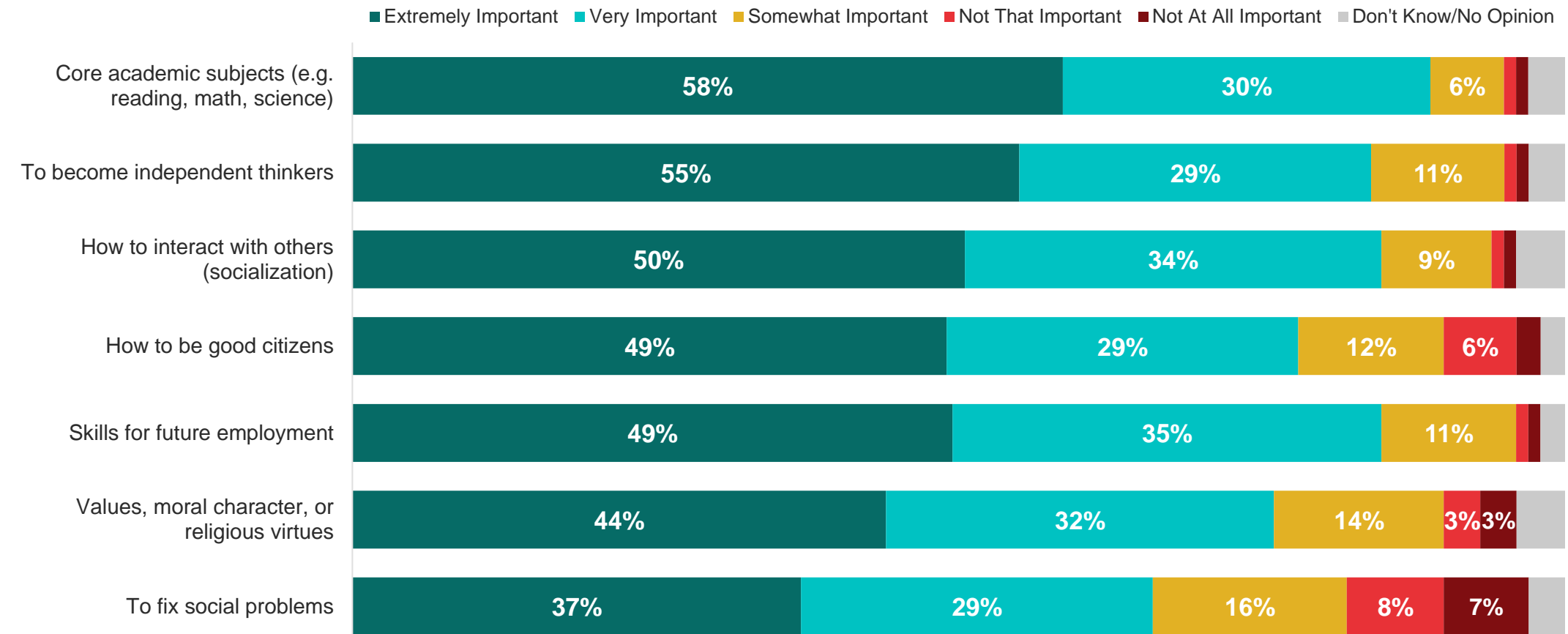
Source: Survey conducted March 15, 2023 – March 16, 2023, among U.S. adults



# For the purposes of K-8 education, school parents appear to be placing highest priority on core academic subjects.

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...

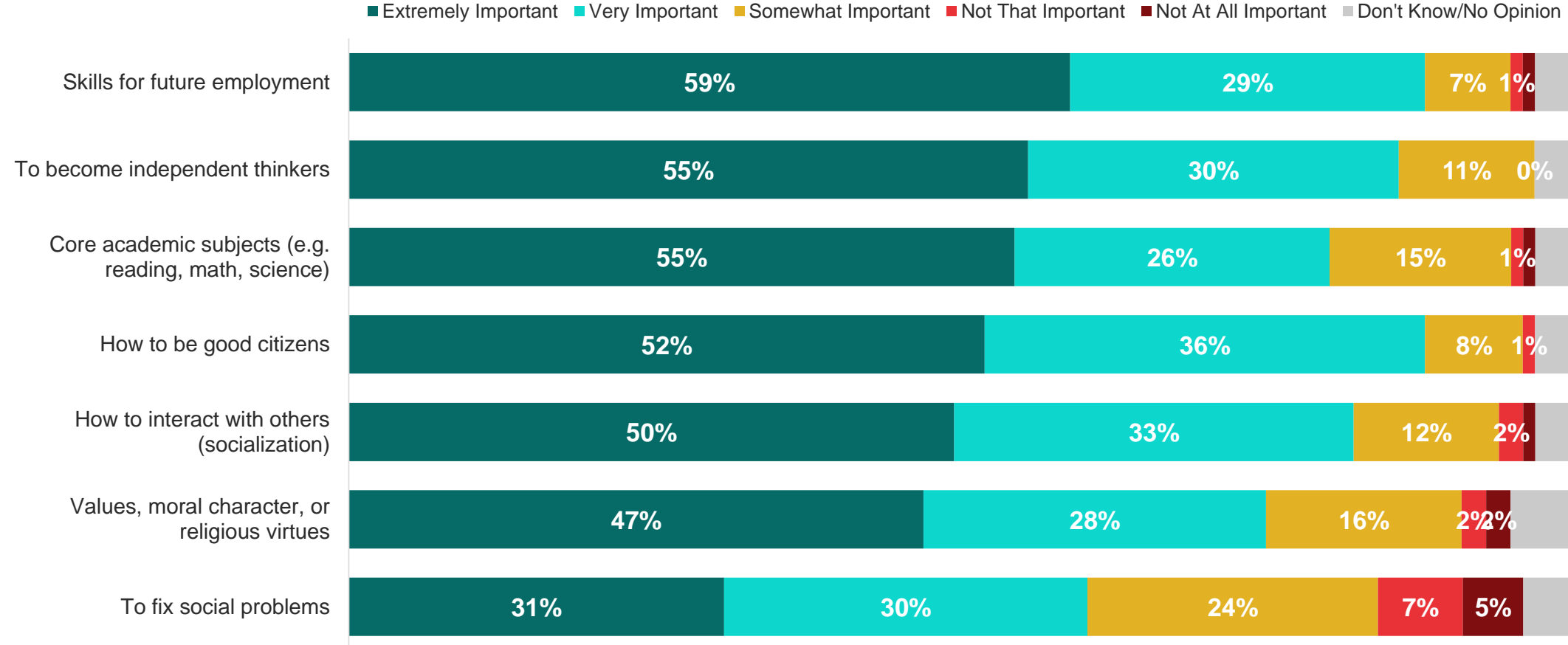
## School Parents



# 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

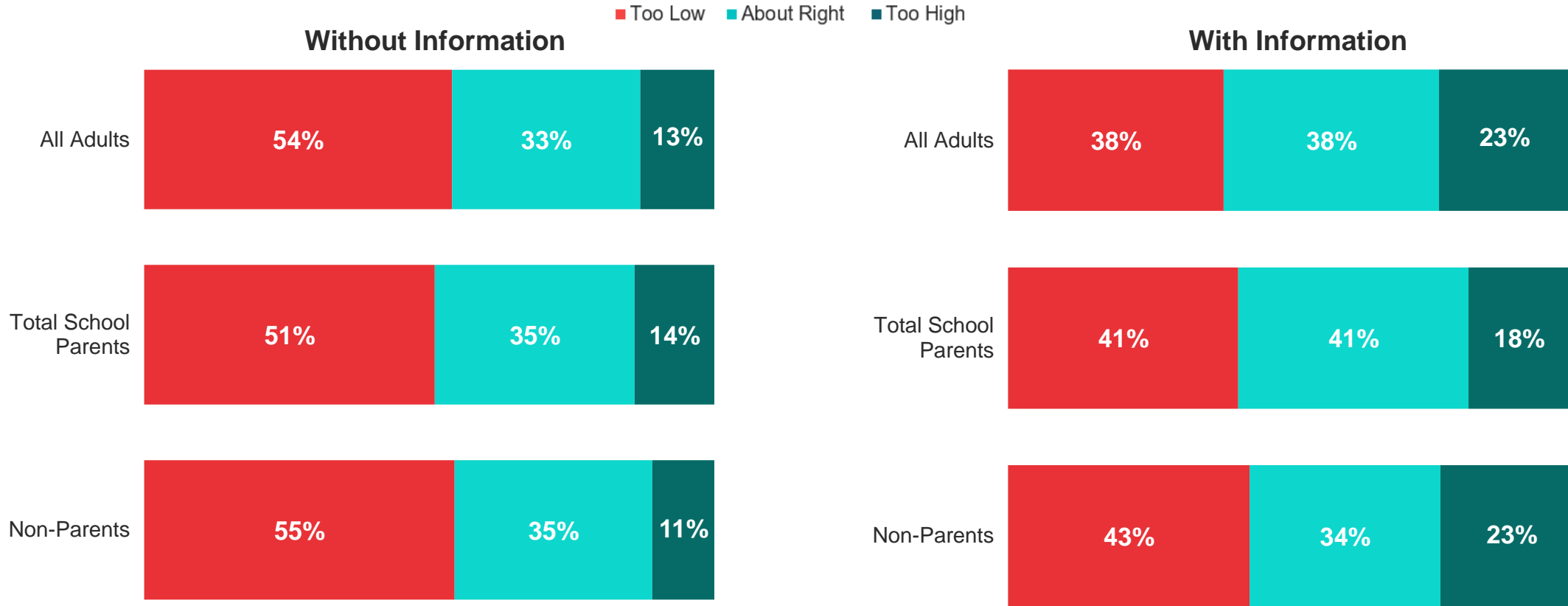


Source: Survey conducted March 15, 2023 – March 16, 2023, among U.S. adults

# Adults are much less likely (-16 points) to say their state’s per-student spending is “too low” when given a publicly reported statistic.

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

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



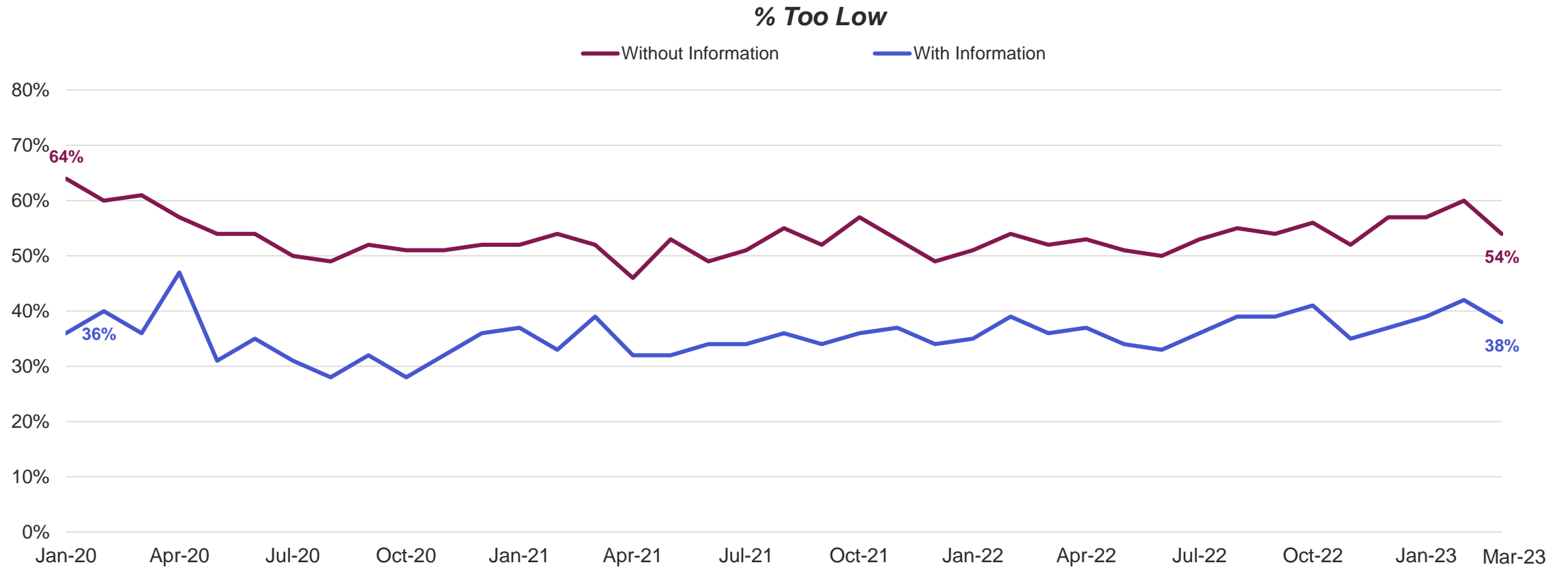
FY20 State Actuals Source: National Center for Education Statistics  
 Source: Survey conducted March 15, 2023 – March 16, 2023, among U.S. adults

# Americans who indicated school funding is too low has declined since February, 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

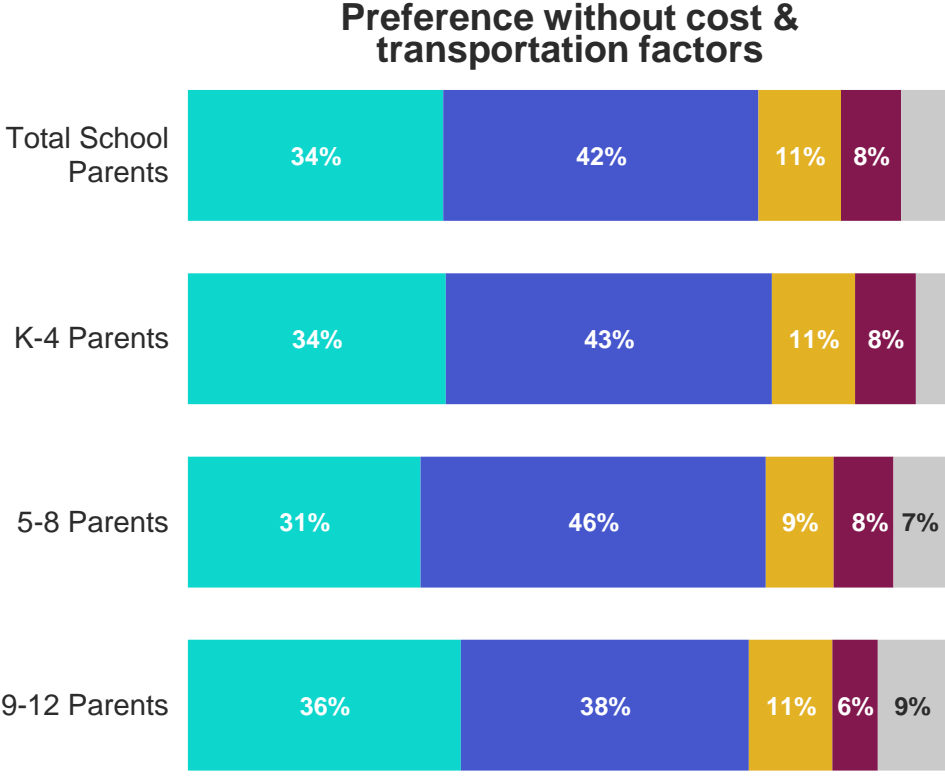
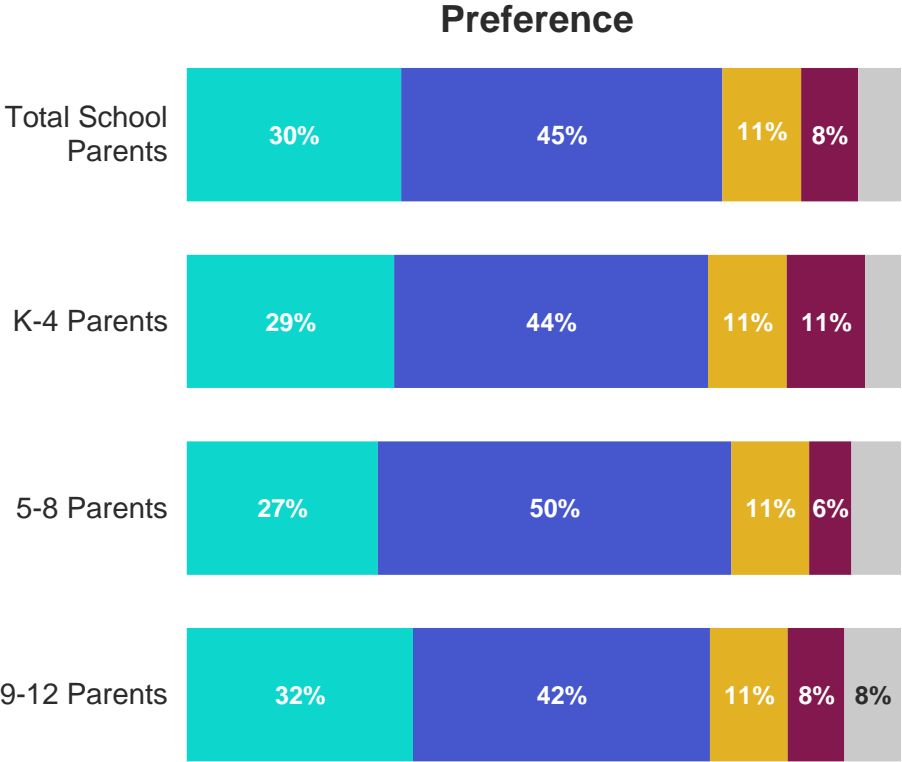


# Parents exhibit a diverse range of schooling preferences. Financial costs and transportation appear to have minimal affect on parent preferences.

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

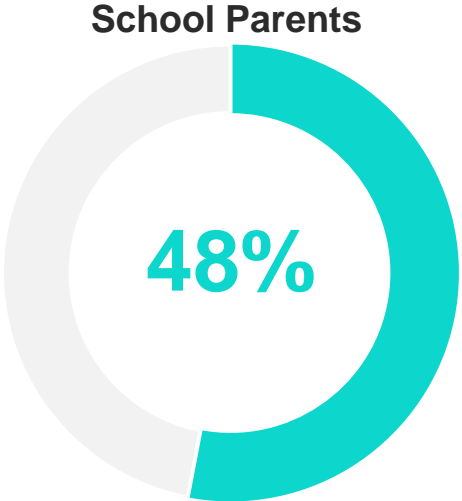


Source: Survey conducted March 15, 2023 – March 16, 2023, among U.S. adults

# Nearly half of parents report having at least one child taking a gifted, advanced, or honors class at their school.

How many of your children, if any, are taking at least one gifted, advanced, or honors class at her/his school?

## School Parents



**% With at least one "gifted" child**

### # of "gifted" children

1	41%
2	6%
3	1%
4+	0%

### % of parents with at least one "gifted" child

K-4 Parents	45%
5-8 Parents	53%
9-12 Parents	57%

### Top % With at least one "gifted" child

Private School	70%
Educ: Bachelor's Degree	69%
High Income	66%
Liberal	64%
Catholic	65%

### Bottom % With at least one "gifted" child

Small Town	35%
Low Income	34%
Rural	37%
Educ: < College	38%
Not Married	40%

Source: Survey conducted March 15, 2023 – March 16, 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**

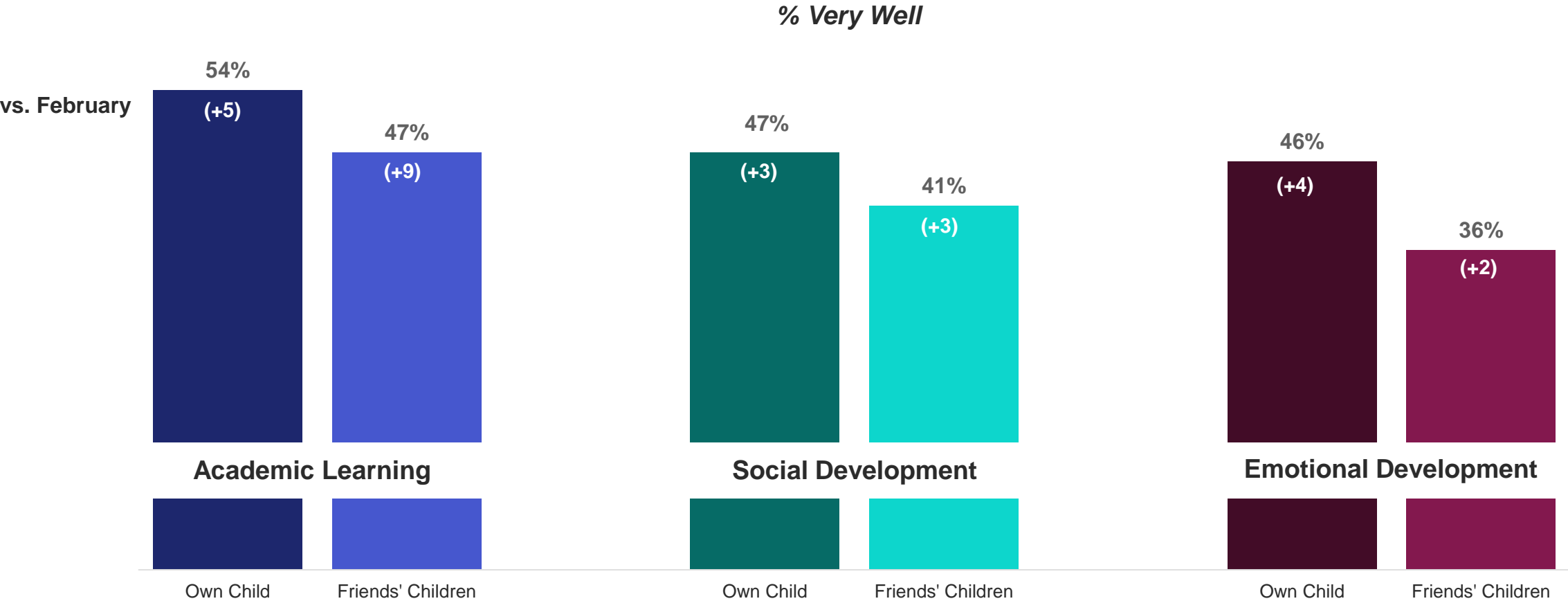


# Compared to February, parents' views of their children's progress as well as their view of the progress of their friends' children have risen notably across the board. Parents still tend to be more optimistic about their own children

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



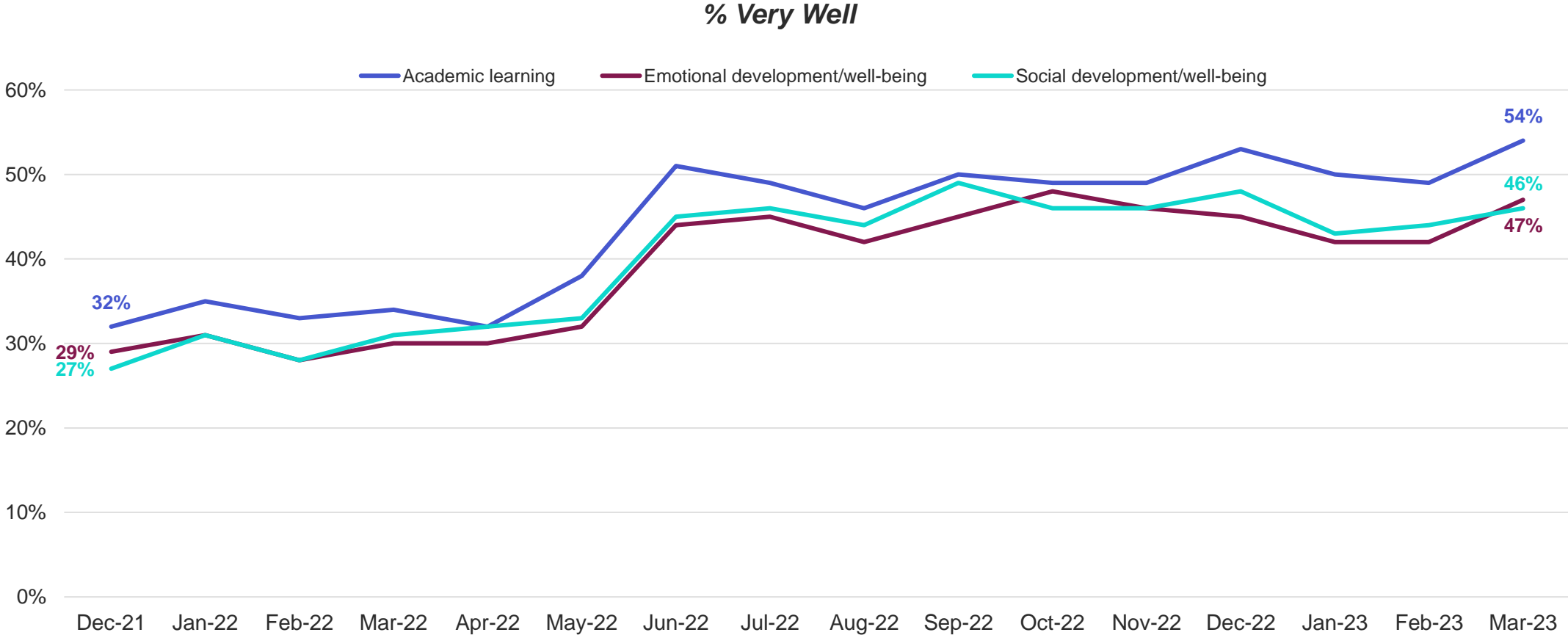
Source: Survey conducted March 15, 2023 – March 16, 2023, among U.S. adults



# Parents' ratings of how their children are doing have increased after remaining stable for the past few months.

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

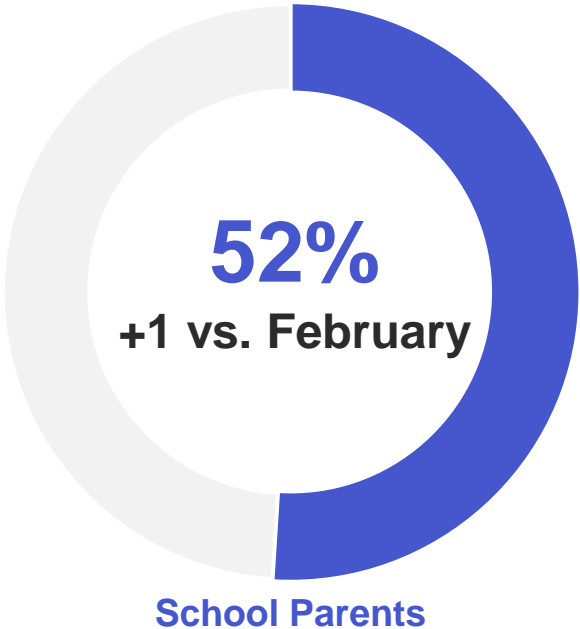
## School Parents



In March, more than half of school parents were concerned about a violent intruder entering their child's school. The proportion of concerned parents increased since the previous month.

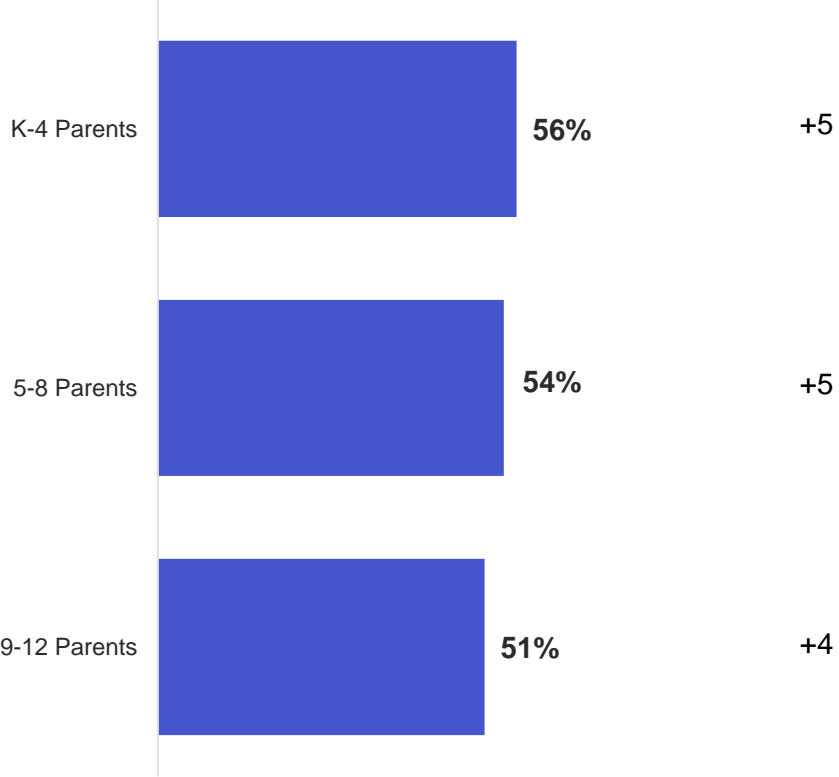
How concerned are you about a violent intruder, like a mass shooter, entering your child's/children's school?

**School Parents**



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

**vs. February**

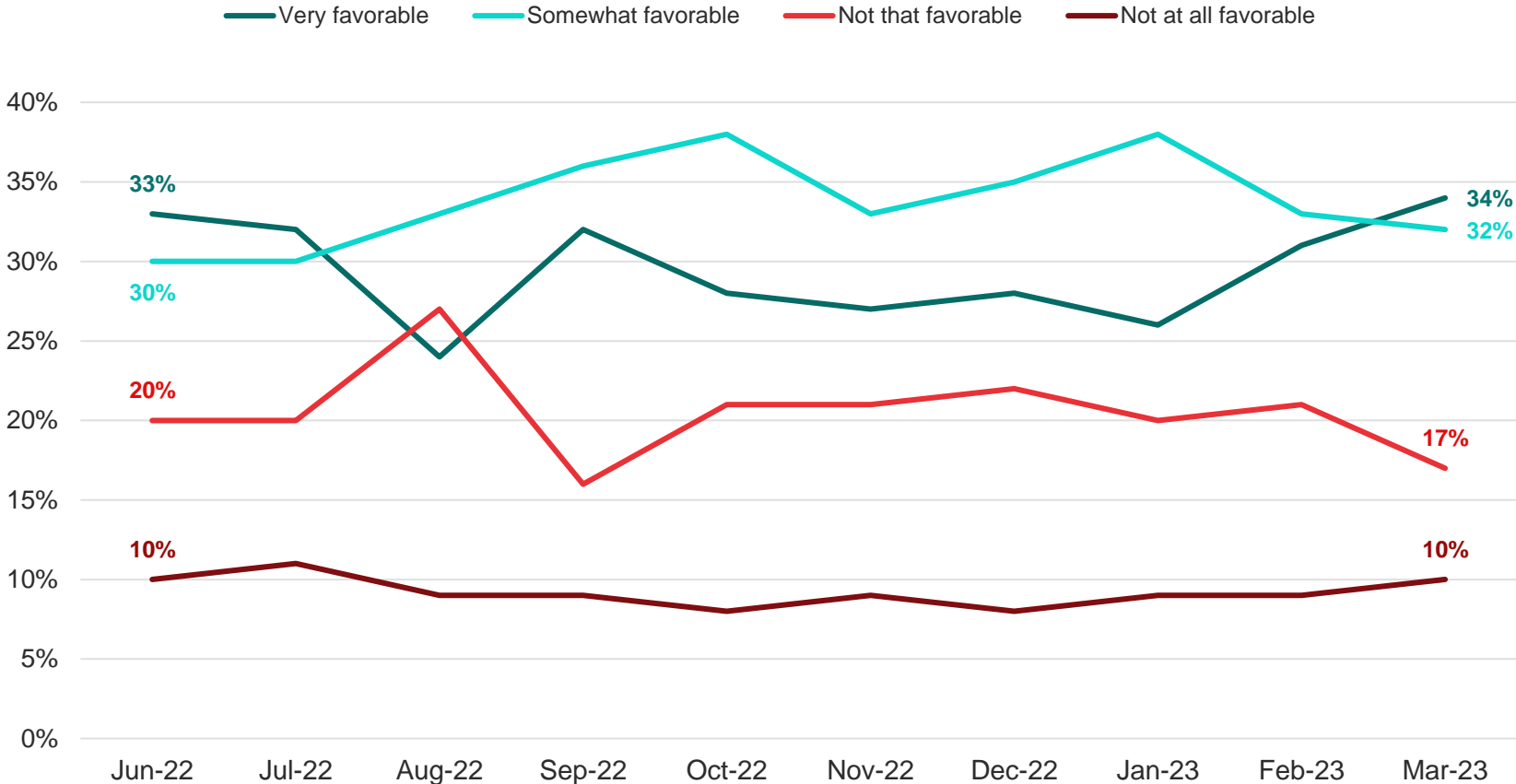


Source: Survey conducted March 15, 2023 – March 16, 2023, among U.S. adults

# Two-thirds of school parents have a favorable view of homeschooling. Strong favorability increased by eight points since January.

In general, what is your opinion of homeschooling?

## School Parents



### February 2023

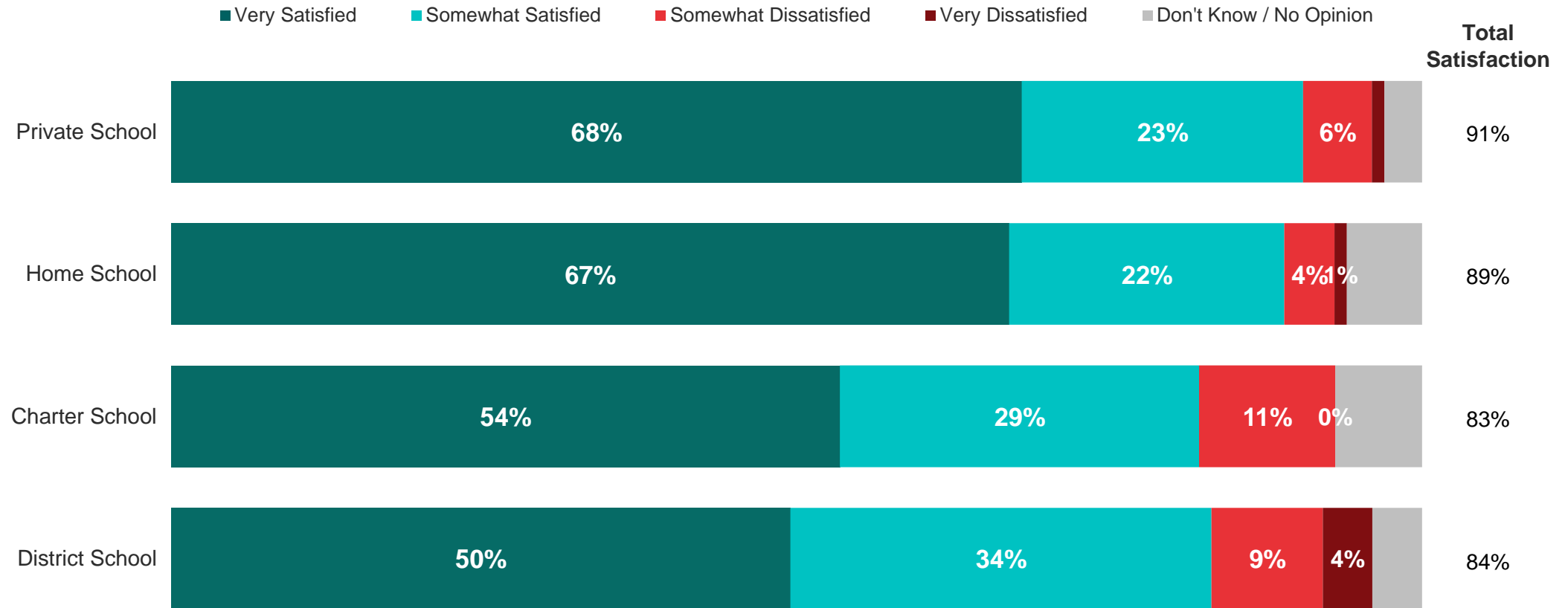
Total Favorable	66%
Total Unfavorable	27%

*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.*

# Private school parents are 18 percentage points more likely to say that they are *very satisfied* with their child's/children's schooling experiences than district school parents.

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

## School Parents

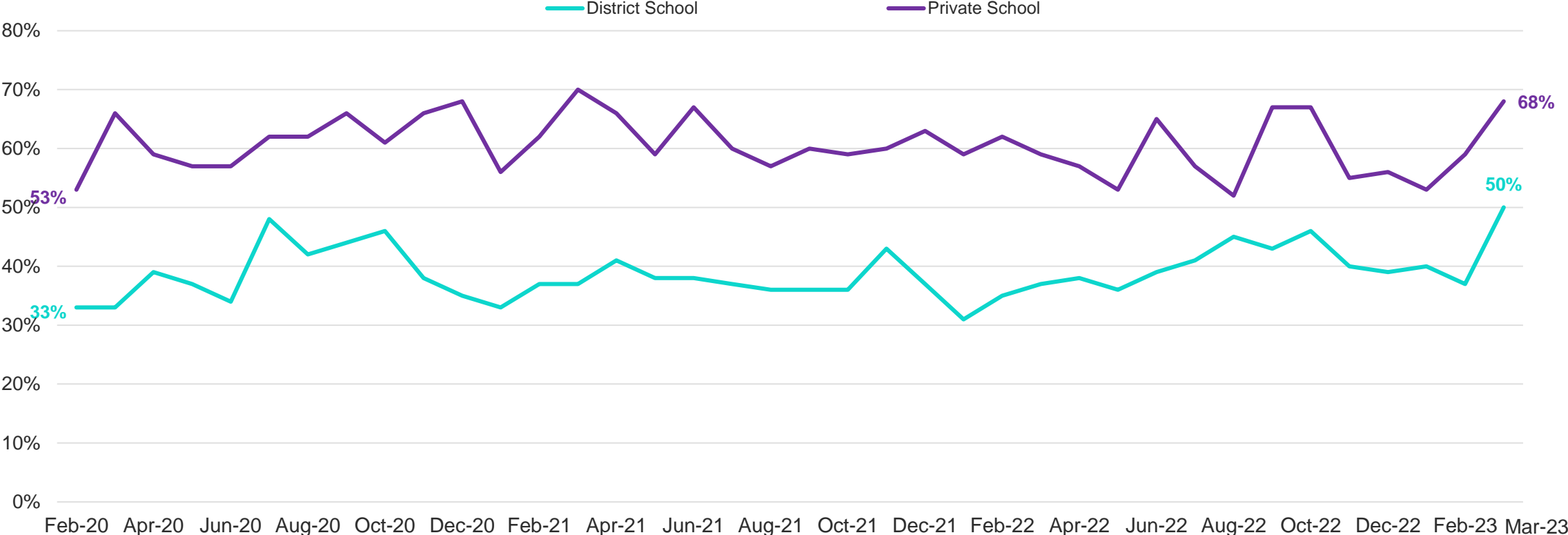


# Parents are consistently more likely to say they are ‘very satisfied’ with private schools than public district schools.

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

## School Parents

### % Very Satisfied



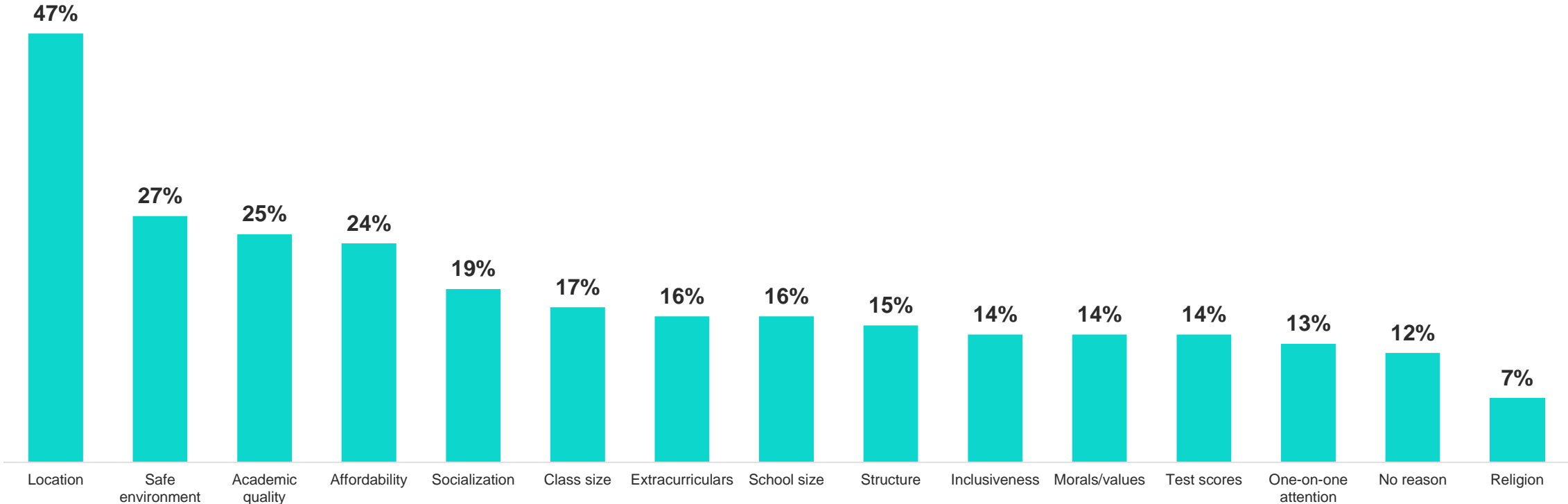
Note: Parent groups based on child/children school type attendance in SY22-23.

# 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



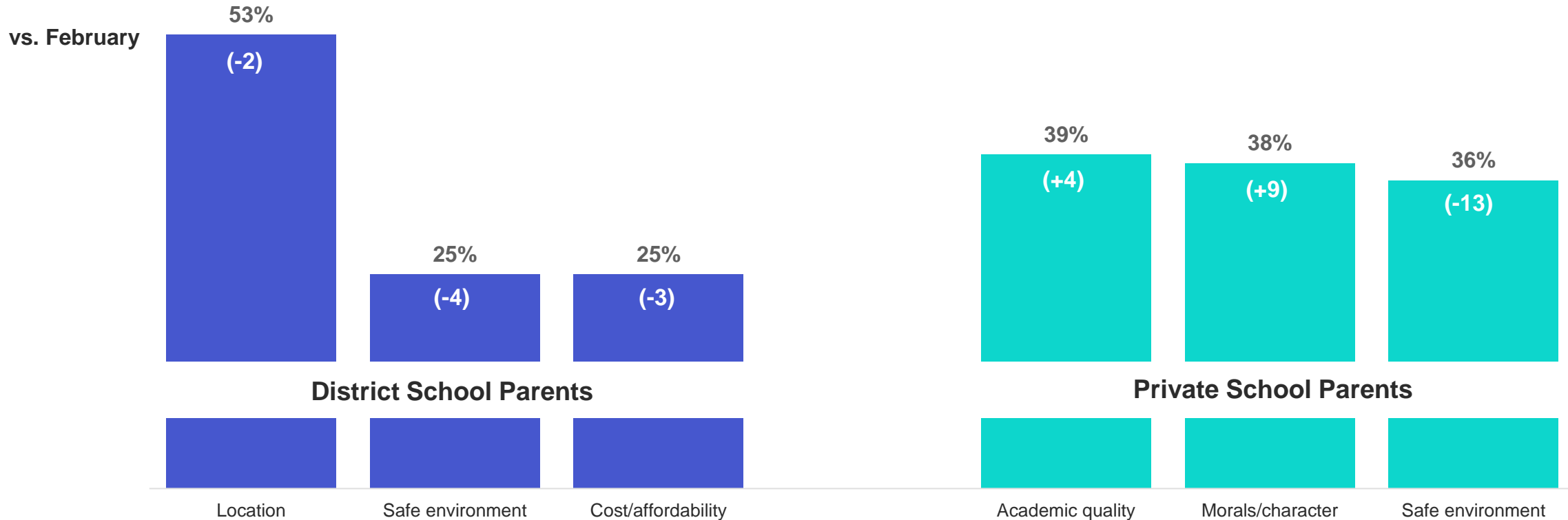
**Note:** Results are composite numbers between those who were asked about their youngest child and those who were asked about their oldest child.  
**Source:** Survey conducted March 15, 2023 – March 16, 2023, among U.S. adults

A safe environment is a top three reason for enrollment among parents, regardless of school type. District school parents cite location as their most preferred, while private school parents prefer academic quality.

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

**School Parents**

**Top 3 Reasons**  
% Selected



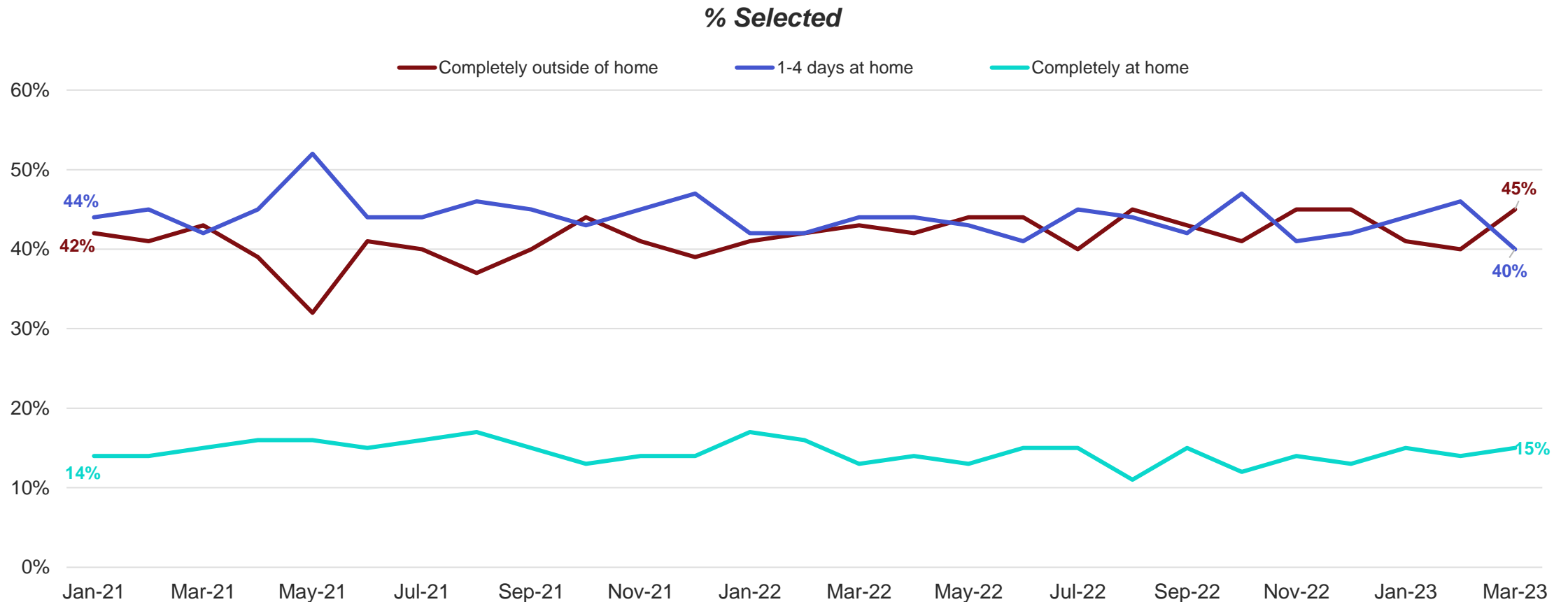
**Notes:** Parent groups based on child/children school type attendance in SY22-23. Results are composite numbers between those who were asked about their youngest child and those who were asked about their oldest child.

**Source:** Survey conducted March 15, 2023 – March 16, 2023, among U.S. adults

# Nearly three-fifths of school parents 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

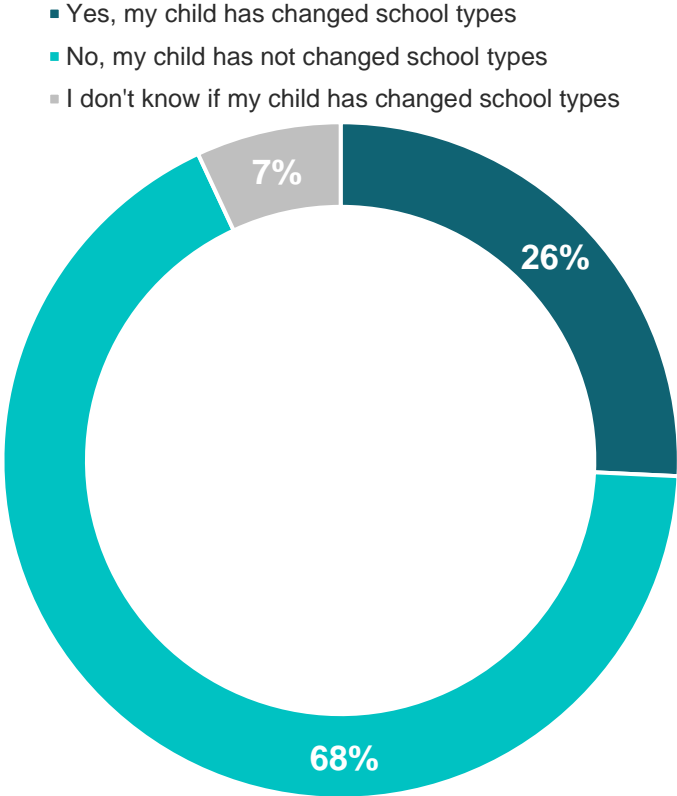




# About one out of every four parents indicate that their child has switched from one school type to another. School switching is highest among Special Education parents.

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	
Private School	56%
Special Education	45%
Homeschool	44%

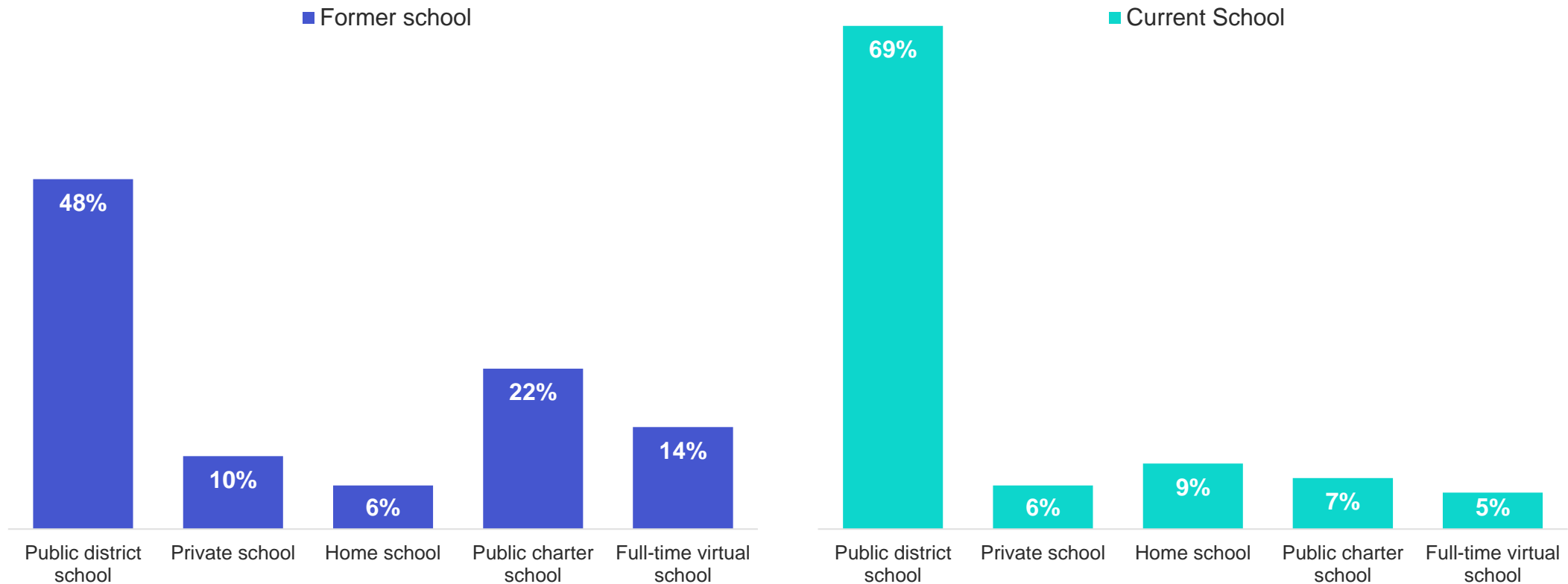
Bottom % Yes	
9-12 Parents	22%
District School	21%
Non-Special Needs	19%

Source: Survey conducted March 15, 2023 – March 16, 2023, among U.S. adults

# Among those parents reporting a child switching school types, public district schools 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



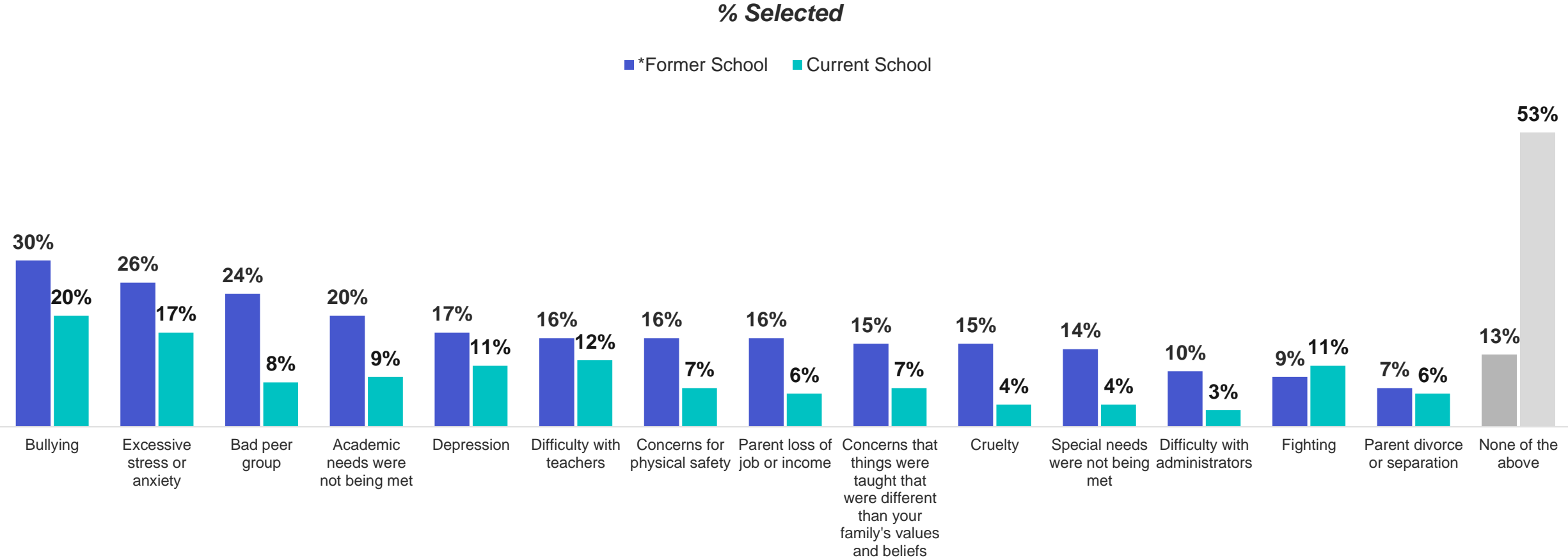
*Note: Results are composite numbers between those who were asked about their youngest child and those who were asked about their oldest child.*

*Source: Survey conducted March 15, 2023 – March 16, 2023, among U.S. adults*

# Those who have a child who has switched schools are much more likely to indicate that their child 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



**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 March 15, 2023 – March 16, 2023, among U.S. adults

AGENDA

VIEWS ON K-12 EDUCATION

VIEWS ON SCHOOLING

**PODS, TUTORING, AND EXTRACURRICULARS**

SCHOOL CHOICE POLICIES

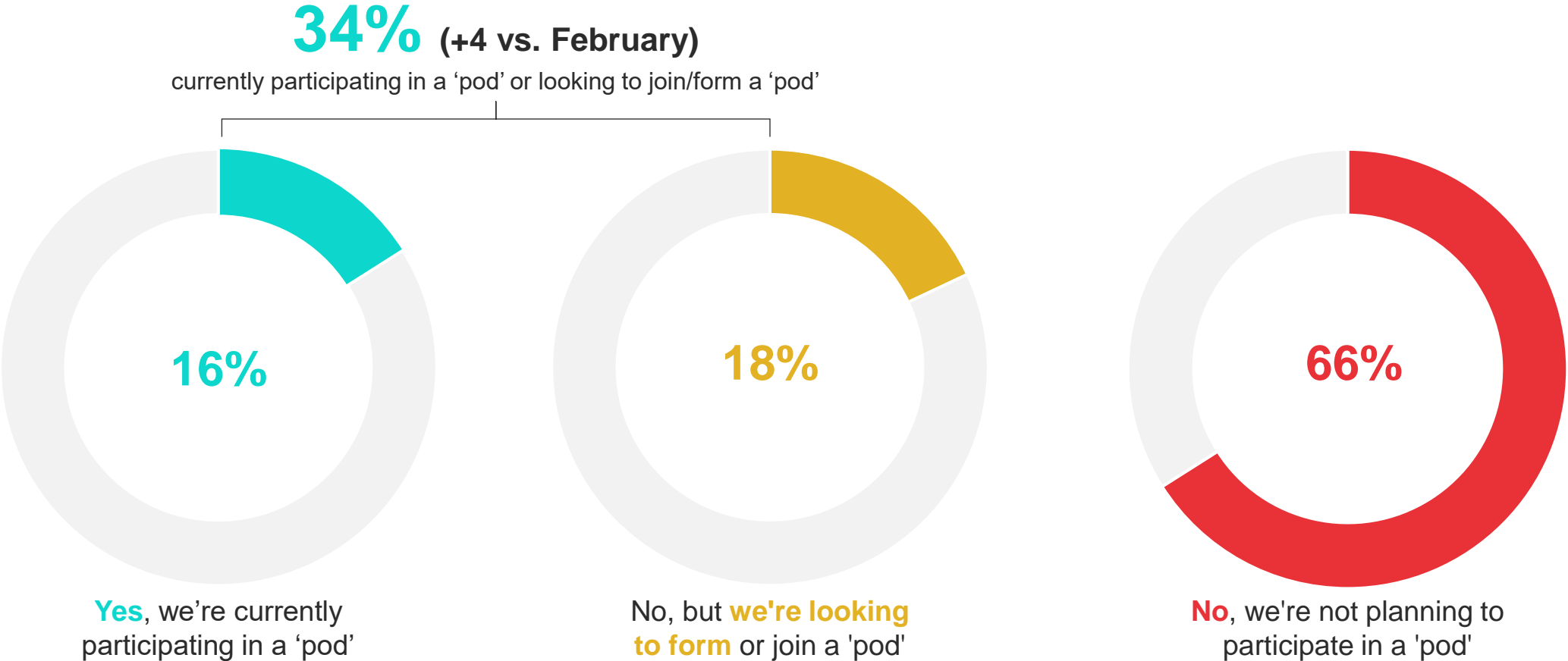
SURVEY PROFILE AND DEMOGRAPHICS



# In March, one out of three parents indicated they were participating in or seeking learning pods.

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

## School Parents



Source: Survey conducted March 15, 2023 – March 16, 2023, among U.S. adults

# In March, there were large increases in pod interest among various demographic groups, especially among parents who are college-educated, high income, or living in the West..

'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

<b>Most likely to participate in / form / join a pod</b>			<b>Moderately likely to participate in / form / join a Pod</b>			<b>Less likely to participate in / form / join a Pod</b>		
		vs. February			vs. February			vs. February
Private School Parent	67%	+12	High Income: \$75K+	38%	+13	South	29%	-1
Hispanic	53%	+11	Black	38%	-4	District School Parent	29%	+2
Special Education Parent	51%	+6	Northeast	37%	+10	Low Income < \$35K	29%	-2
Urban	50%	+5	Middle Income \$35K-\$75K	34%	-2	Educ: < College	28%	-2
West	49%	+17	Republican	33%	+2	Midwest	25%	-5
Democrat	45%	+11	Suburban	30%	+3	Rural	22%	-2
Educ: Bachelors or Postgrad	43%	+13	Non-Hispanic White	29%	+4	Small town	16%	+0

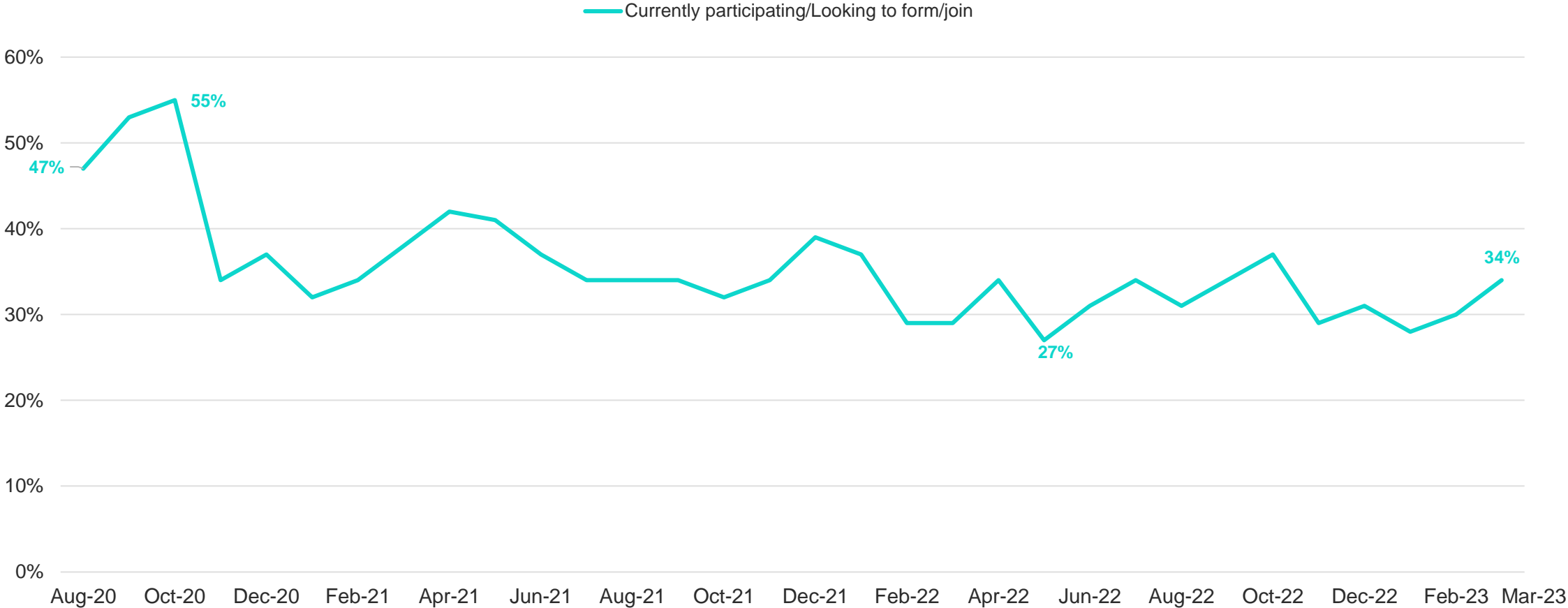
*Note: Parent groups based on child/children school type attendance in SY22-23.*

*Source: Survey conducted March 15, 2023 – March 16, 2023, among U.S. adults*

# Parent interest in learning pods has continued to rise since the beginning of this year.

'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

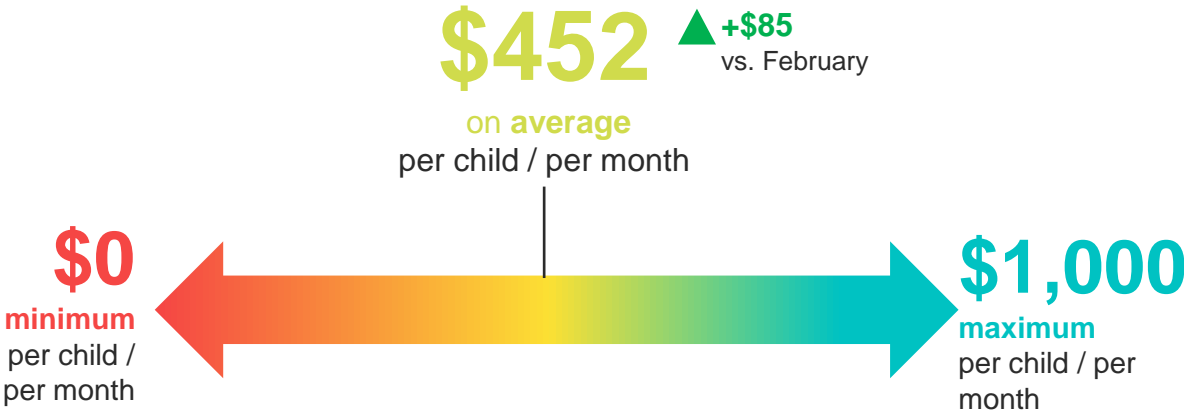


Note: Question text changed from "As a result of the coronavirus pandemic, are you currently participating in a 'pod' with other families?" in June 2022

In March, school parents were willing to pay roughly \$450/month for a child to participate in a learning pod – a significant increase of \$85 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	\$356
	Middle Income \$35K to < \$75K	\$449
	*High Income \$75K+	\$513
Political Affiliation	Democrat	\$497
	*Independent	\$368
	Republican	\$439
Region	*West	\$495
	*Midwest	\$478
	South	\$390
	*Northeast	\$453

\*indicates base size n = <100

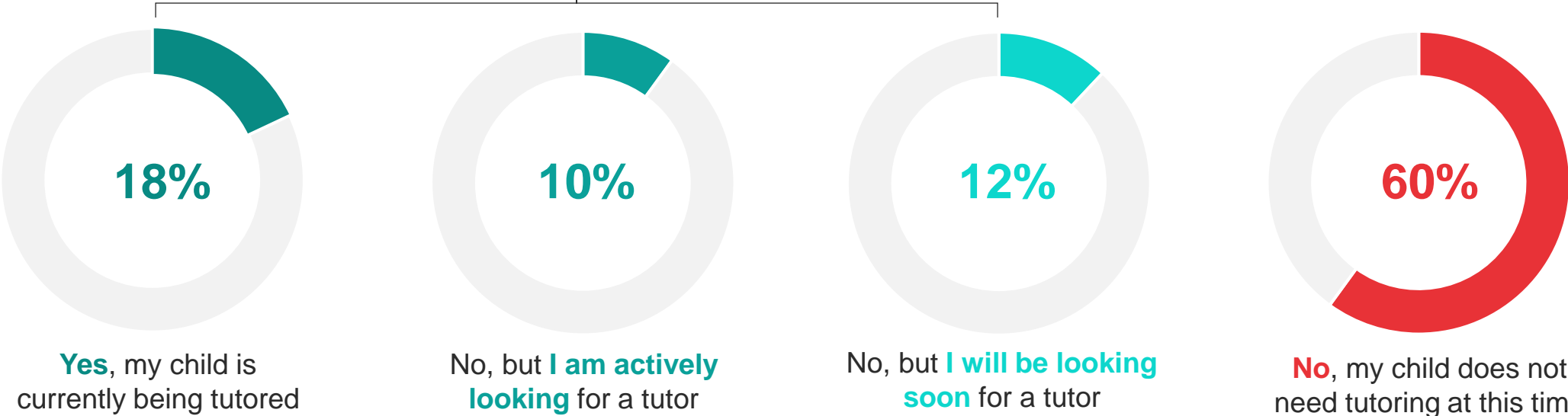


In March, two in five parents indicated they are currently using a tutor or are interested in tutoring for their children, nearly unchanged from the previous month.

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

**School Parents**

**40%** (-1 vs. February)  
currently have a tutor or looking for a tutor



Source: Survey conducted March 15, 2023 – March 16, 2023, among U.S. adults

In March, interest in tutoring increased the most among college-educated parents. There was significantly decreased interest among Black parents.

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

**School Parents**

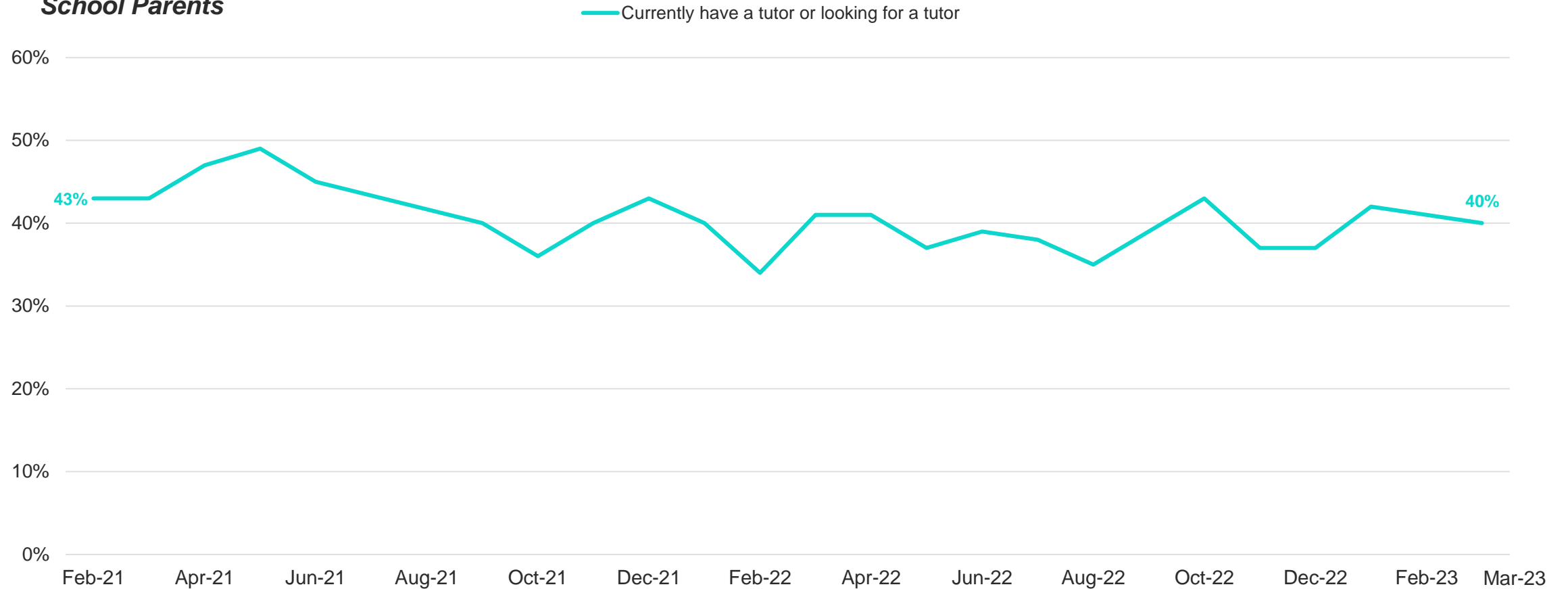
Groups <b>most</b> likely to be looking for/already having tutoring			Groups <b>moderately</b> likely to be looking for/already having tutoring			Groups <b>less</b> likely to be looking for/already having tutoring		
		vs. February			vs. February			vs. February
Private School Parent	66%	+0	Northeast	44%	+6	Non-Hispanic White	35%	+2
Special Education Parents	64%	-1	Black	43%	-15	Educ: < College	32%	-8
Hispanic	55%	-1	Republican	39%	-2	Low Income < \$35K	32%	-9
Urban	54%	+1	Middle Income \$35K-\$75K	39%	-5	Independent	31%	-3
Educ: Bachelors or Postgrad	54%	+12	Suburban	37%	-1	Midwest	30%	-4
Democrat	51%	+5	District School Parent	36%	-3	Rural	27%	-8
West	51%	+4	South	36%	-6	Small Town	25%	-7
High Income: \$75K+	46%	+8						

Source: Survey conducted March 15, 2023 – March 16, 2023, among U.S. adults

# In March, school parents' interest in tutoring remained roughly level with last month after declining slightly in January.

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

## School Parents

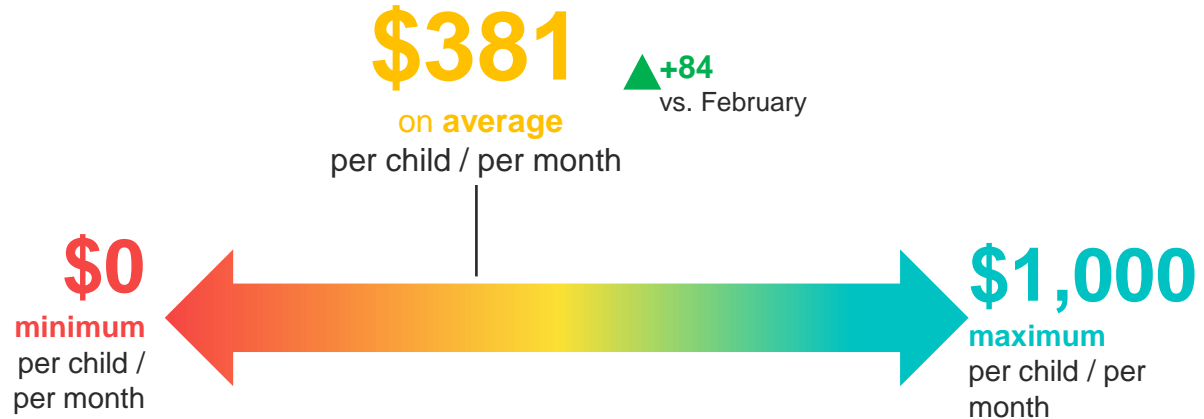


Note: Question was not asked in July 2021 and August 2021.

In March, the monthly amount parents were willing to spend on tutoring rose to just under \$400.

What would you be able and willing to spend, on a monthly basis, per child for tutoring outside of school hours?

**School Parents**  
among those interested in or participating in a tutoring



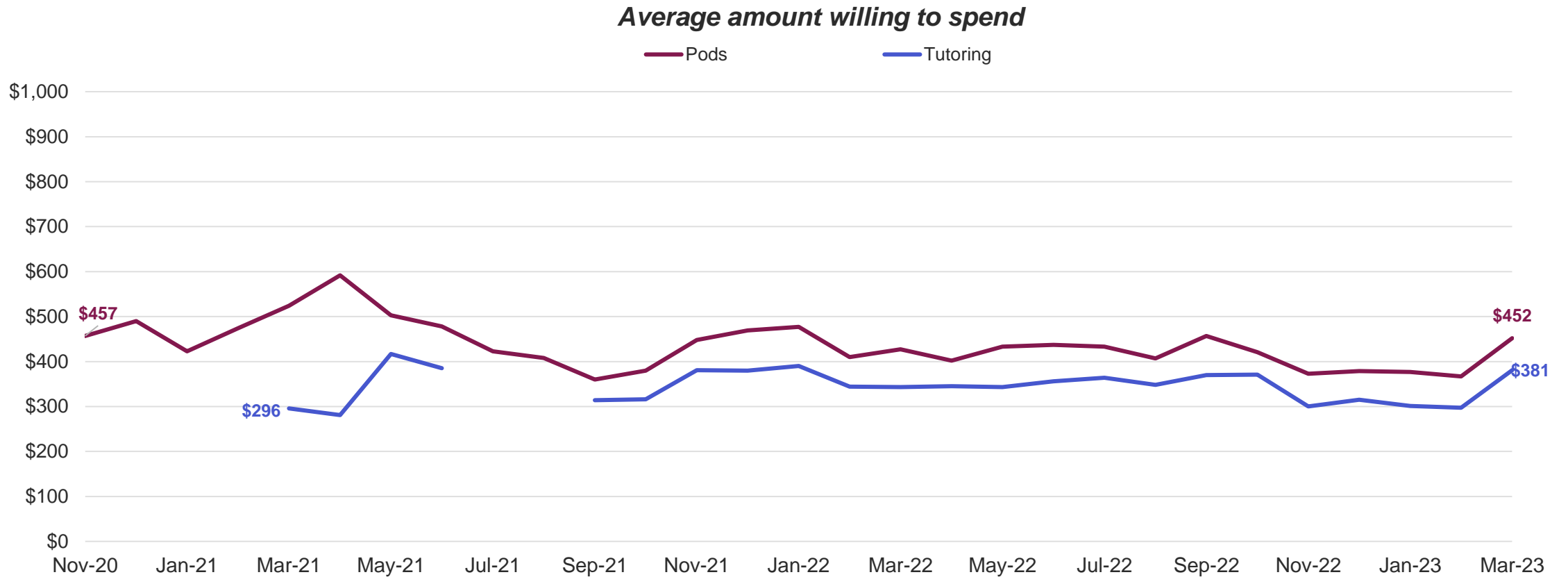
Average willing to spend per child/per month by demographic		
Income	*Low Income < \$35K	\$295
	Middle Income \$35K to < \$75K	\$365
	High Income \$75K+	\$443
Political Affiliation	Democrat	\$432
	*Independent	\$277
	Republican	\$383
Region	*West	\$417
	*Midwest	\$388
	South	\$333
	*Northeast	\$407

\*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.

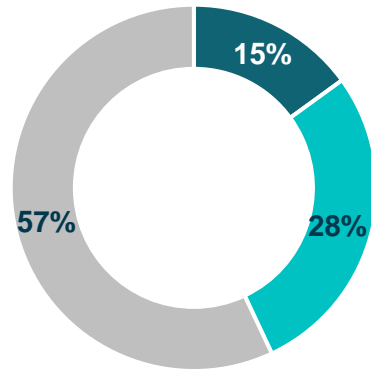
# Less than one in five school parents report having a child enrolled in a ‘microschool’. Almost one-half of parents - regardless of whether or not they were given additional information - are interested in learning more about them.

'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'?

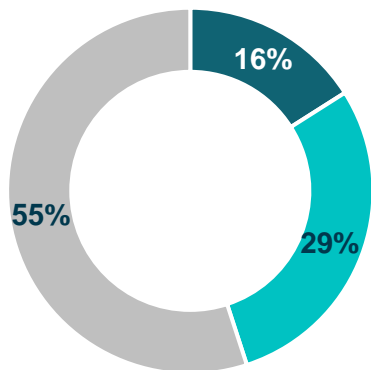
'Microschools' are small learning environments in K-12 education intentionally having enrollments of no more than 25 students. These small schools are organized as shared learning for homeschool children, as private schools, or even using public charter or regular public school spaces. Students attend microschools full-time. 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

Hispanic	62%
Special Education	61%
Asian	57%
Urban	60%
K-4 Parents	54%

### Bottom % Enrolled + Interested

Suburban	39%
Low Income	35%
Rural	33%
Low Income	35%
Small Town	22%

**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 March 15, 2023 – March 16, 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.



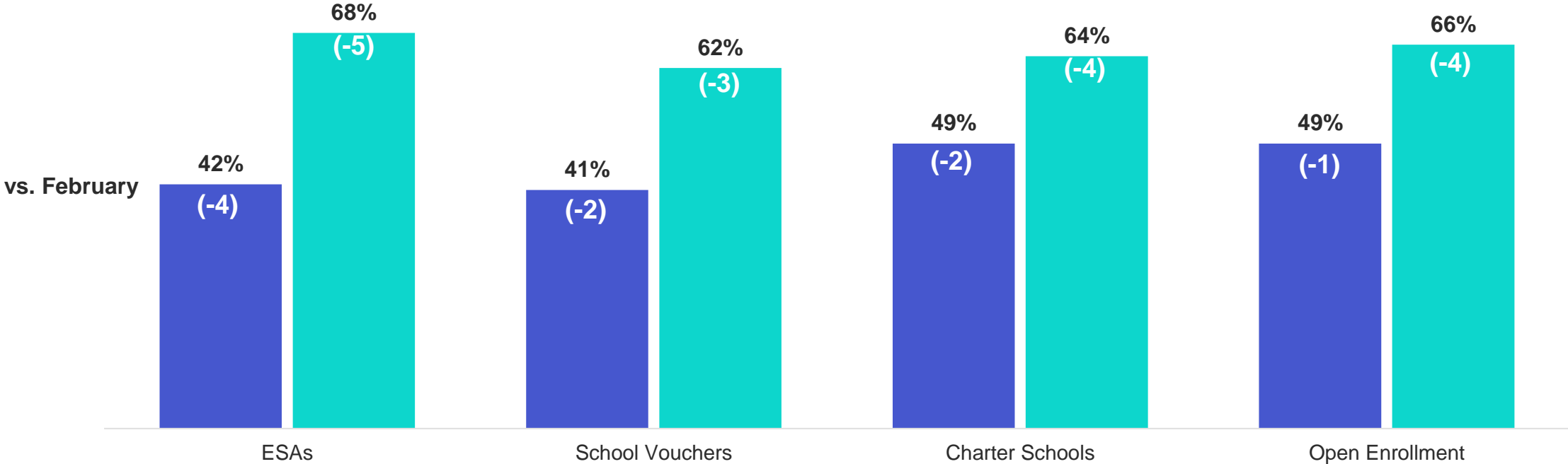
Support for ESAs, school vouchers, charter schools, and open enrollment is much greater when given a brief description. In March, support levels dropped slightly across each type of school choice policy.

**All Adults**

**Total Support**

(Strongly Support + Somewhat Support)

■ No Description      ■ With Description

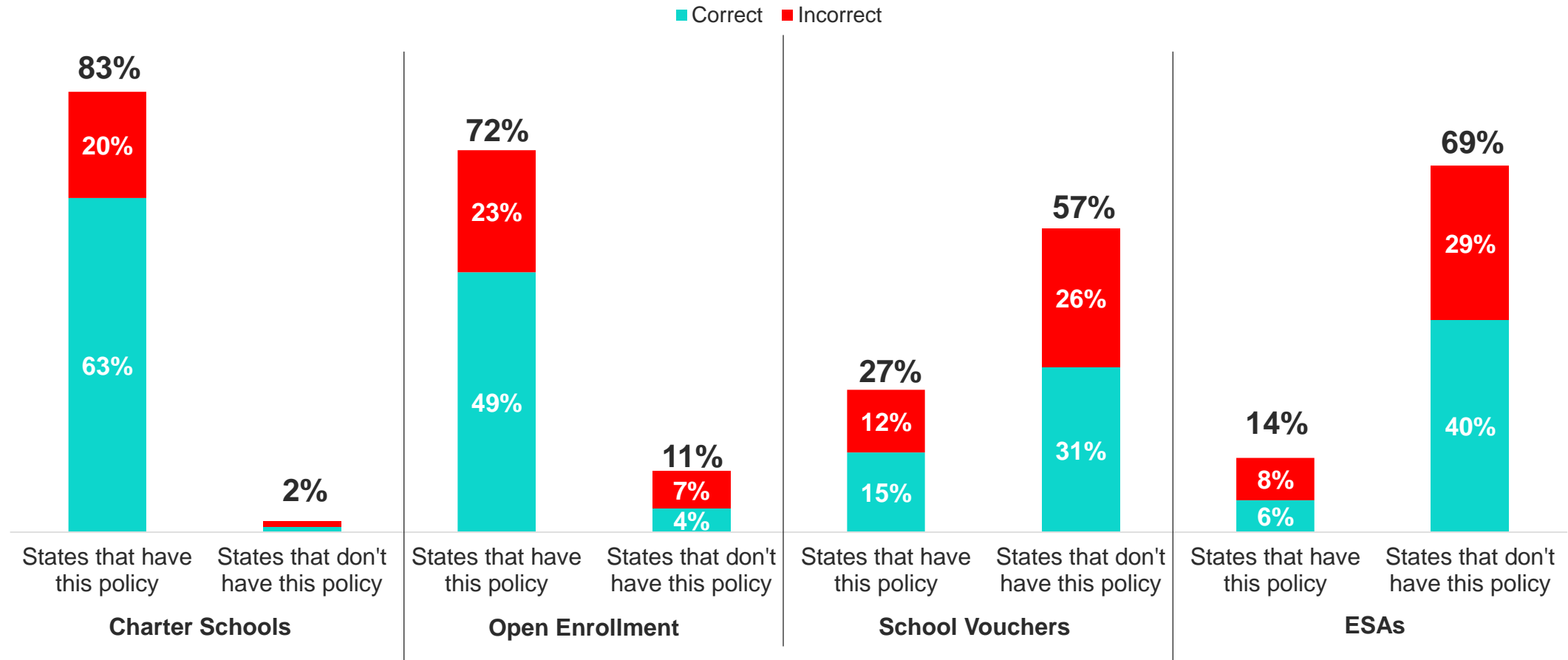


Source: Survey conducted March 15, 2023 – March 16, 2023, among U.S. adults

Two-thirds of school parents were correct about whether or not their state allowed charter schools. Around half were correct about open enrollment in their state while just over 40 percent were correct about school vouchers and 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**



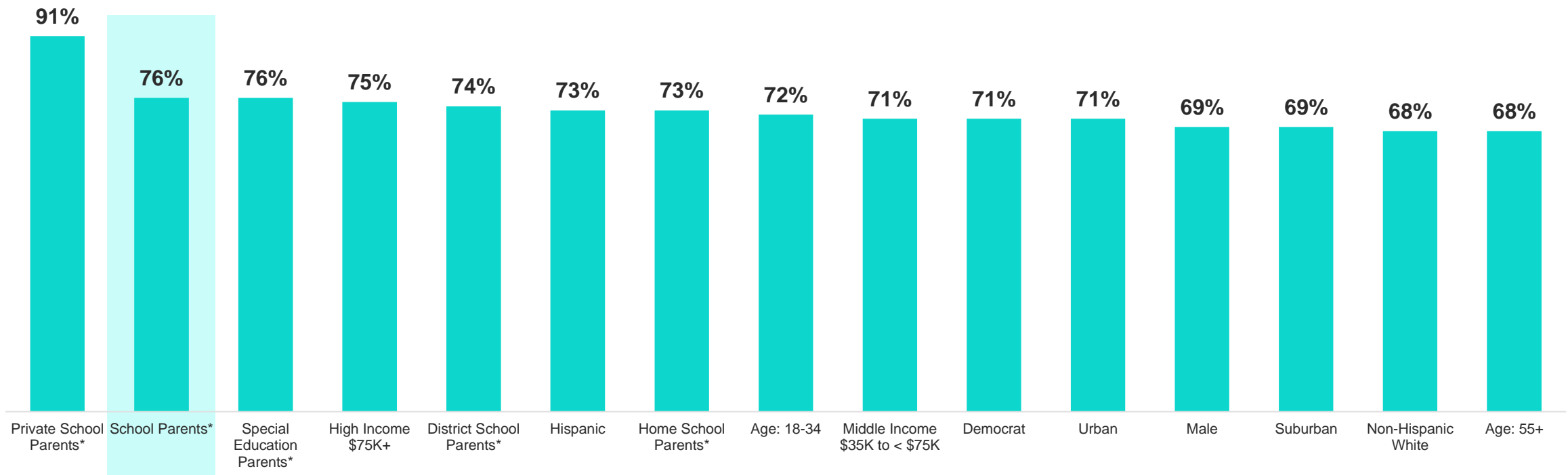
Note: Don't know responses not shown  
 Demographics are groupings based on states that either have or don't have the specific policies  
 Source: Survey conducted March 15, 2023 – March 16, 2023, among U.S. adults

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

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

## All Adults

### Total Support (Strongly Support + Somewhat Support)



\* Denotes the sample came from school parents

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

Source: Survey conducted March 15, 2023 – March 16, 2023, among U.S. adults

# In March, support for ESAs decreased across several demographic groups – especially among Gen Z , Gen X, and Rural adults.

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. February			vs. February			vs. February	
High Income \$75K+	75%	-1	Male	69%	-3	Black	67%	-5
Educ: Bachelors or Postgrad	75%	+0	Suburban	69%	-5	Northeast	67%	-6
Hispanic	73%	-4	South	69%	-3	Gen Z	67%	-9
Millennial	73%	+0	Non-Hispanic White	68%	-4	Educ: < College	65%	-6
Urban	71%	+0	Baby Boomers	68%	-3	Midwest	65%	-7
Middle Income \$35K-\$75K	71%	-4	Republican	68%	-7	Rural	65%	-9
Democrat	71%	-2	Female	68%	-5	Gen X	64%	-9
West	71%	-3	Independent	68%	-5	Low Income < \$35K	63%	-6
			Small Town	67%	-3			

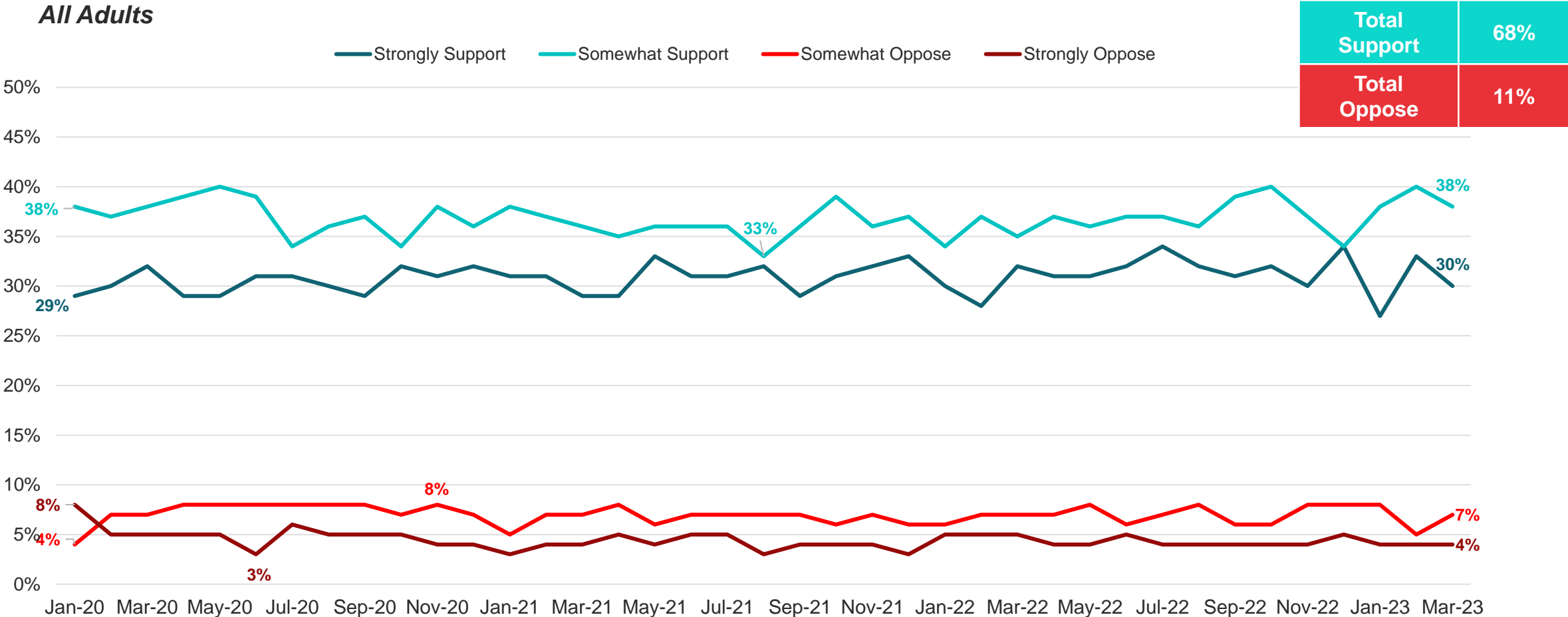
Source: Survey conducted March 15, 2023 – March 16, 2023, among U.S. adults

# Americans' overall support of ESAs decreased slightly this month. The public is still over six times as likely to support ESAs than oppose them.

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?

**March 2023**

## All Adults



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

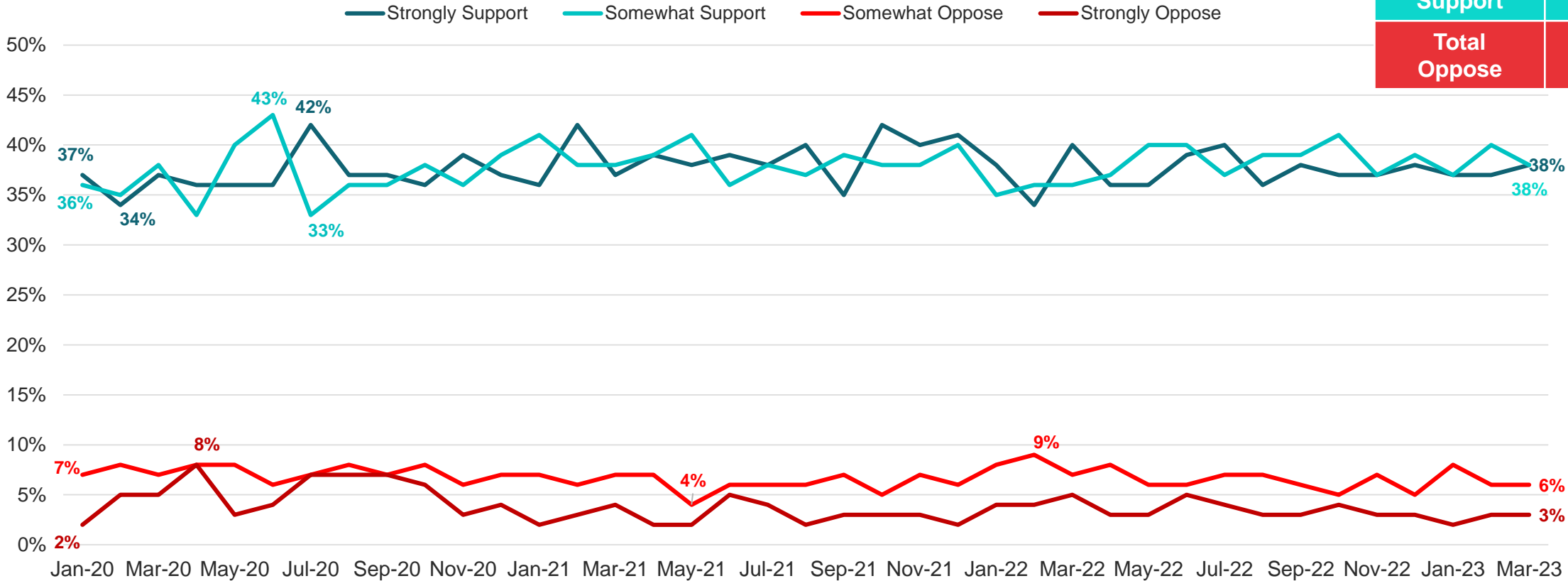
# In March, school parents were over nine times as likely to be strongly supportive of ESAs than strongly opposed. Overall support remained level this month.

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

**March 2023**

## School Parents

Total Support	76%
Total Oppose	9%



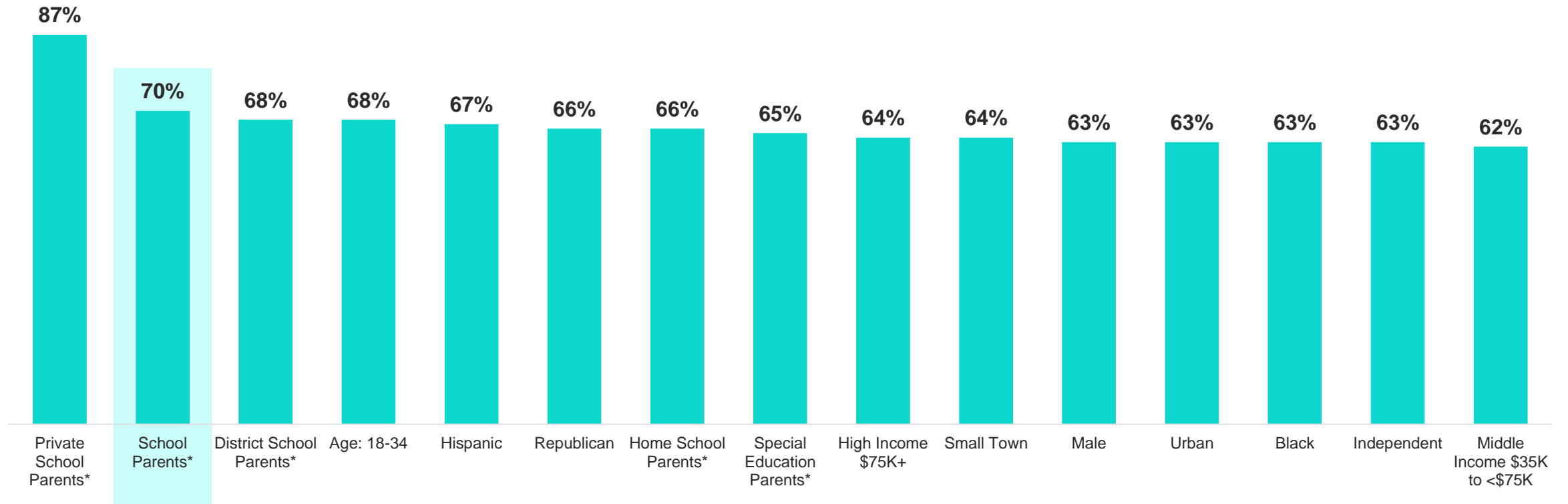
Note: Don't know/no opinion responses are not shown.

# Seven in ten school parents said they support school vouchers in March. 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 March 15, 2023 – March 16, 2023, among U.S. adults

# In March, after widespread increases in support during February, support for school vouchers decreased across many 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. February			vs. February			vs. February	
Hispanic	67%	-4	Male	63%	-2	Rural	60%	-9
Millennial	66%	+1	Black	63%	-8	Female	60%	-5
Gen Z	66%	-4	Independent	63%	-2	Northeast	60%	-9
Republican	66%	-8	Middle Income \$35K-\$75K	62%	-5	Educ: Bachelors or Postgrad	60%	-1
High Income \$75K+	64%	+0	Educ: < College	62%	-5	Democrat	59%	+1
West	64%	-2	South	62%	-3	Gen X	59%	-12
Small Town	64%	+6	Non-Hispanic White	61%	+0	Midwest	59%	-3
Urban	63%	-3	Suburban	61%	-4	Baby Boomers	57%	-1
			Low Income < \$35K	61%	-4			

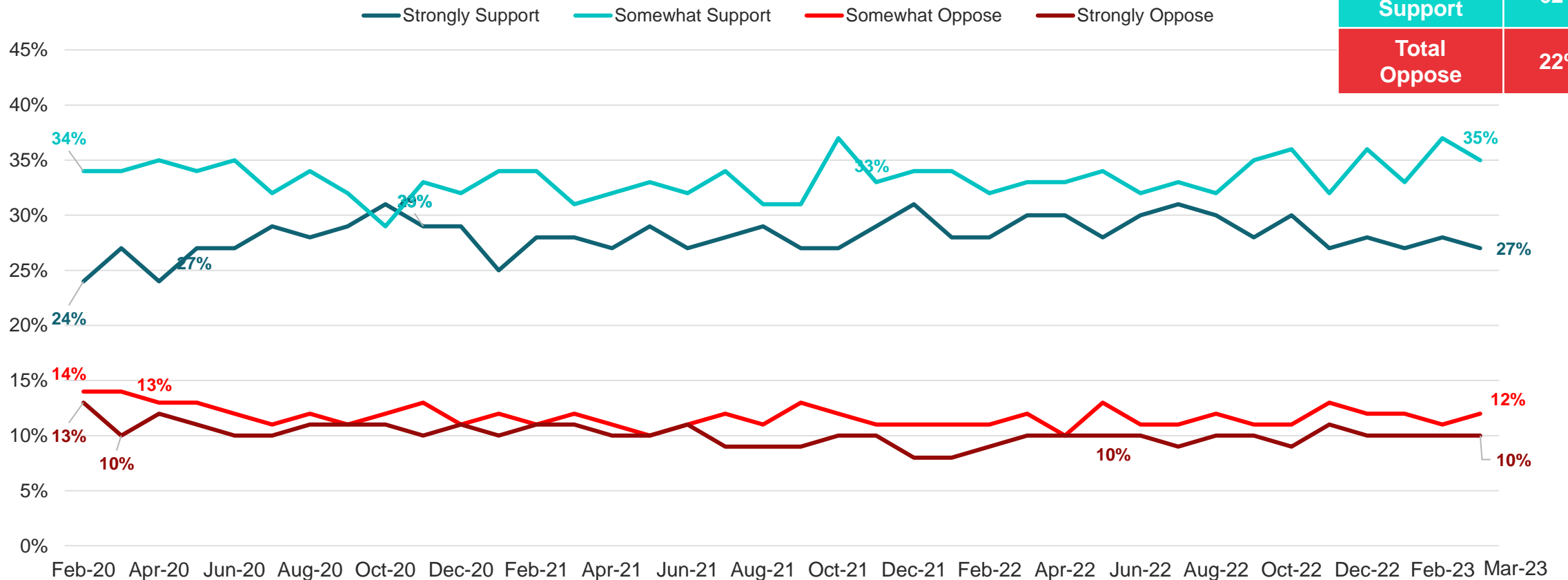


# The public's overall support for school vouchers decreased in March. Americans are still roughly three times more likely to support school vouchers than oppose.

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?

**March 2023**

## All Adults



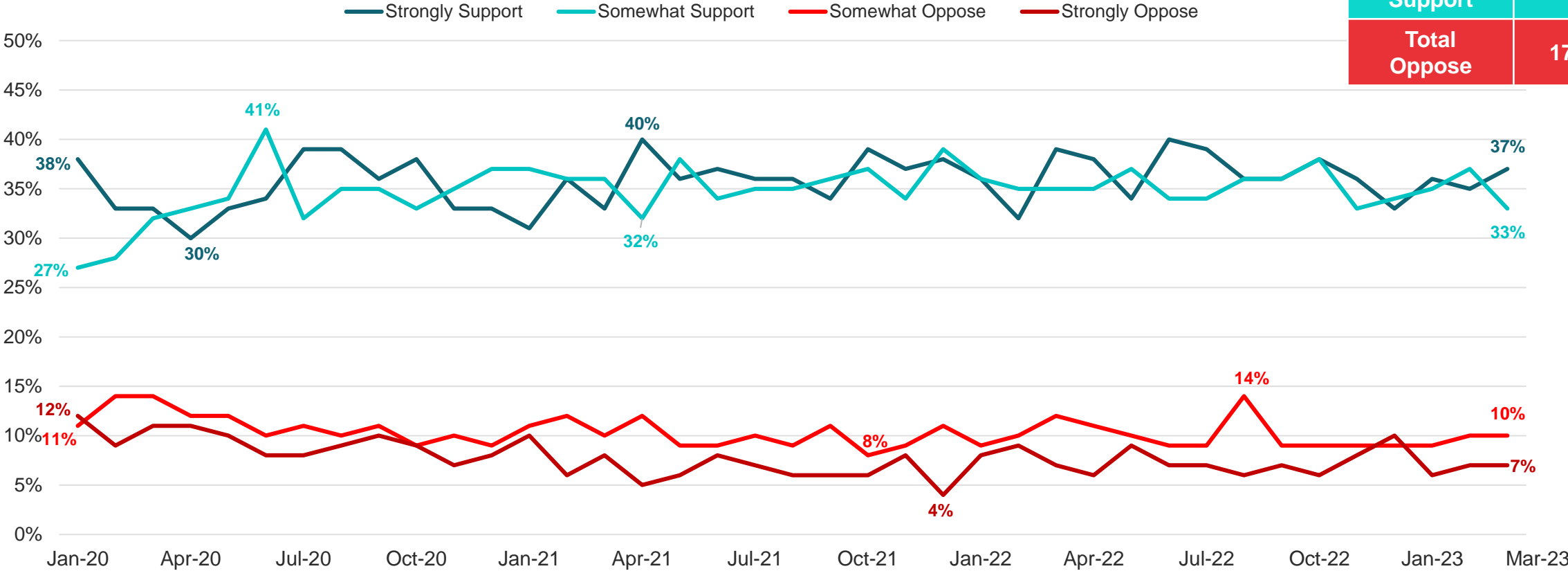
Note: Don't know/no opinion responses are not shown.

# In March, support for school vouchers remained steady among school parents with a decrease in soft support. Parents' support is almost 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?

**March 2023**

## School Parents



<b>Total Support</b>	<b>70%</b>
<b>Total Oppose</b>	<b>17%</b>

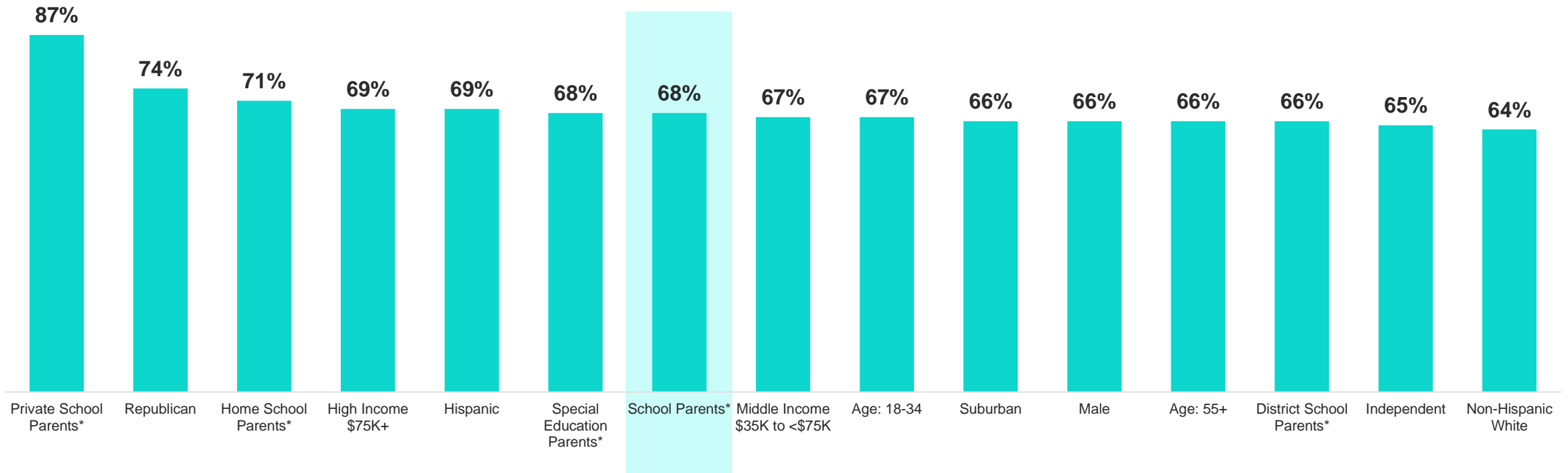
Note: Don't know/no opinion responses are not shown.

# Two out of three 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 March 15, 2023 – March 16, 2023, among U.S. adults

# In March, support for charter schools held steady for most demographic groups but dropped among Black, Gen Z, and Gen X adults.

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. February			vs. February			vs. February	
Republican	74%	-1	Suburban	66%	-2	Rural	64%	-3
High Income \$75K+	69%	+2	Male	66%	+1	Educ: < College	64%	-4
Hispanic	69%	-1	South	65%	-3	Small Town	64%	+2
Baby Boomers	68%	+2	Northeast	65%	-4	Midwest	62%	-1
Educ: Bachelors or Postgrad	67%	-1	Independent	65%	-2	Black	62%	-8
Middle Income \$35K to < \$75K	67%	-5	Gen Z	65%	-6	Democrat	61%	-1
Millennial	67%	+2	Non-Hispanic White	64%	-3	Gen X	59%	-10
West	66%	-2	Urban	64%	-4	Low Income < \$35K	59%	-4
			Female	64%	-5			

Source: Survey conducted March 15, 2023 – March 16, 2023, among U.S. adults

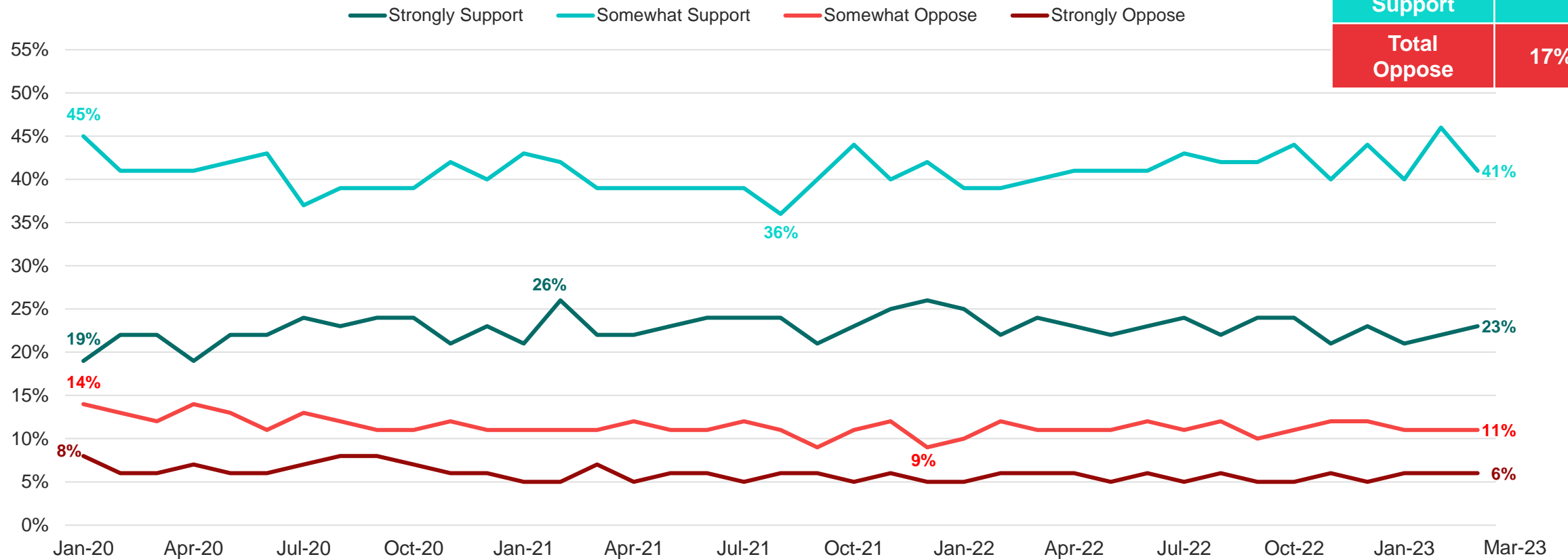
# Americans' support for public charter schools fell slightly in March.

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?

**March 2023**

<b>Total Support</b>	<b>64%</b>
<b>Total Oppose</b>	<b>17%</b>

## All Adults



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

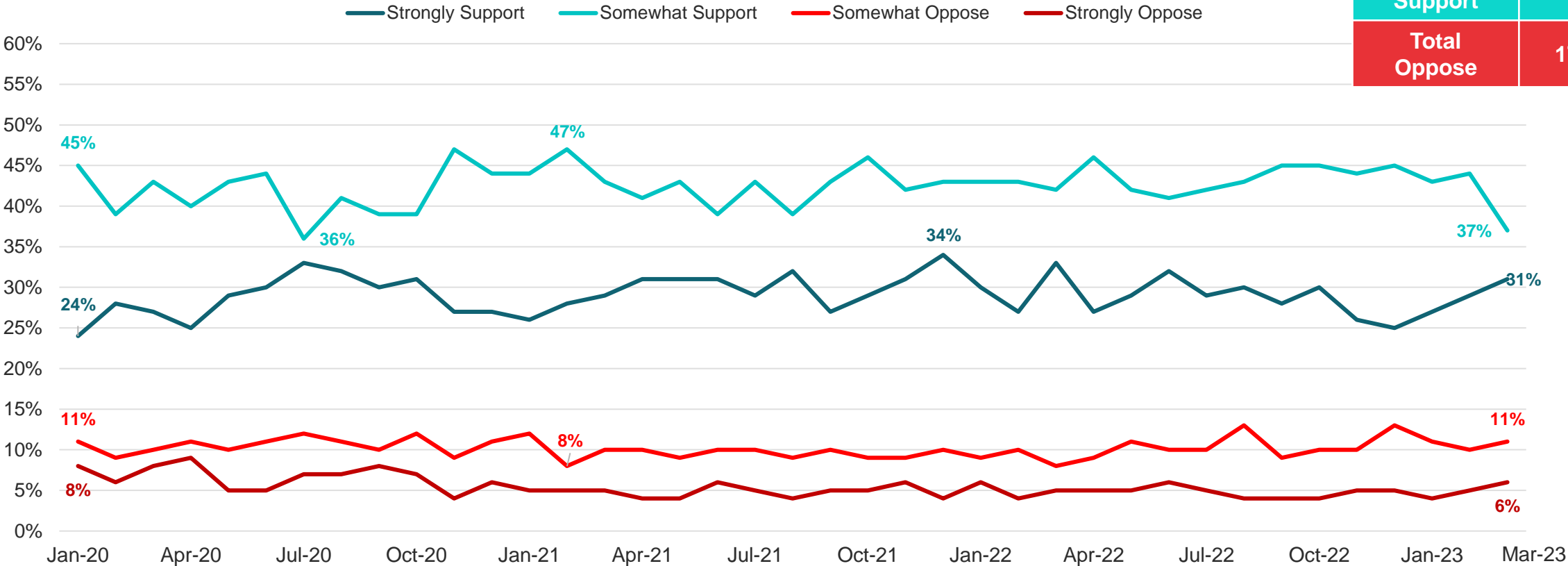
# Overall support for charter schools decreased in March. Parents are over four times as likely to support charter schools rather than oppose.

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?

**March 2023**

## School Parents

Total Support	68%
Total Oppose	17%



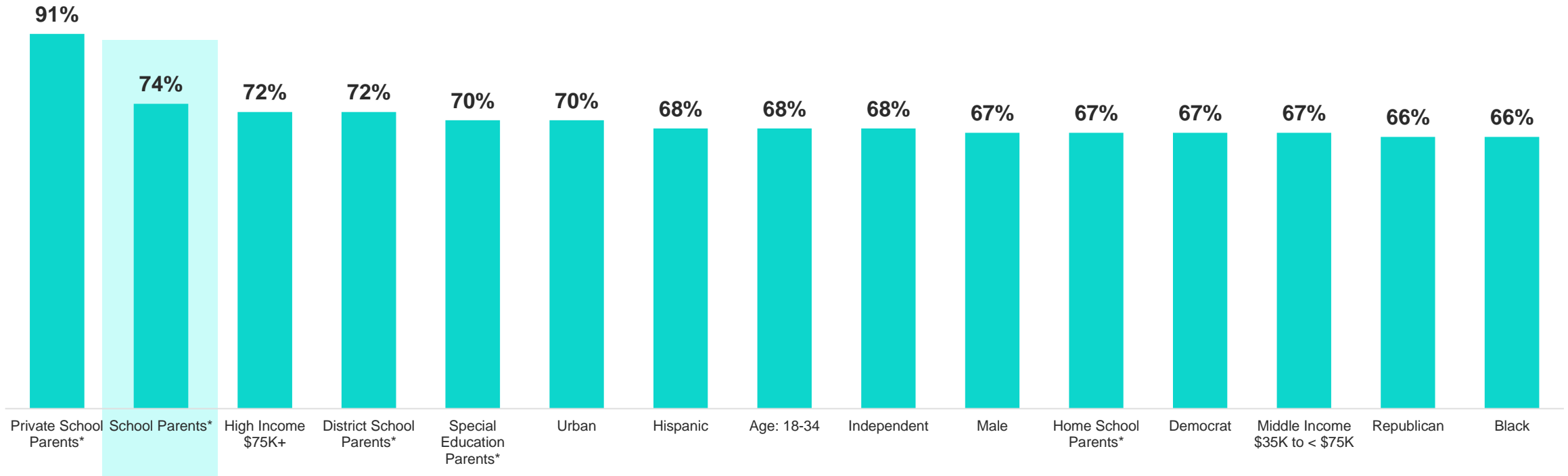
Note: Don't know/no opinion responses are not shown.

# 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 March 15, 2023 – March 16, 2023, among U.S. adults

# Open enrollment support decreased slightly across several demographic groups with more noticeable drops among Gen Z and Gen X.

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. February			vs. February			vs. February
High Income \$75K+	72%	+0	Male	67%	+0	Educ: < College	65%	-4
Millennial	71%	+4	Democrat	67%	-5	South	64%	-2
Urban	70%	-2	Middle Income \$35K to < \$75K	67%	-4	Female	64%	-8
West	69%	-4	Republican	66%	-4	Gen Z	62%	-10
Educ: Bachelors or Postgrad	68%	-3	Black	66%	-1	Northeast	62%	-8
Midwest	69%	-4	Small Town	66%	-6	Gen X	62%	-9
Hispanic	68%	-5	Suburban	65%	-4	Low Income < \$35K	61%	-4
Independent	68%	-1	Non-Hispanic White	65%	-4	Rural	61%	-5
			Baby Boomers	65%	-5			

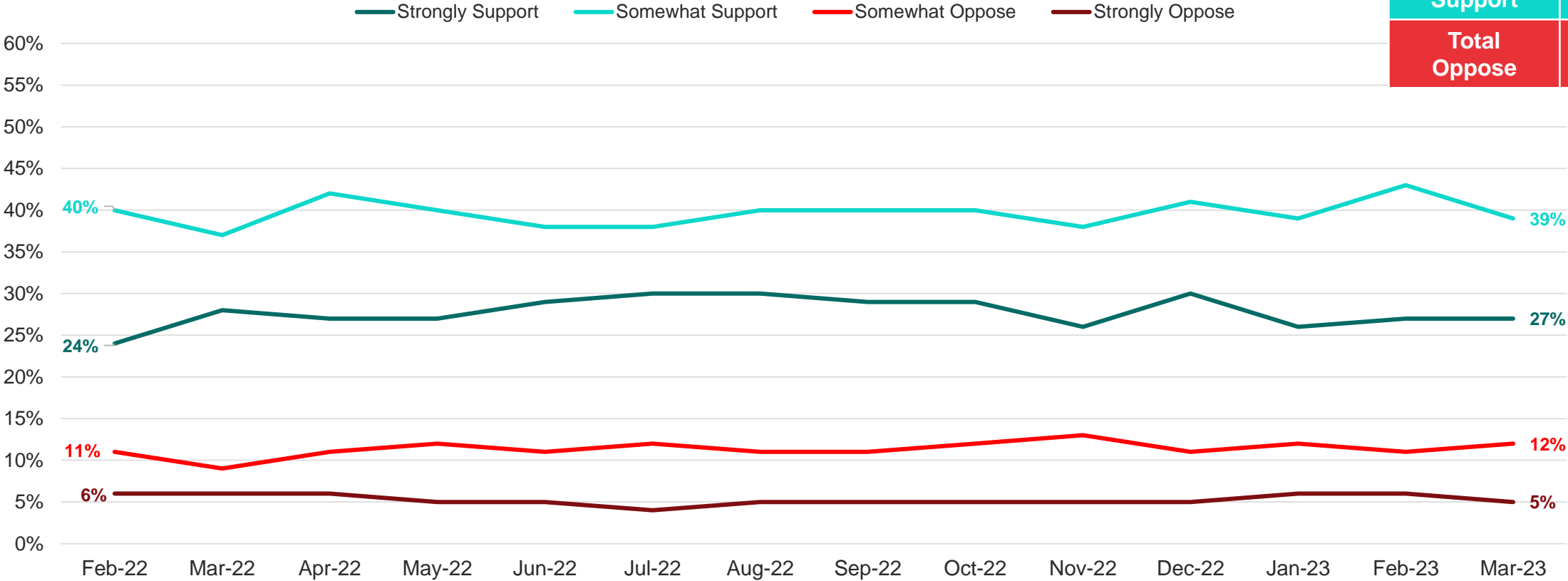


# The public’s support for inter-district open enrollment decreased slightly in March.

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.

**March 2023**

## All Adults

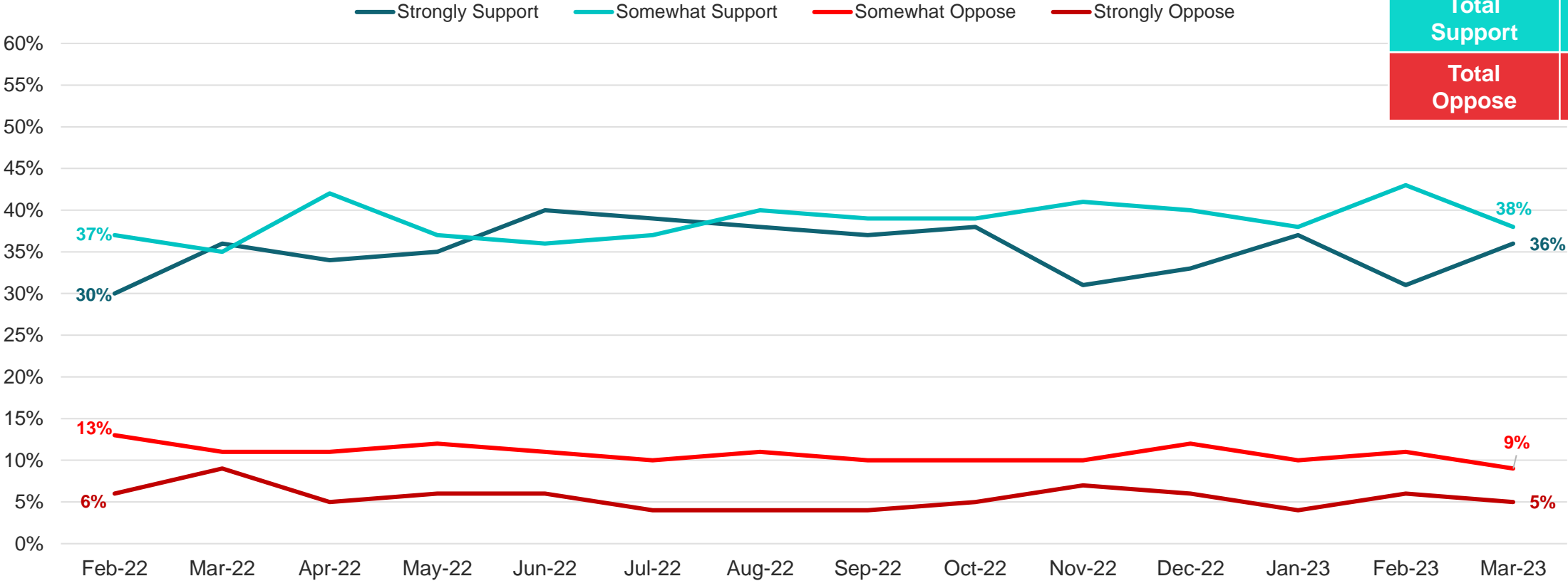


Note: Don't know/no opinion responses are not shown.

# Among school parents, overall support of open enrollment held steady in March though there was an increase in strong support.

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



March 2023	
Total Support	74%
Total Oppose	14%

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

AGENDA

**VIEWS ON K-12 EDUCATION**

**VIEWS ON SCHOOLING**

**PODS, TUTORING, AND EXTRACURRICULARS**

**SCHOOL CHOICE POLICIES**

**SURVEY PROFILE AND DEMOGRAPHICS**



# Survey Profile, 1

<b>Dates</b>	March 15-16, 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 = 9.08 minutes Oversample Median = 10.92 minutes
<b>Sample Size</b>	N = 2,110 General Population N= 1,029 Total School Parents
<b>Oversampling</b>	N = 606 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>	± 2.34 percentage points (Gen Pop), ± 4.12 percentage points (Oversample)
<b>Participation Rate</b>	56.01% (Gen Pop), 14.27% (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

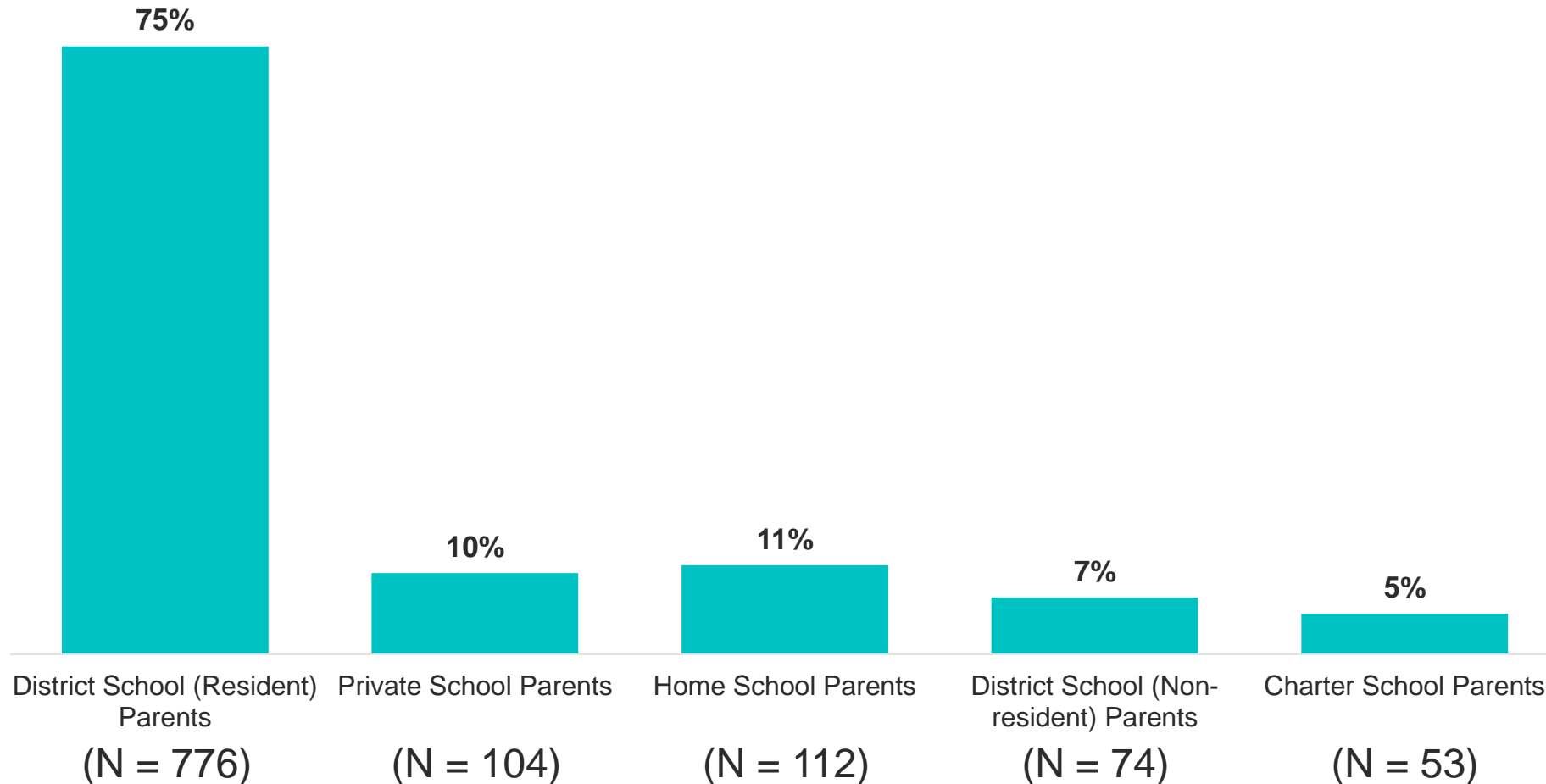
Demographics	Unweighted (N = )
Hispanic	193
Non-Hispanic White	1517
Black	277
Other	121
Generation Z	197
Millennial	634
Generation X	541
Boomers	672
Male	961
Female	1149
< College	1375
College +	735
Northeast	424
Midwest	494
South	761
West	431

Demographics	Unweighted (N = )
Total School Parents*	1029
K-4 Parents*	488
5-8 Parents*	432
9-12 Parents*	427
Non-Parents	2110
Liberal	608
Moderate	668
Conservative	645
Democrat	750
Independent	598
Republican	596
Urban	564
Suburban	920
Small Town	202
Rural	424
Low Income <\$35K	809
Middle Income \$35K to <\$75K	706
High Income \$75K+	595

\* Denotes the sample came from school parents

Demographics	Unweighted	Weighted	Target (%)
Hispanic	9%	16%	16%
White	72%	69%	78%
Non-Hispanic White	72%	n/a	n/a
Black	13%	12%	12%
Other	6%	5%	9%
Age: 18-34	27%	30%	30%
Age: 35-54	33%	33%	31%
Age: 55+	41%	37%	40%
Age: 65+	24%	20%	20%
Male	46%	48%	48%
Female	54%	52%	52%
< College	65%	69%	69%
College +	35%	31%	31%
Northeast	20%	18%	18%
Midwest	23%	21%	21%
South	36%	37%	37%
West	20%	24%	24%

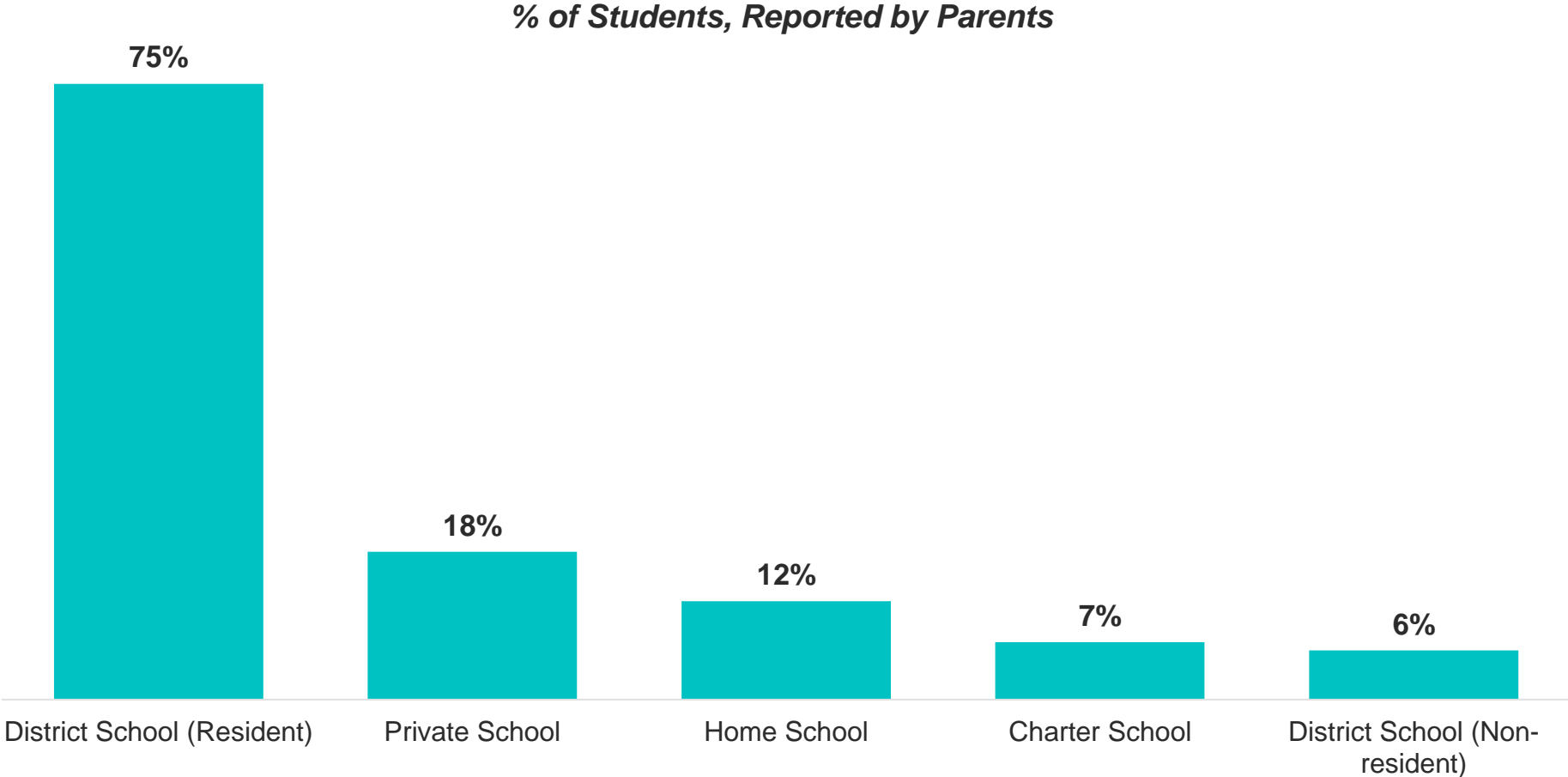
## Parent groups based on estimated school type attendance for the 2022-2023 school year



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



# Estimated school type attendance for the 2022-2023 school year



## Methodology Update

In addition to the monthly general population polling, Morning Consult oversamples K-12 school parents, among a national sample of parents living in the United States (including the District of Columbia). The sample is collected via stratified sampling based on race and ethnicity quota targets derived from the U.S. Census Bureau's 2017 Current Population Survey. Approximately 700 additional K-12 school parents are interviewed in English each month comprising the oversample. The completed K-12 school parent interviews are weighted to population totals obtained from the 2017 Current Population Survey on the following demographic variables: age, gender, region, race/ethnicity, and educational attainment. Morning Consult has also implemented a pre-administration quota to ensure at least 65 percent of K-12 parent respondents had at least one child attending a public district school.

Total School Parents	Have at least one child enrolled in grades K-12 for the 2022-2023 school year
Charter School Parents	Have at least one child enrolled in a charter school for the 2022-2023 school year
District/Public School Parents	Have at least one child enrolled in a district/public school for the 2022-2023 school year
Private School Parents	Have at least one child enrolled in a private school for the 2022-2023 school year
Home School Parents	Have at least one child enrolled in home school for the 2022-2023 school year

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

WHO WE ARE

 **MORNING CONSULT**<sup>®</sup>

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

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

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



 **CHOICE**

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

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



[MORNINGCONSULT.COM](https://morningconsult.com)