



**THE PUBLIC, PARENTS,
AND K-12 EDUCATION**

A National Polling Report

MAY 2023

KEY FINDINGS

1. School parents are more personally satisfied across all areas of wellbeing compared to non-parents. Both groups remain most satisfied with their family relationships and least satisfied with their physical health. More than half of parents feel “hopeful” about the future, and almost half feel “optimistic” and “a sense of purpose.”
2. School parents are much more optimistic about K-12 education locally – by more than 20 percentage points – compared to how they view K-12 education nationwide.
3. The general public and school parents greatly underestimate per-student spending in public schools. They are also much less likely to say their state’s per-student spending is “too low” when given a publicly reported statistic.
4. Private school parents are 12 percentage points more likely to say that they are ‘very satisfied’ with their child’s/children’s schooling experiences than district school parents. Parents are consistently more likely to say they are ‘very satisfied’ with private schools than public district schools, though private school satisfaction has decreased since March.
5. One-fifth of adults and one-third of school parents have read or heard about the country’s recent student performance on the National Assessment of Educational Progress (NAEP). When given context, half of Americans – and a similar proportion of parents – say they are at least ‘very concerned’ about the latest NAEP results showing historically low History and Civics scores.
6. About half of school parents are concerned about a violent intruder entering their child’s school. This proportion has remained consistent for the past few months.
7. About 6 in 10 school parents are at least somewhat supportive of having their child’s school move to a four-day school week – a level much higher than the support expressed by non-parents. Half of parents think their child’s school should give the option of a four-day school week. At least 40 percent of parents express strong concerns with a four-day weekly school schedule.
8. Overall support levels for school choice policies remain high among school parents and the general public, though support fell slightly in May:
 - Education savings accounts (ESAs) – 77% / 67%
 - School vouchers – 70% / 60%
 - Charter schools – 70% / 63%
 - Open enrollment – 73% / 65%

Methodology

This poll was conducted between May 17-19, 2023 among a sample of 2,139 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 2.44 percentage points..

AGENDA

WELLBEING AND HAPPINESS

VIEWS ON K-12 EDUCATION

VIEWS ON SCHOOLING

PODS, TUTORING, AND EXTRACURRICULARS

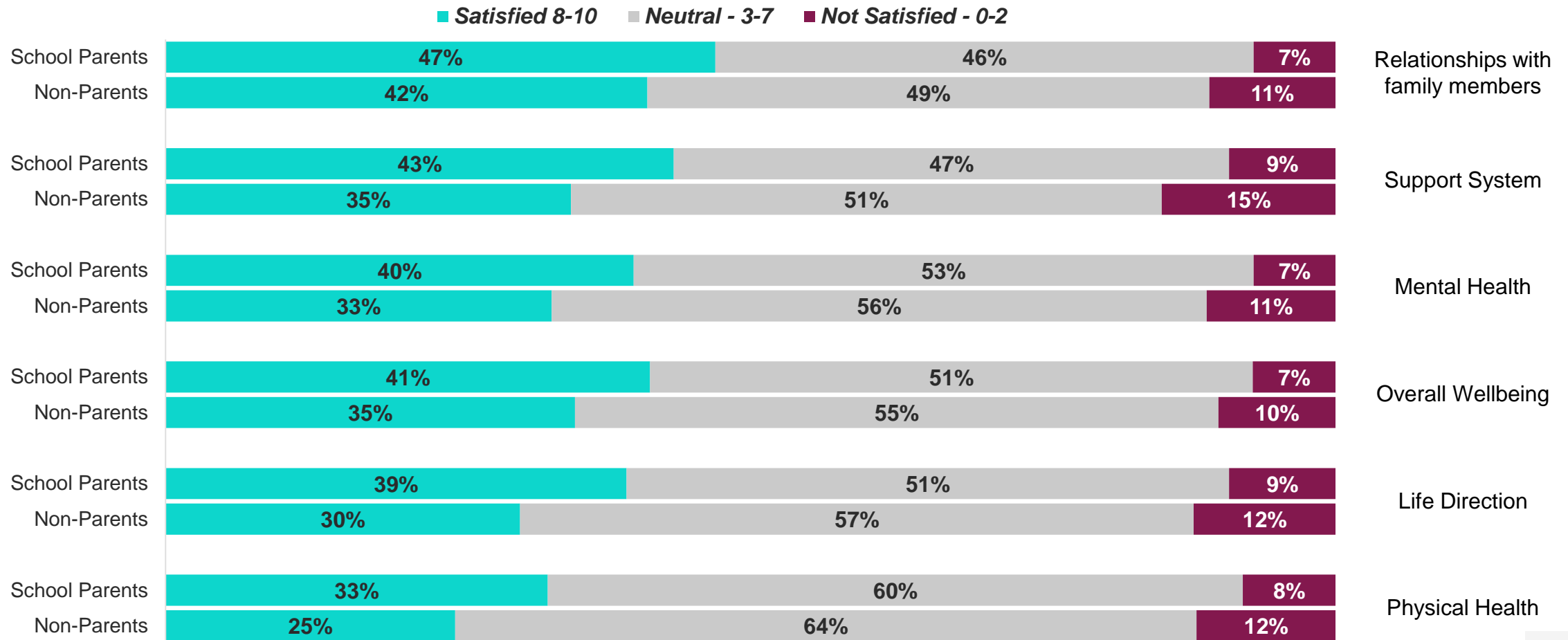
SCHOOL CHOICE POLICIES

SURVEY PROFILE AND DEMOGRAPHICS



School parents are more personally satisfied across all areas of wellbeing compared to non-parents. Both groups remain most satisfied with their family relationships and least satisfied with their physical health.

For each of the following, please rate how personally satisfied you are in these areas on a scale from 0 to 10, where 0 means you are not at all satisfied and 10 means you are completely satisfied.



More than half of parents feel “hopeful” about the future, and almost half feel “optimistic” and “a sense of purpose.”

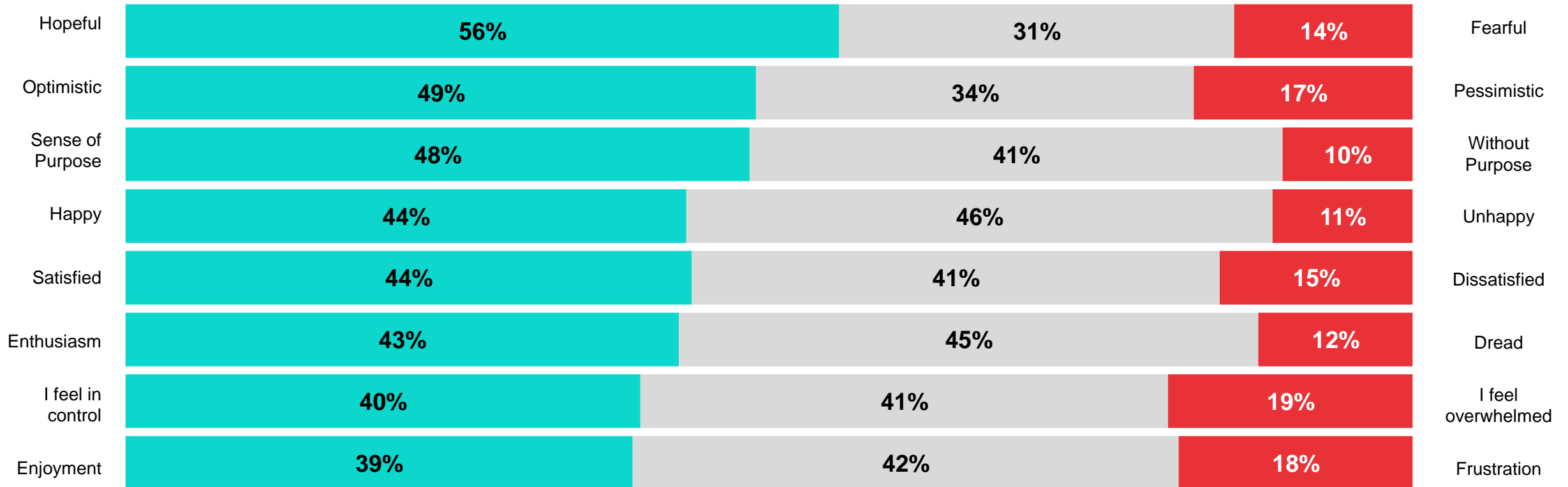
When thinking about the future, please select which of these words best describes how you feel right now?

School Parents

Agree more with this statement ←

Neutral

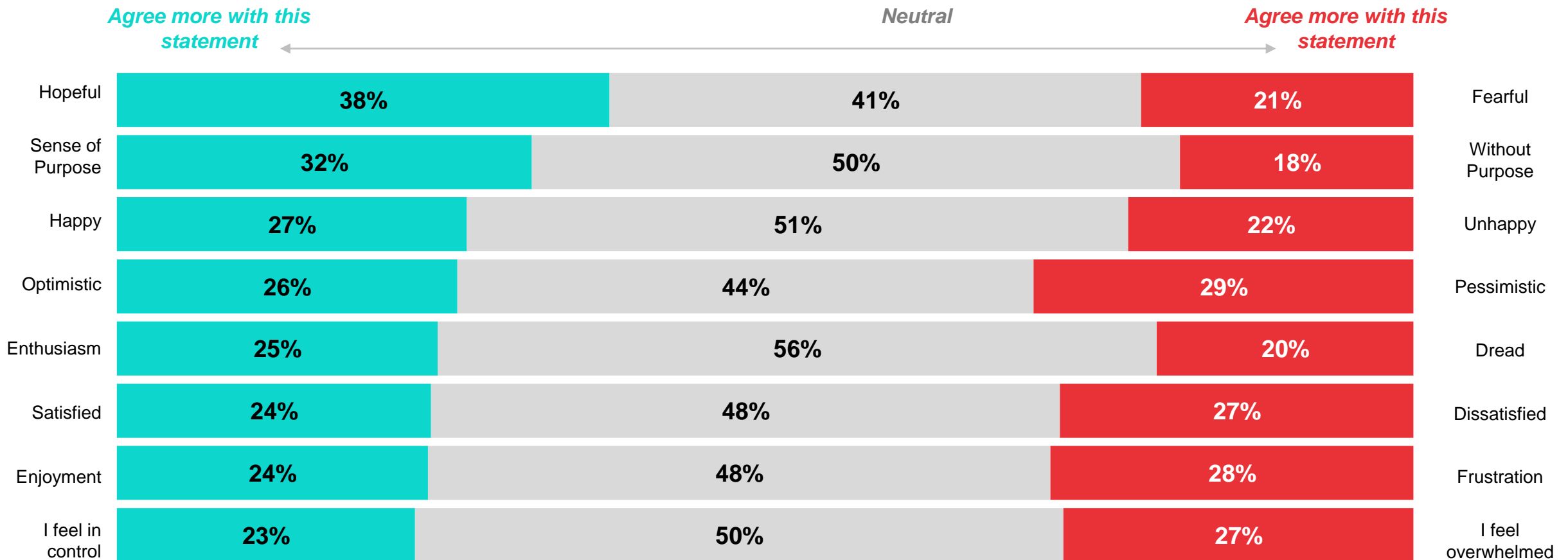
→ Agree more with this statement



Nearly 40 percent of non-parents feel “hopeful” about the future. Only about 1 in 4 feel “enthusiasm”, “in control” or “enjoyment.”

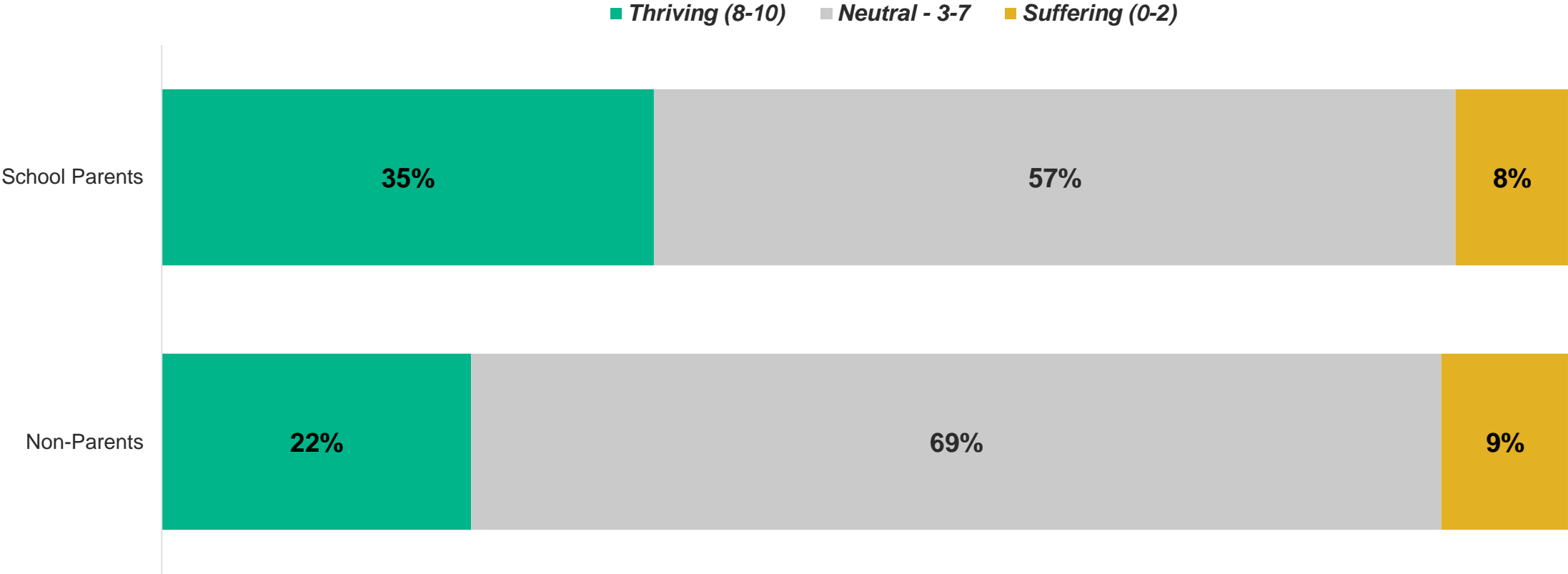
When thinking about the future, please select which of these words best describes how you feel right now?

Non-Parents



A substantially higher percentage of school parents report they are “thriving” compared to non-parents.

How do you generally feel about your life on a scale from 0 to 10, where 0 means you feel like you are suffering to a high degree and 10 means you are thriving to a high degree.



Source: Survey conducted May 17, 2023 – May 19, 2023, among U.S. adults

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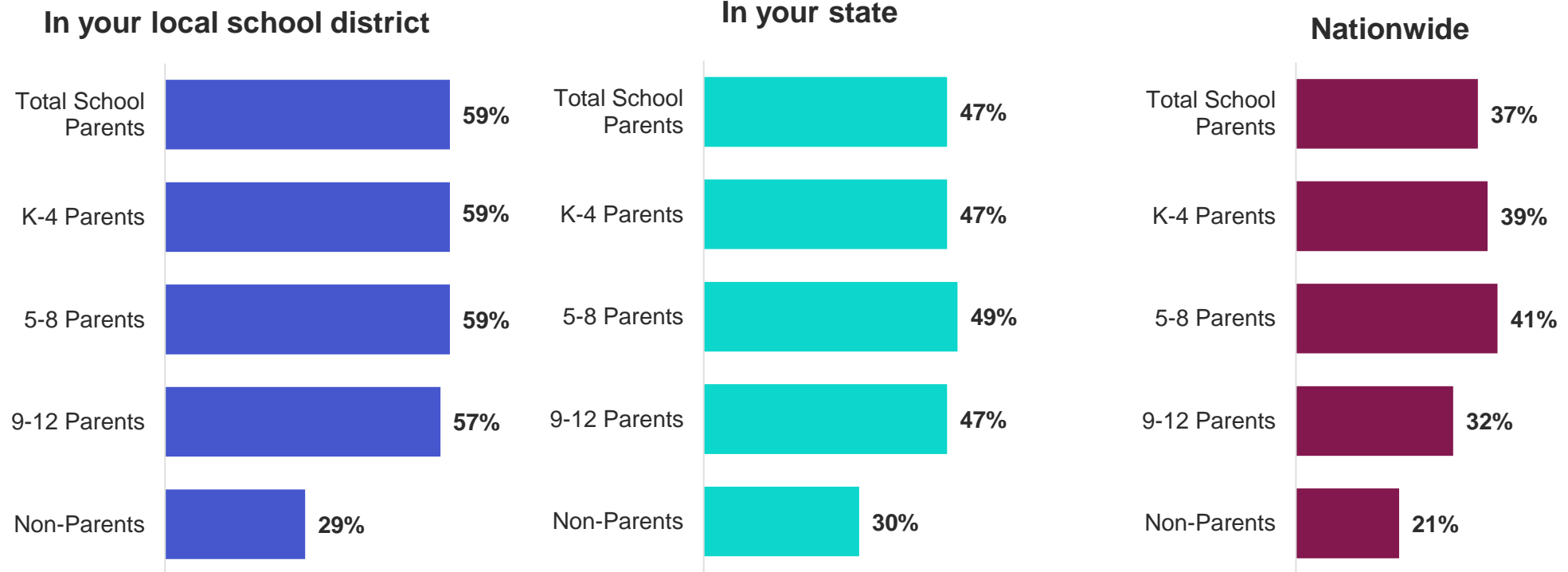
SURVEY PROFILE AND DEMOGRAPHICS



Parents are much more optimistic about K-12 education locally – by more than 20 percentage points – compared to how they view K-12 education nationwide.

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?

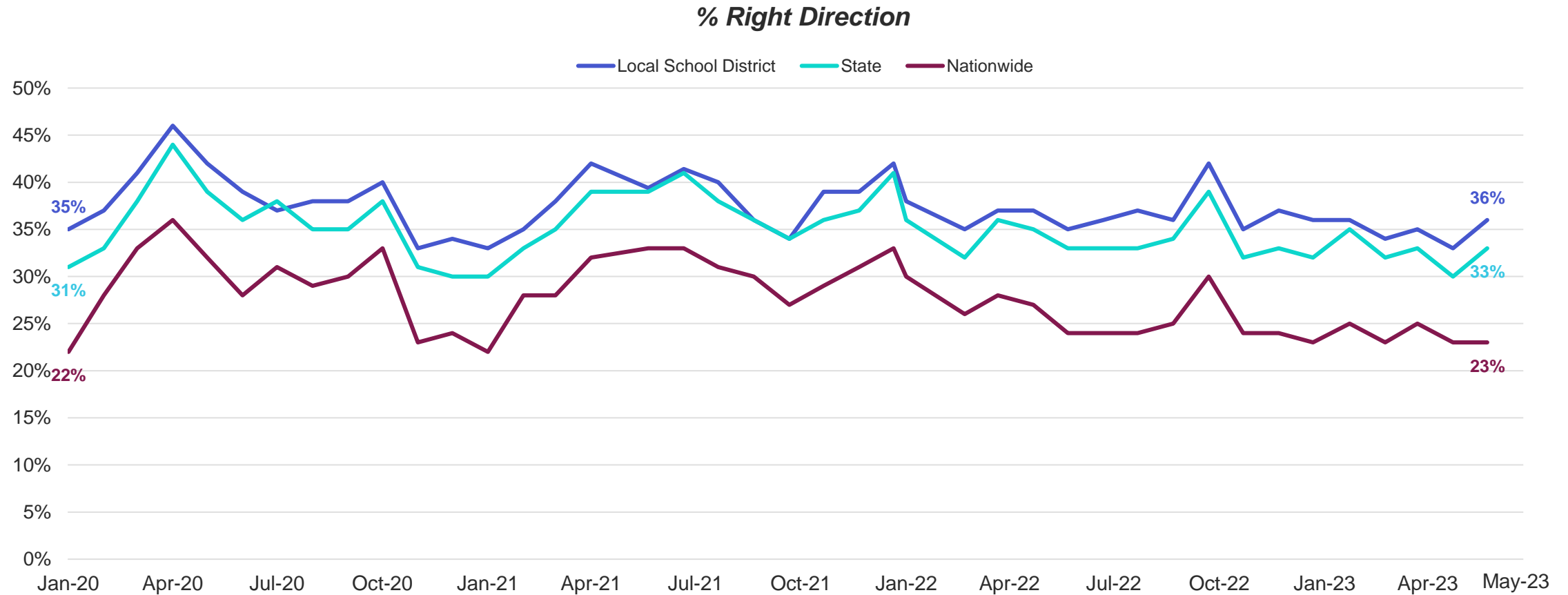
% Right Direction



The public's views about the direction of K-12 education have remained relatively unchanged since October 2022. Though sentiment has recently ticked upward for the local and state levels.

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

All Adults

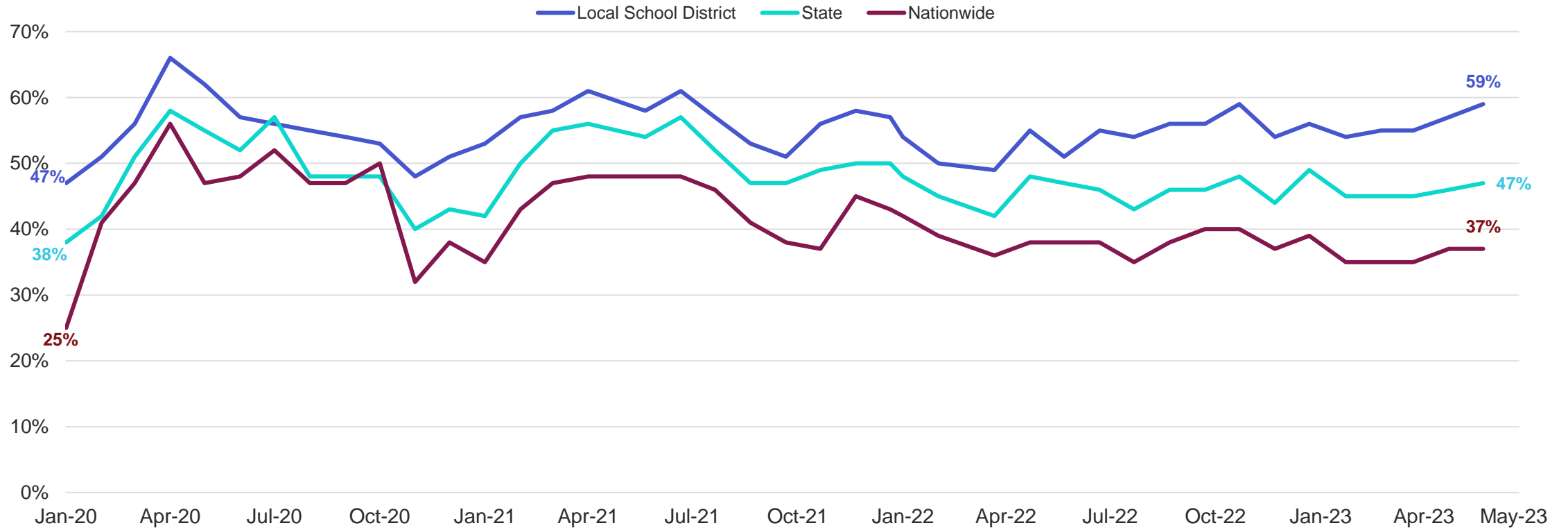


Parents' opinions have remained fairly stable since the beginning of this year regarding how they see the direction of K-12 education.

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



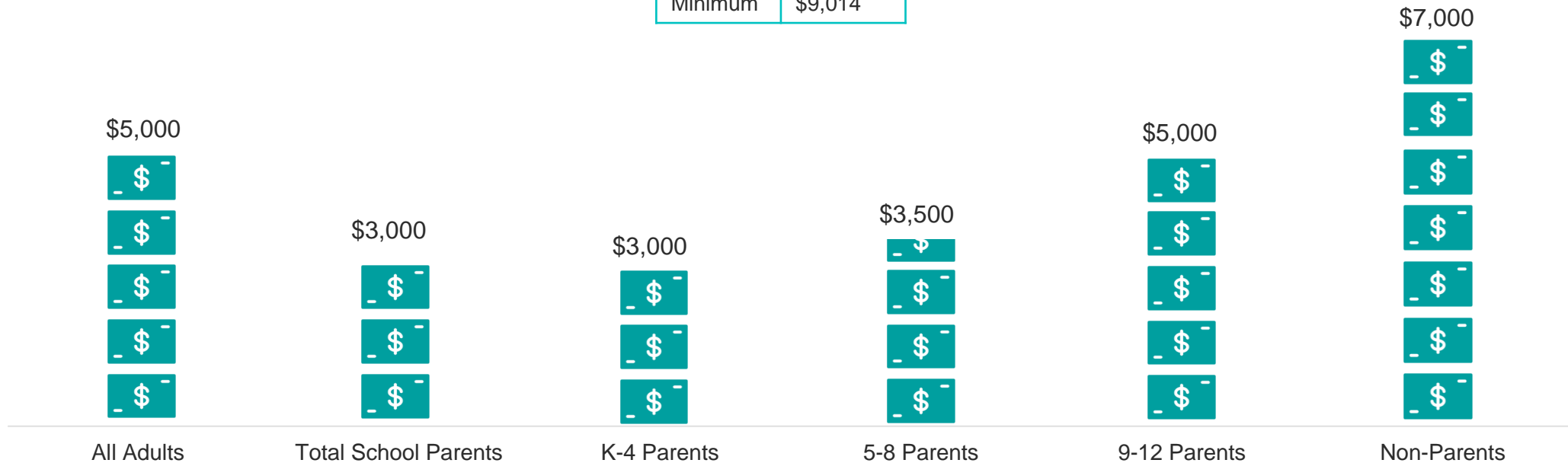
The general public and school parents greatly underestimate per-student spending in public schools, especially parents of younger children.

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

| FY21 State Actuals | |
|--------------------|-----------------|
| Maximum | \$26,097 |
| Mean | \$14,295 |
| Minimum | \$9,014 |



Americans are most likely to say core academic subjects are extremely important for grades K-8 and high school. They also place high importance on developing skills for future employment in high school.


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 **40%**

-  Core academic subjects (58%)
-  Socialization (45%)
-  Become independent thinkers (44%)
-  How to be good citizens (44%)
-  Skills for future employment (39%)
-  Values, moral character, religious virtues (32%)
-  To fix social problems (16%)

Grades 9-12

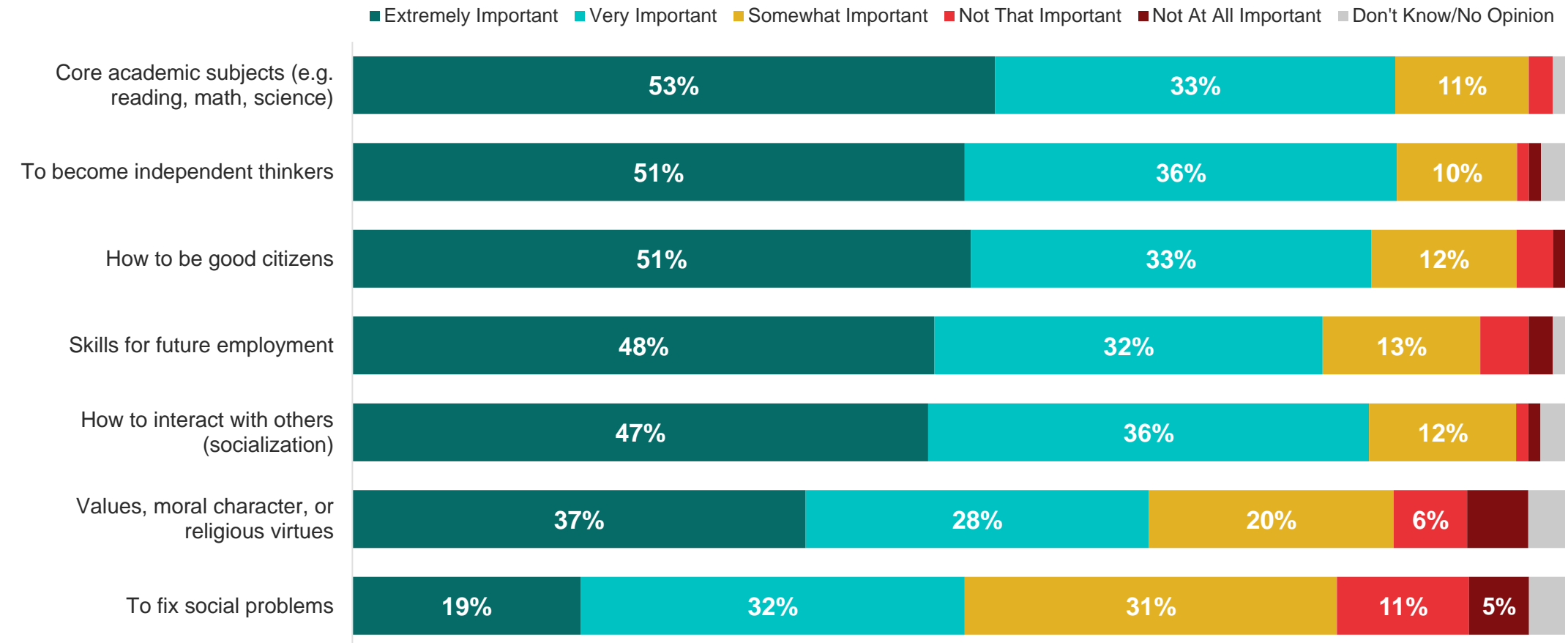
Average % selected Extremely Important **41%**

-  Skills for future employment (54%)
-  Core academic subjects (54%)
-  Become independent thinkers (48%)
-  How to be good citizens (46%)
-  Socialization (37%)
-  Values, moral character, religious virtues (33%)
-  To fix social problems (16%)

School parents have diverse views about what should be priorities for 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

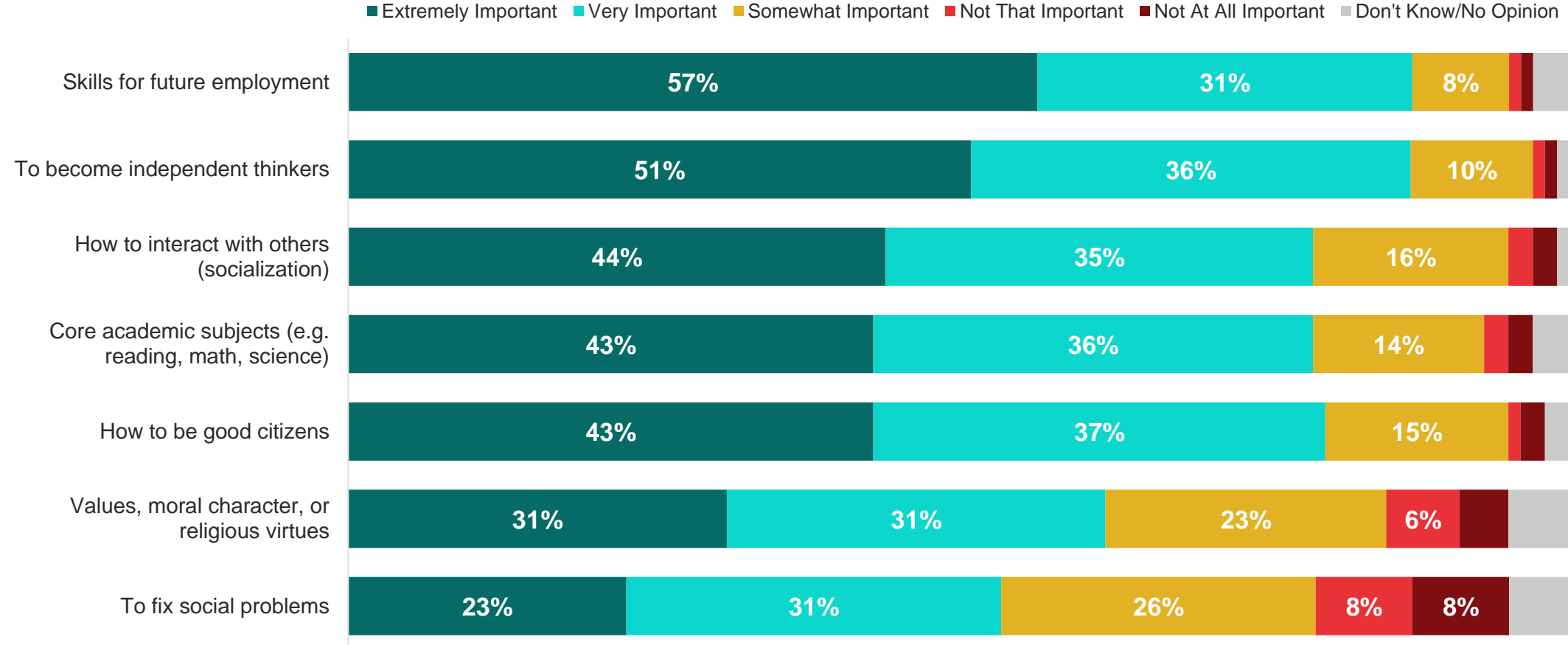


Source: Survey conducted May 17, 2023 – May 19, 2023, among U.S. adults

School parents rate skills for future employment and becoming independent thinkers as the most important purposes of high school. They view fixing social problems as significantly lower priority.

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

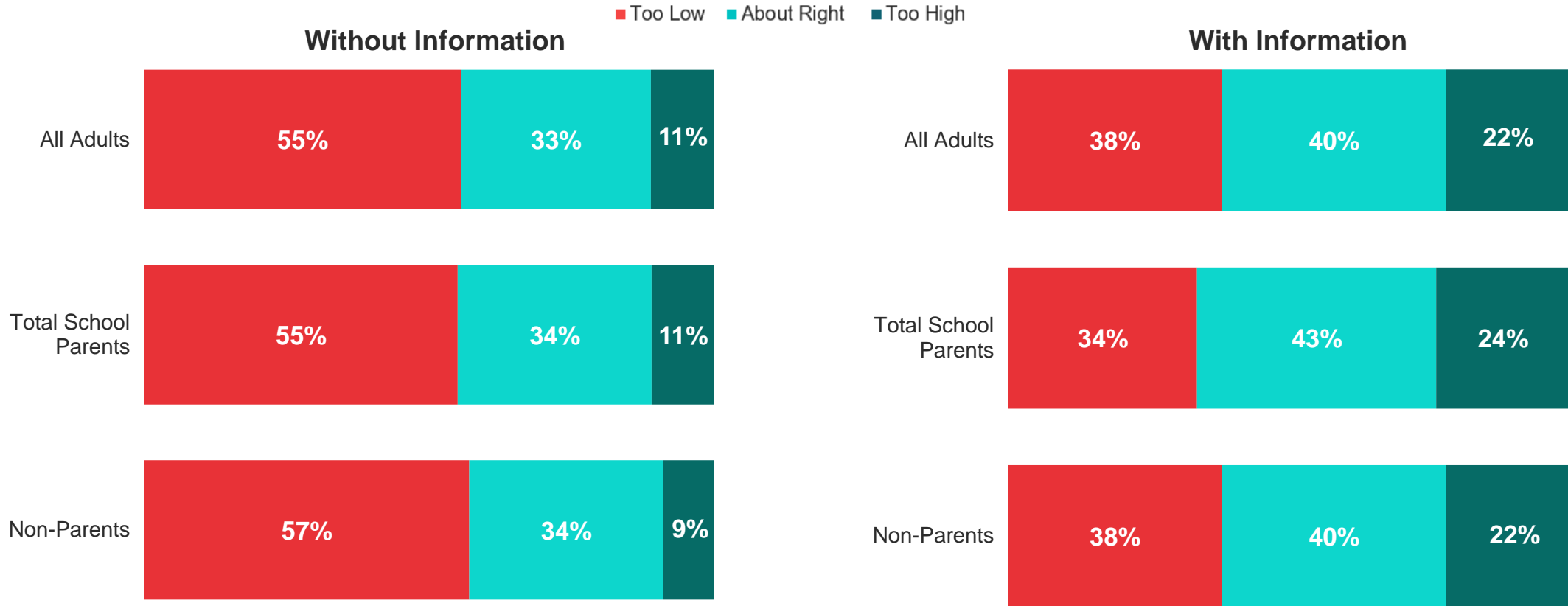


Source: Survey conducted May 17, 2023 – May 19, 2023, among U.S. adults

Americans and school parents are much less likely 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:



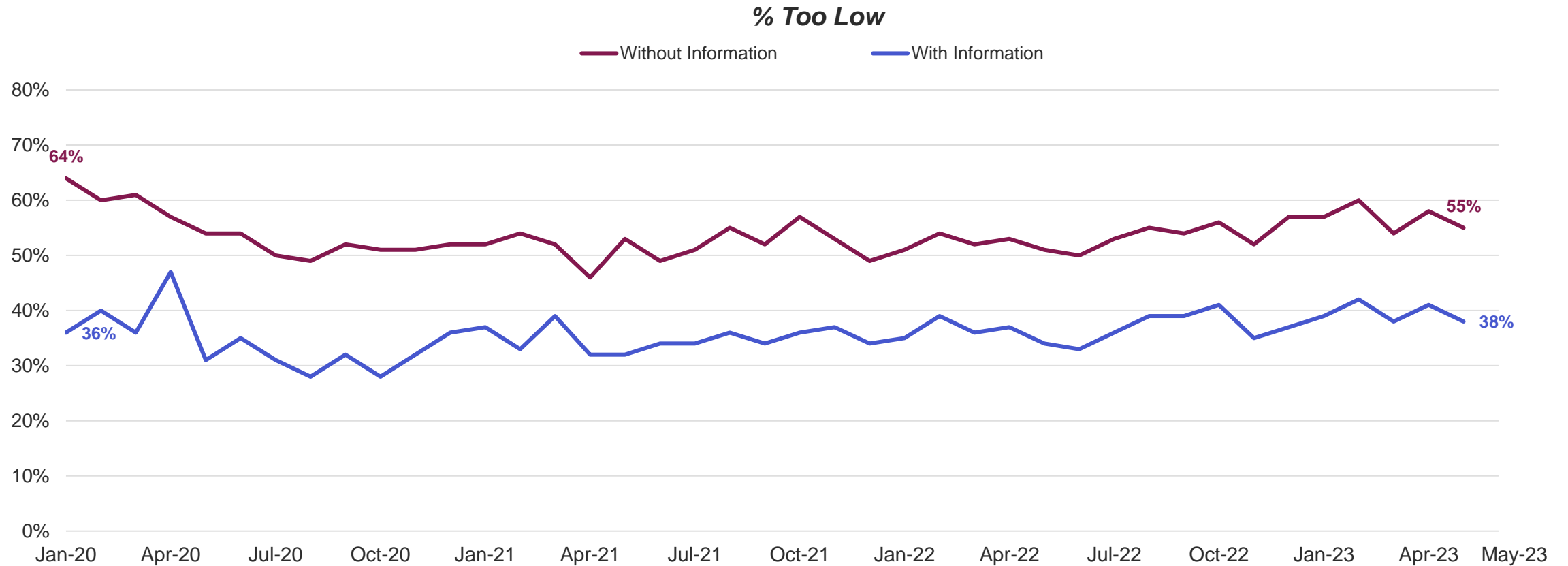
FY20 State Actuals Source: National Center for Education Statistics
 Source: Survey conducted May 17, 2023 – May 19, 2023, among U.S. adults

Americans who indicated school funding is too low fell slightly in May, regardless of whether they saw a publicly reported funding statistic or not.

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

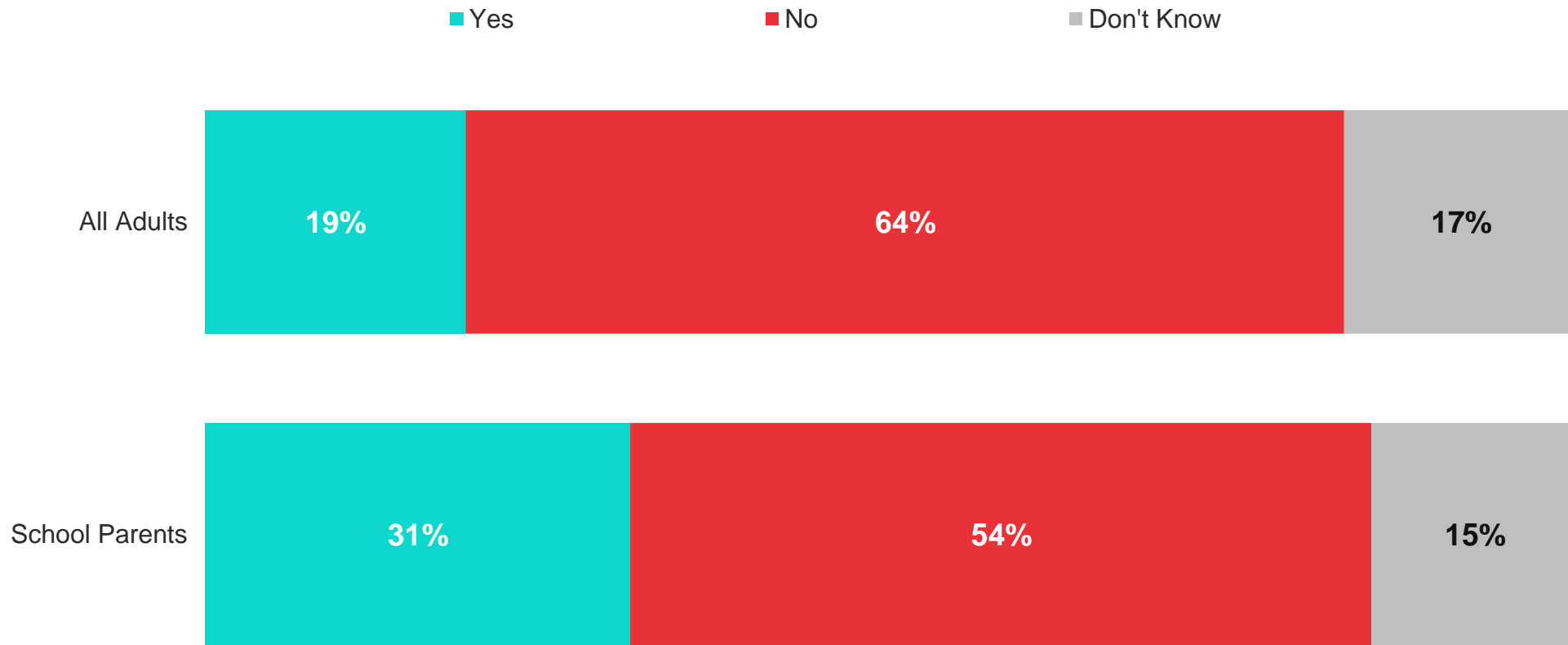
On average, [STATE] spends \$_____ per student attending public school each year. Do you believe public school funding is:

All Adults



One-fifth of adults have read or heard about the country's student performance on the National Assessment of Educational Progress (NAEP). Almost one-third of parents have heard or read the same information.

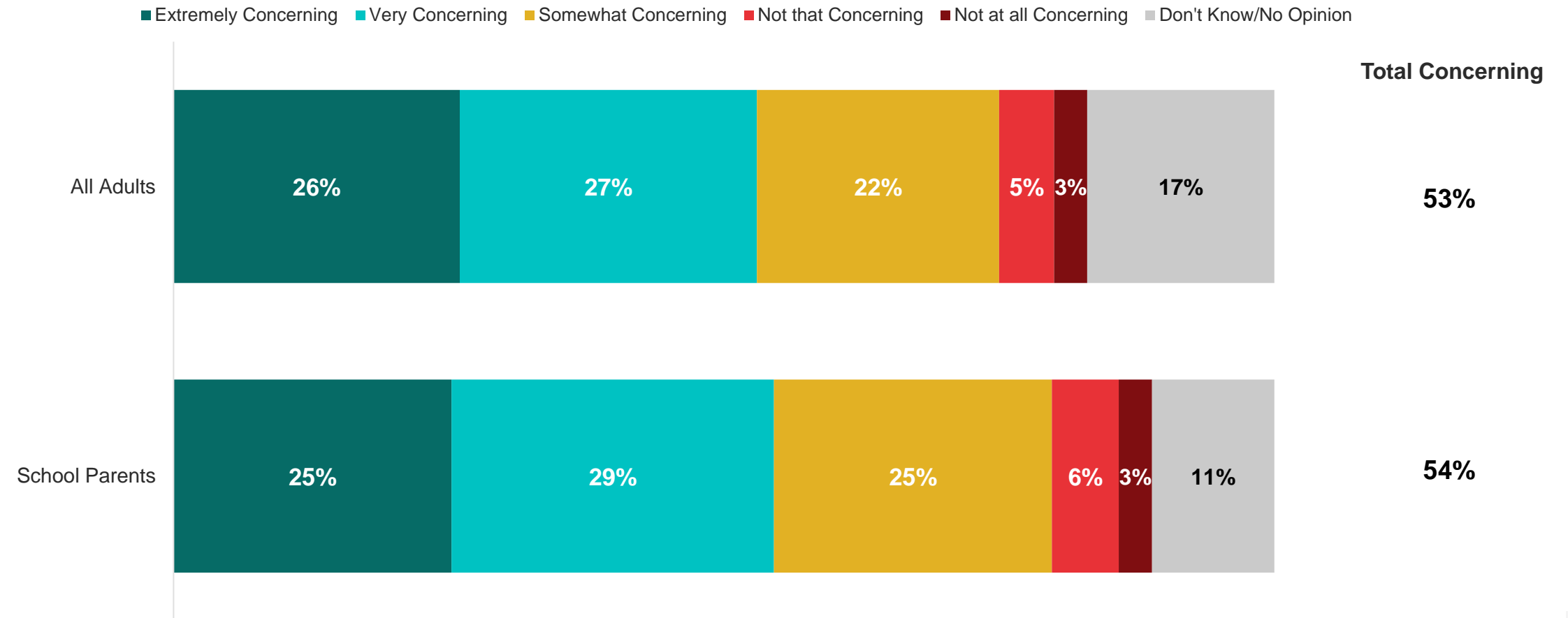
In the last few weeks, have you read or heard about the country's student performance on a national academic achievement test called the 'National Assessment of Educational Progress'? Sometimes this test is referred to as NAEP or 'The Nation's Report Card'.



When given context, half of Americans – and similar proportion of parents – say they are at least ‘very concerned’ about the latest NAEP results showing historically low History and Civics scores.

According to the latest results from the National Assessment of Educational Progress (NAEP), eighth graders scored at the lowest level in 28 years on the History test. Average test scores on Civics fell for the first time in 25 years. In your opinion, to what extent are these NAEP results concerning to you, if at all?

School Parents



Source: Survey conducted May 17, 2023 – May 19, 2023, among U.S. adults

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SCHOOL CHOICE POLICIES

SURVEY PROFILE AND DEMOGRAPHICS



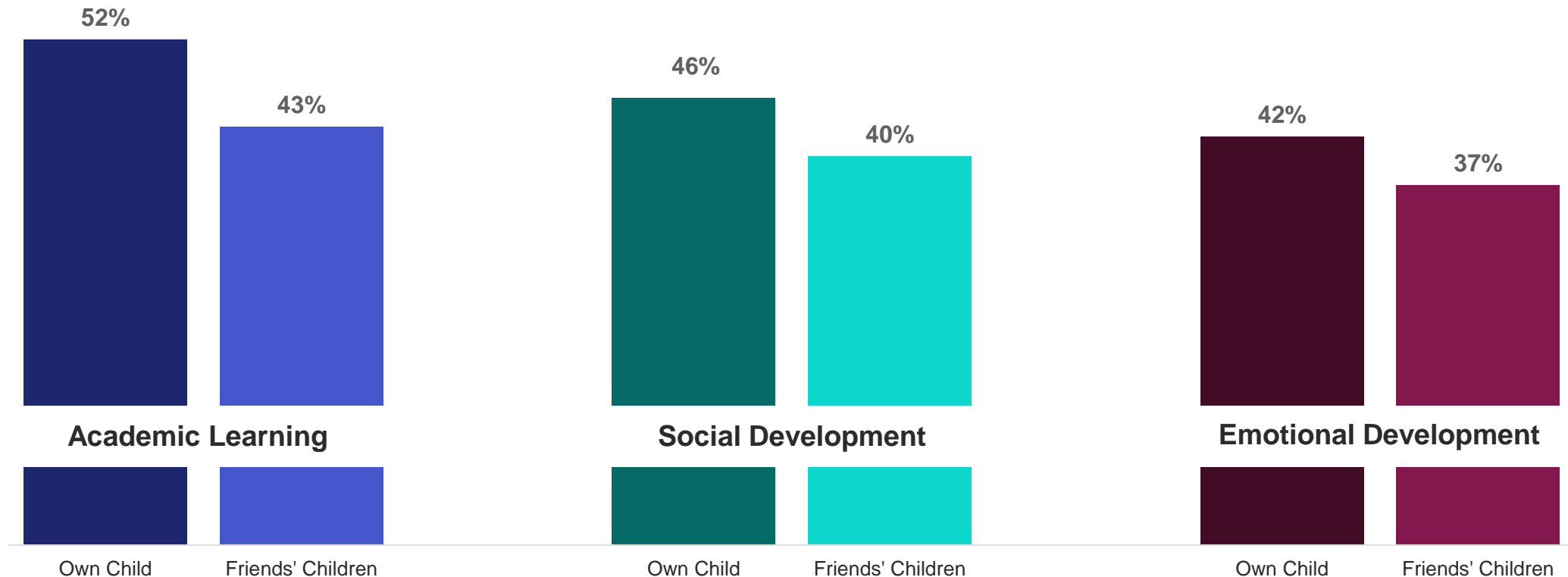
Parents tend to be more optimistic about the progress of their own children – academically, socially, and emotionally – compared to the progress of their friends’ children.

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

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

School Parents

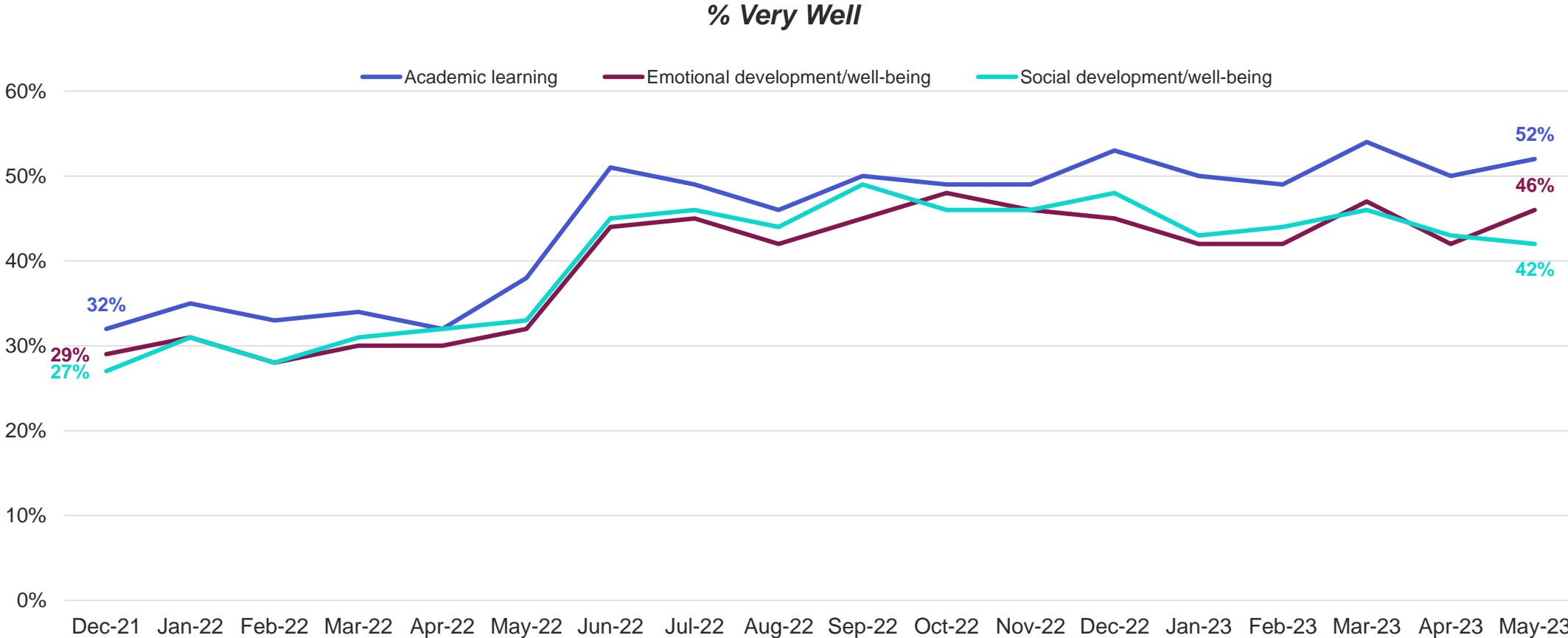
% Very Well



Parents' optimism of how their children are doing academically and emotionally increased since April, but generally indicators have remained steady since the beginning of the year.

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

School Parents

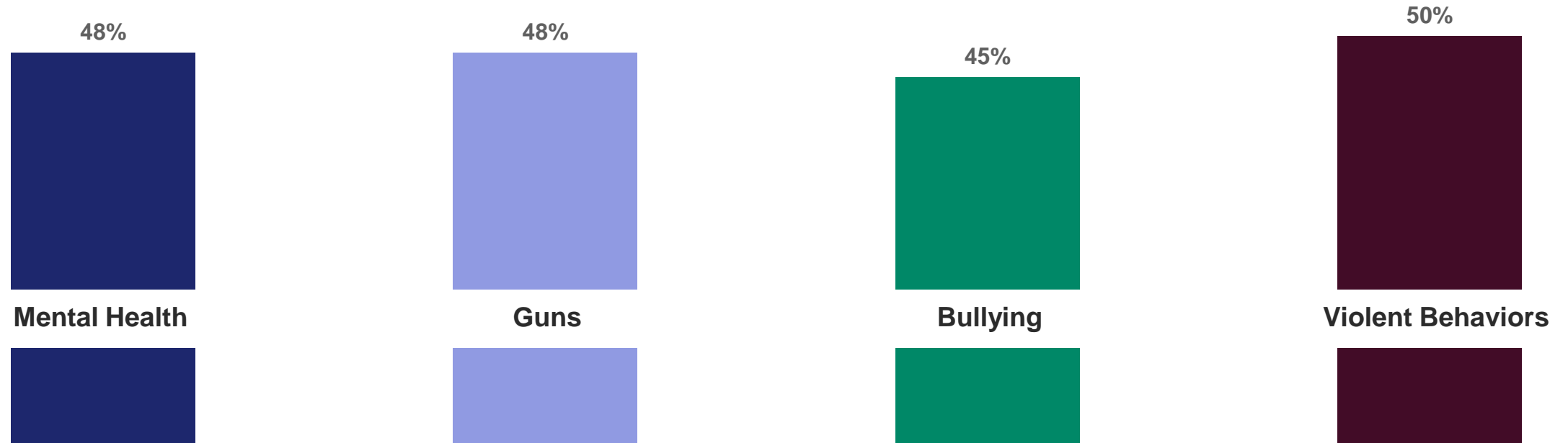


Roughly half of school parents feel their child's school handles the following four important issues at least very well.

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

School Parents

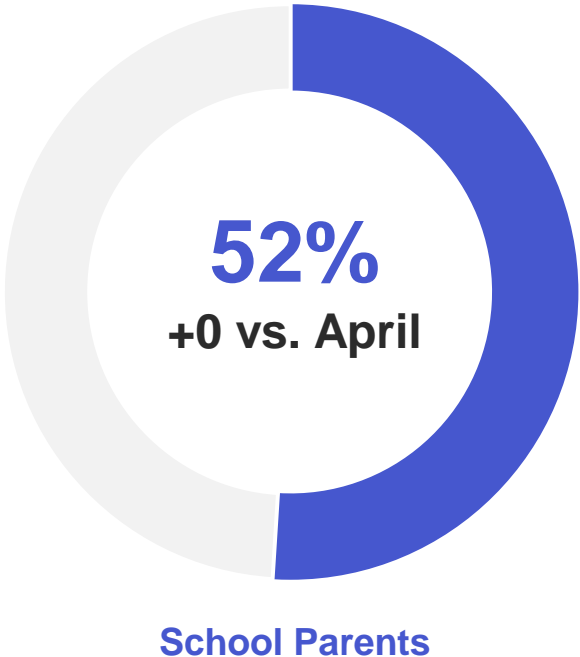
Total Well
(Extremely + Very Well)



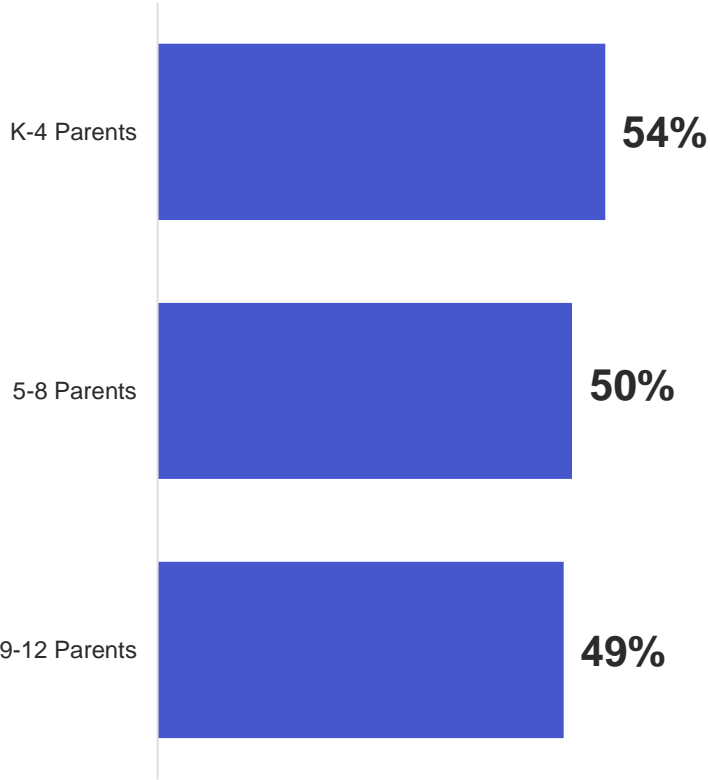
About half of school parents are concerned about a violent intruder entering their child’s school. This proportion has remained consistent for the past few months.

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

School Parents



Total Concern
(Extremely + Very Concerned)

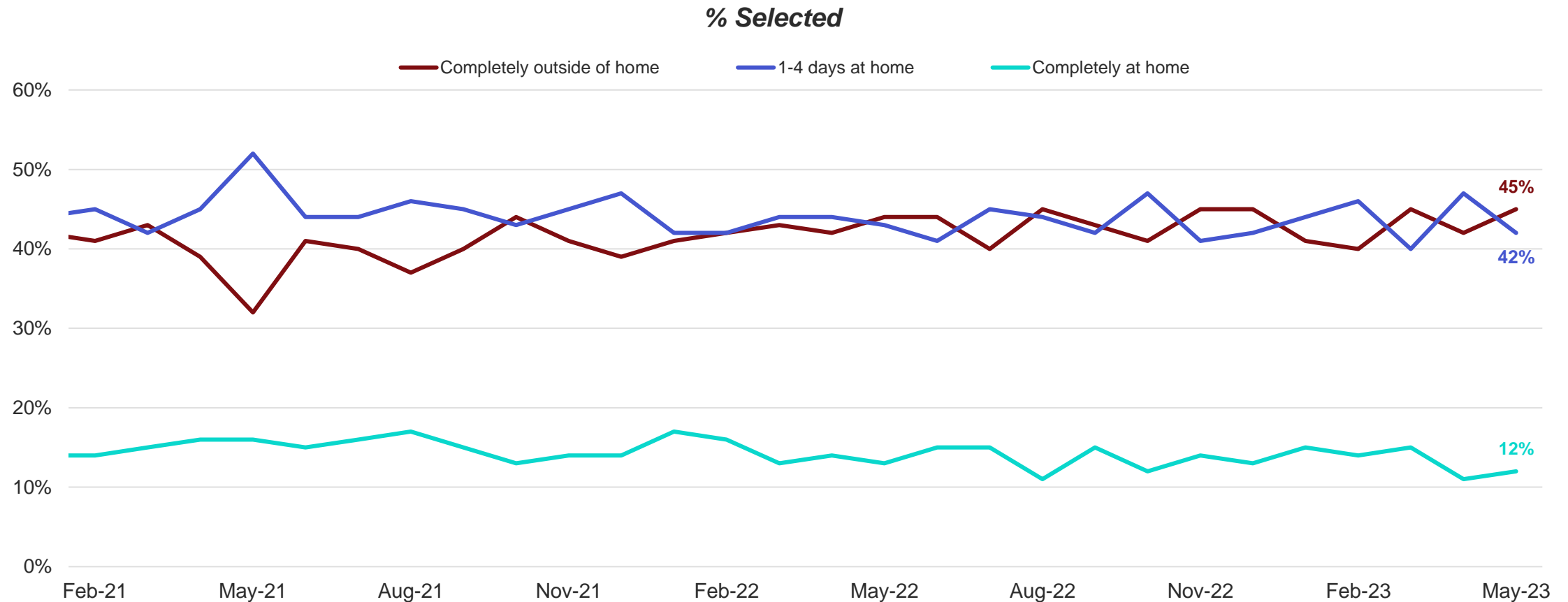


Source: Survey conducted May 17, 2023 – May 19, 2023, among U.S. adults

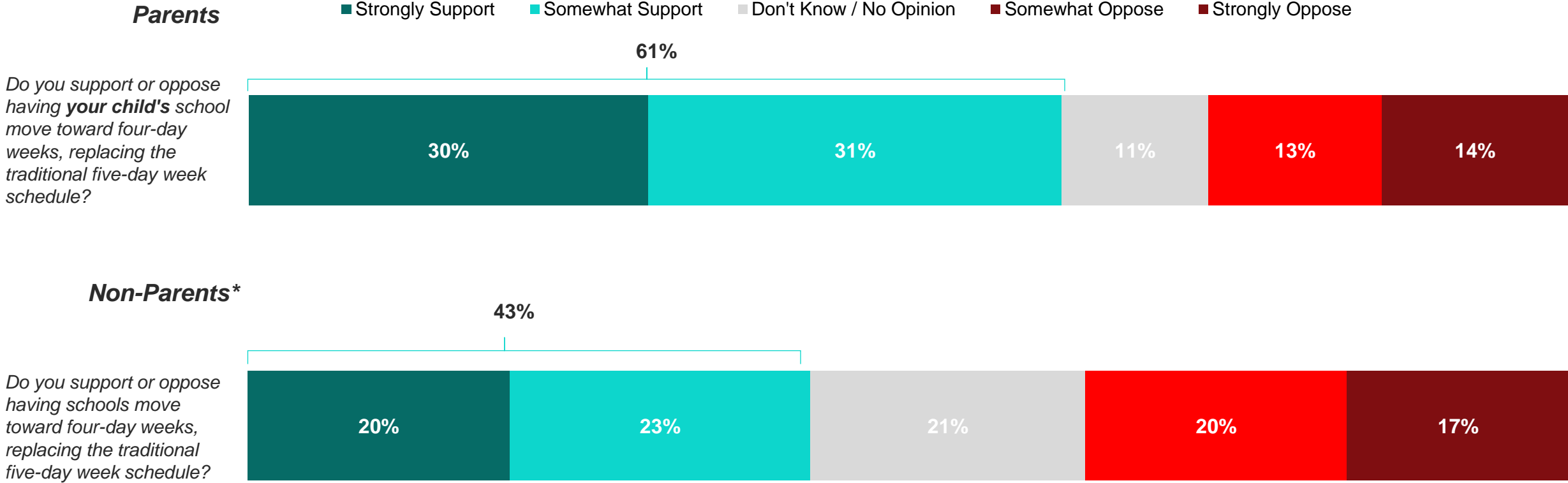
More than half of parents prefer having their child learn at home at least one day per week.

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 6 in 10 school parents are at least somewhat supportive having their child’s school move to a four-day school week – a level much higher than the support expressed by non-parents.



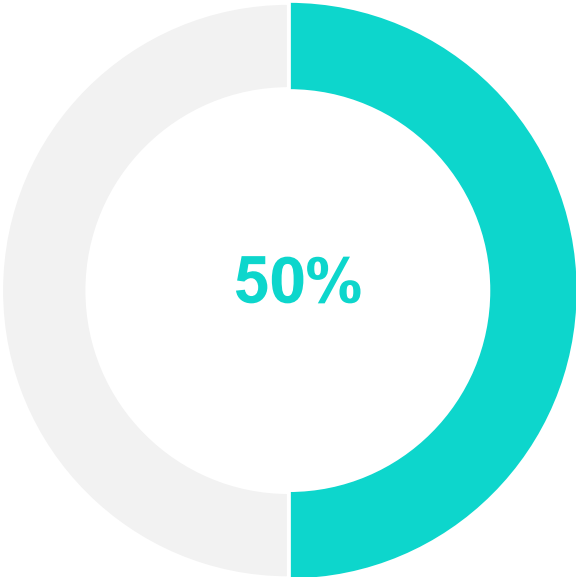
*Note: Includes adults without children, those with children over 18, those with children under 18 not in the house and those who have children in the household but not in K-12

Source: Survey conducted May 17, 2023 – May 19, 2023, among U.S. adults

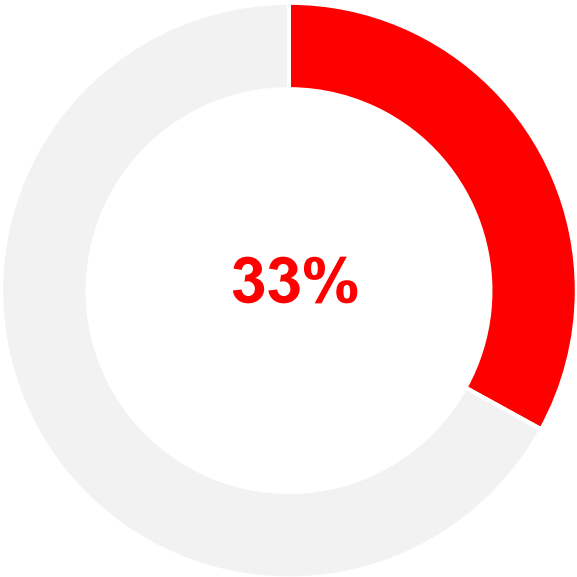
Half of parents think their child’s school should give the option of a four-day school week.

And do you think your child's school should offer a choice between a 4-day school week or 5-day school week?

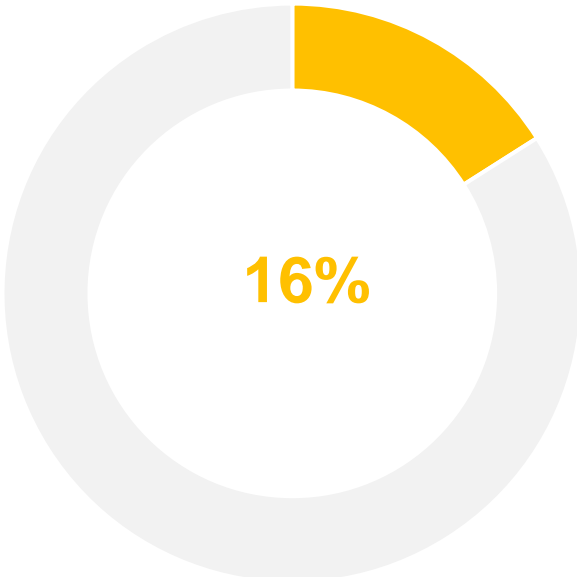
School Parents



Yes



No



Unsure, Don't Know

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

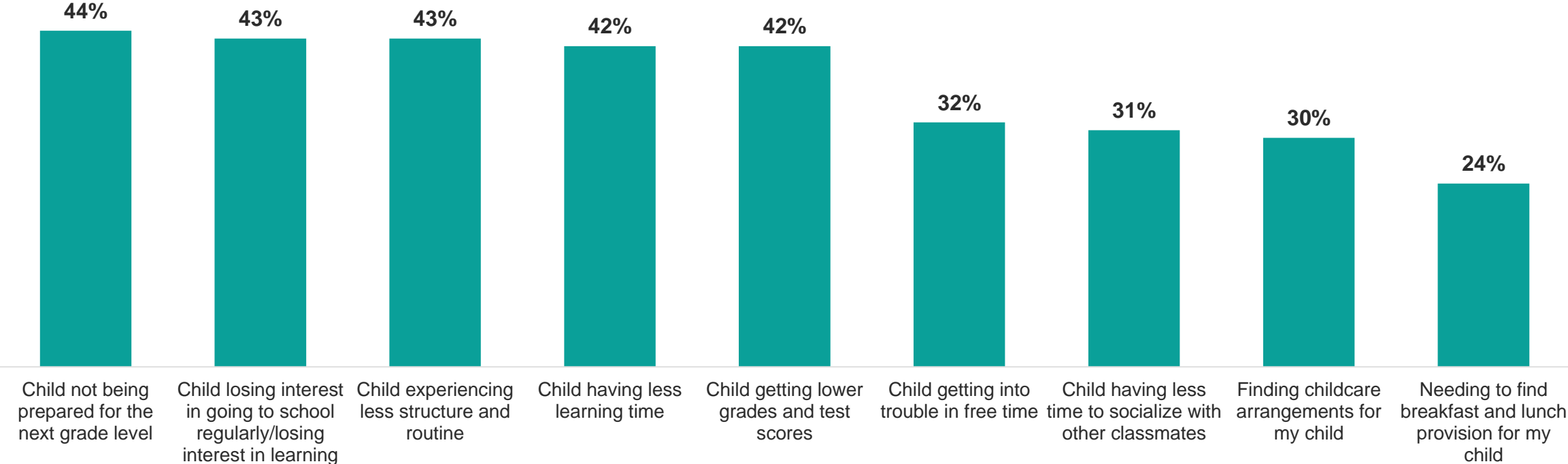
Source: Survey conducted May 17, 2023 – May 19, 2023, among U.S. adults-

At least 40 percent of parents express strong concerns with a four-day weekly school schedule. They would be least concerned with finding food provision for their children.

To what extent would you be concerned, if at all, about each of the following if schools decided to offer classroom teaching four days a week?

School Parents

% Extremely + Very Concerned

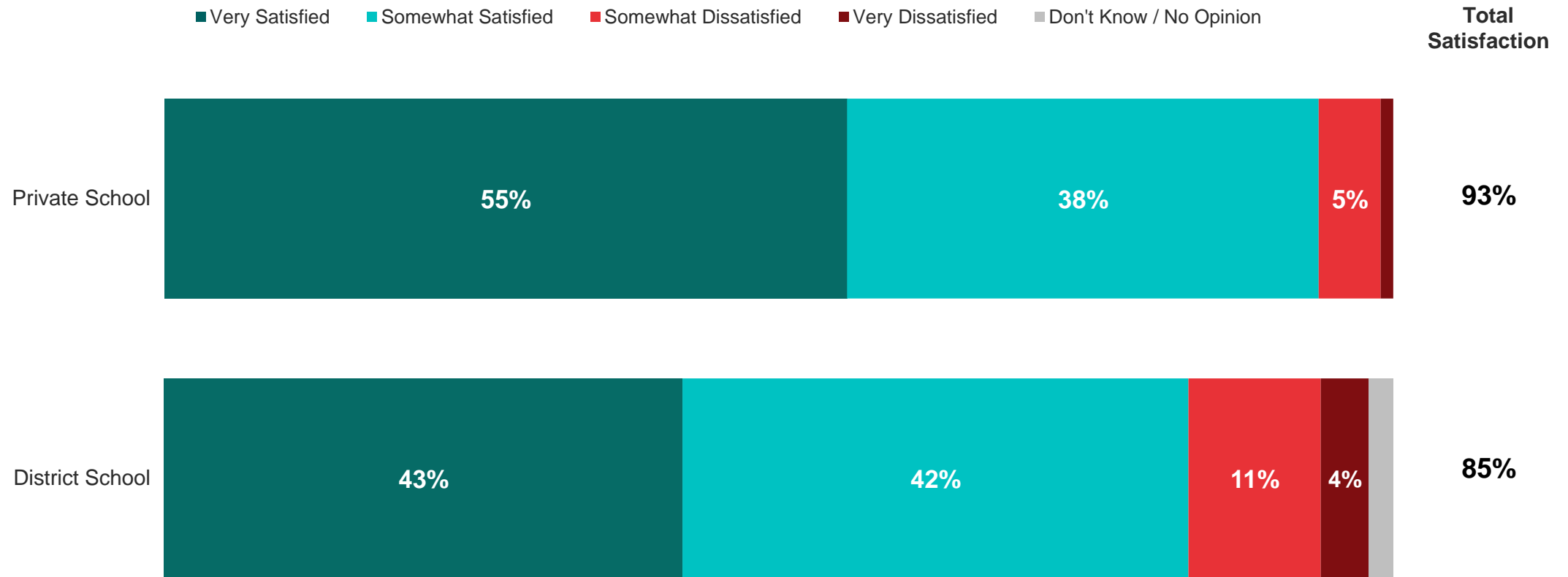


Source: Survey conducted May 17, 2023 – May 19, 2023, among U.S. adults-

Private school parents are 12 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

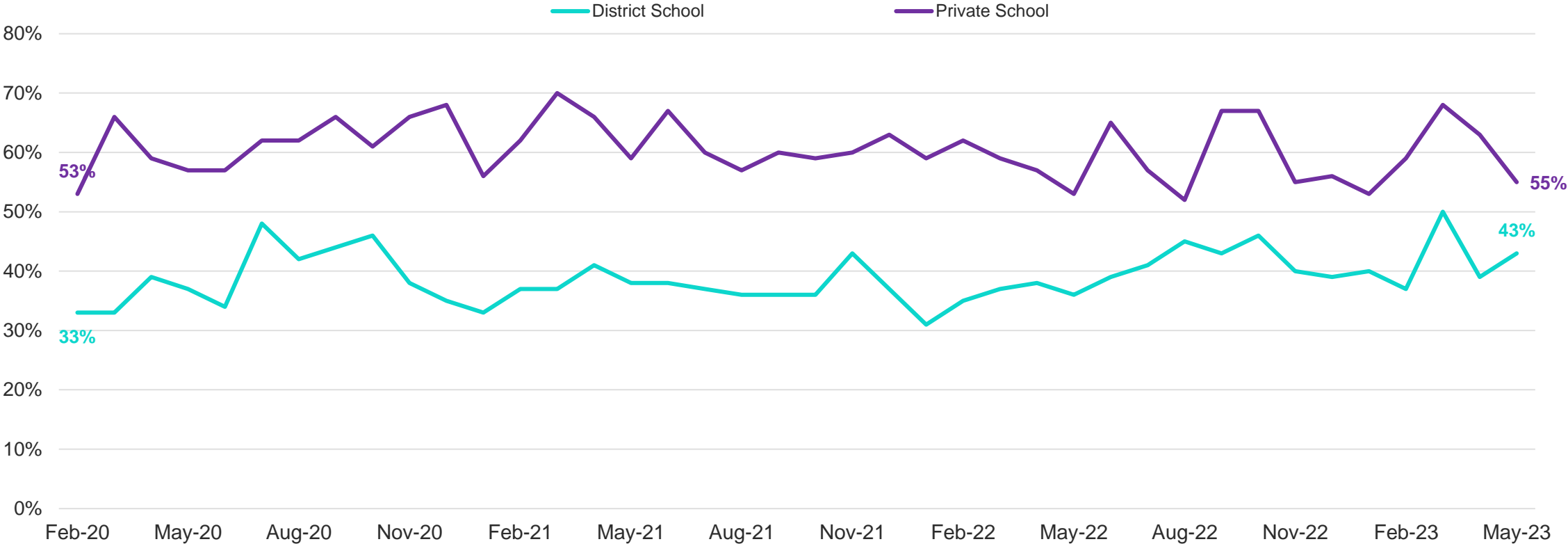


Parents are consistently more likely to say they are ‘very satisfied’ with private schools than public district schools. Private school satisfaction has decreased since March.

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



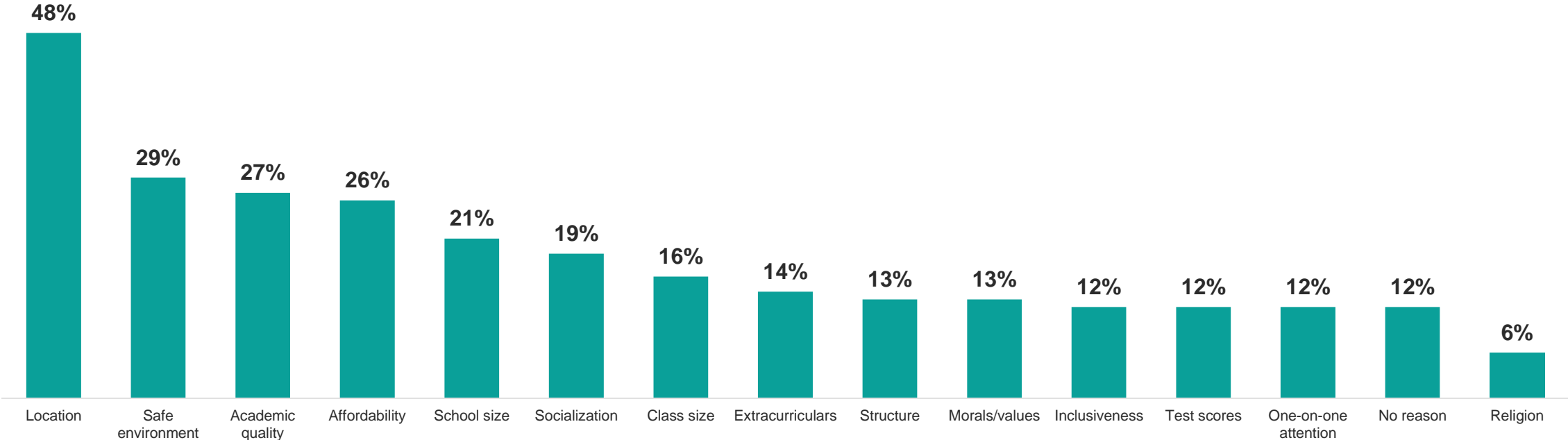
Note: Parent groups based on child/children school type attendance in SY22-23.

Location remains the main reason why parents enroll their children 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.

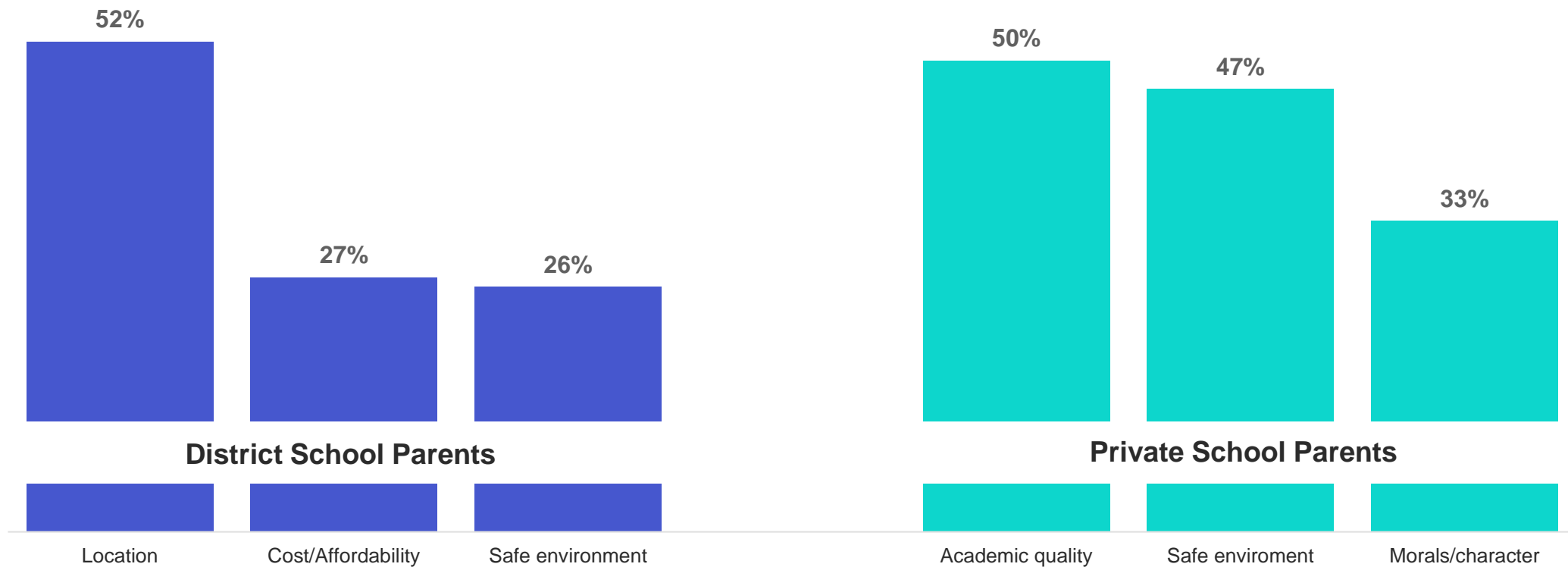
Source: Survey conducted May 17, 2023 – May 19, 2023, among U.S. adults-

Parents say that a safe environment is a priority for where they enroll their children, regardless of school type. District school parents are most likely to say location is a top reason why their child attends her/his school, by a wide margin. Private school parents' top reasons are academic quality and a safe environment.

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

School Parents

Top 3 Reasons
% Selected



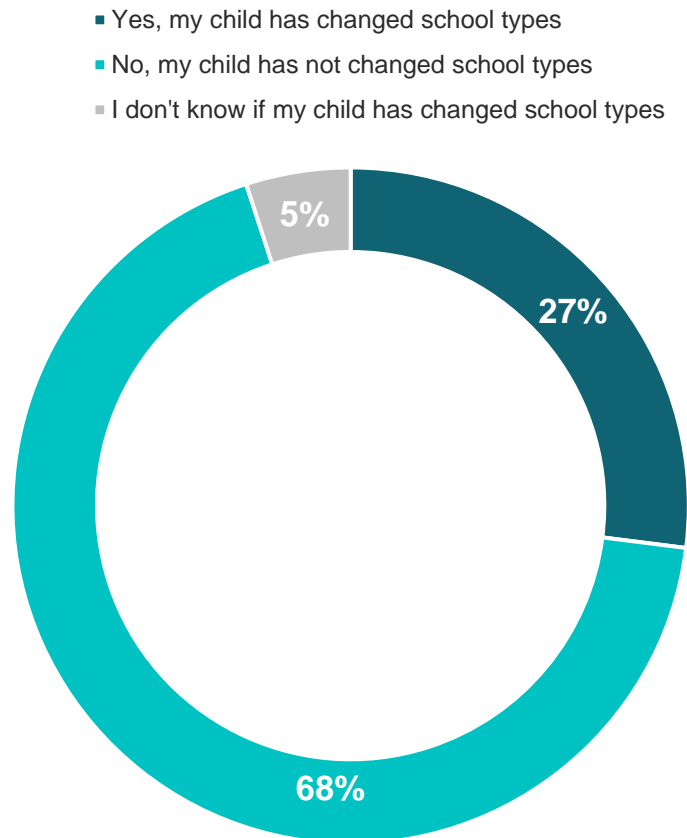
Notes: Parent groups based on child/children school type attendance in SY22-23. Results are composite numbers between those who were asked about their youngest child and those who were asked about their oldest child.

Source: Survey conducted May 17, 2023 – May 19, 2023, among U.S. adults

One out of four parents indicate that their child has switched from one school type to another. School switching is highest among private school and 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 | 49% |
| Special Education | 45% |
| Urban | 34% |

Bottom % Yes

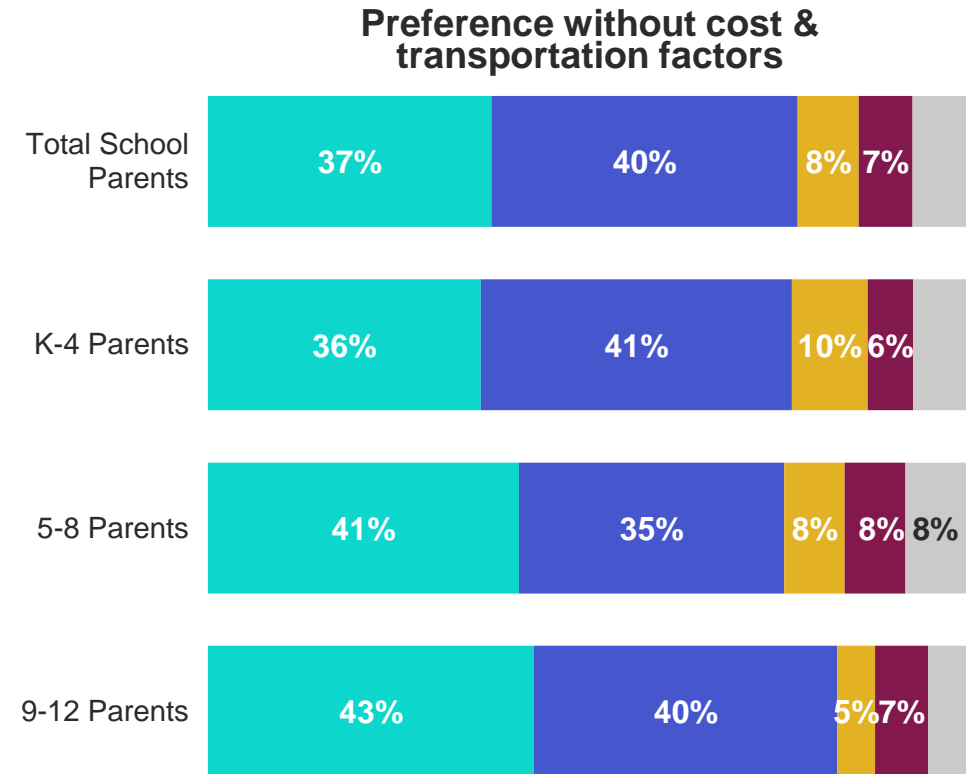
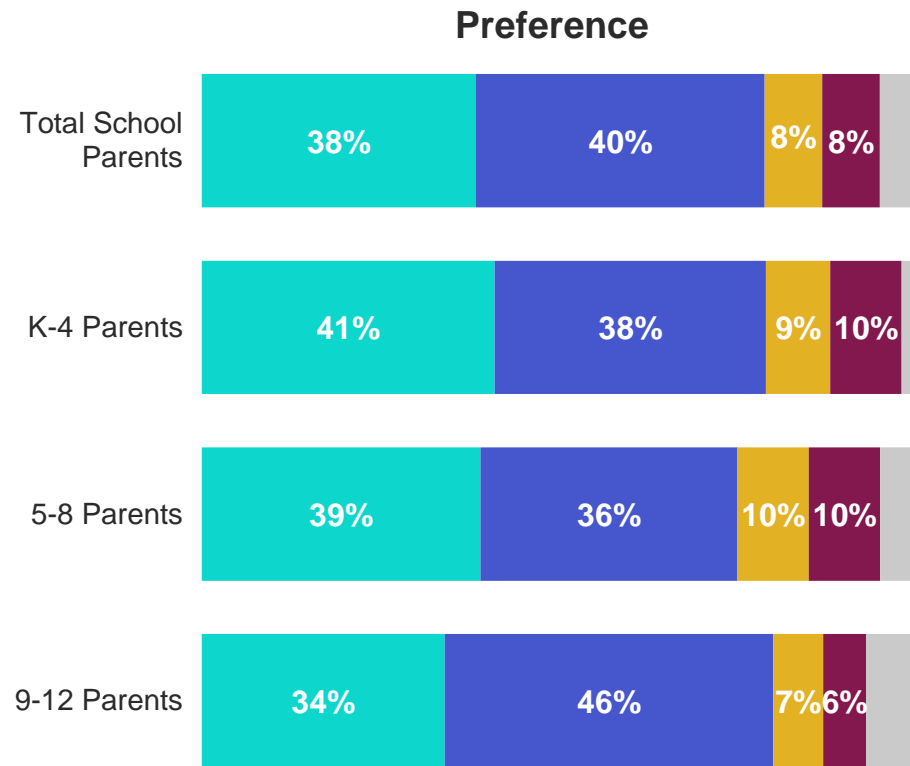
| | |
|--------------------------|-----|
| K-4 Parents | 22% |
| District School (Inside) | 21% |
| Middle Income | 19% |

Parents express a diverse range of schooling preferences. Nearly equal proportions indicate a preference for public district schools and private 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



More than half of school parents have a favorable view of homeschooling, though favorability fell sharply in May.

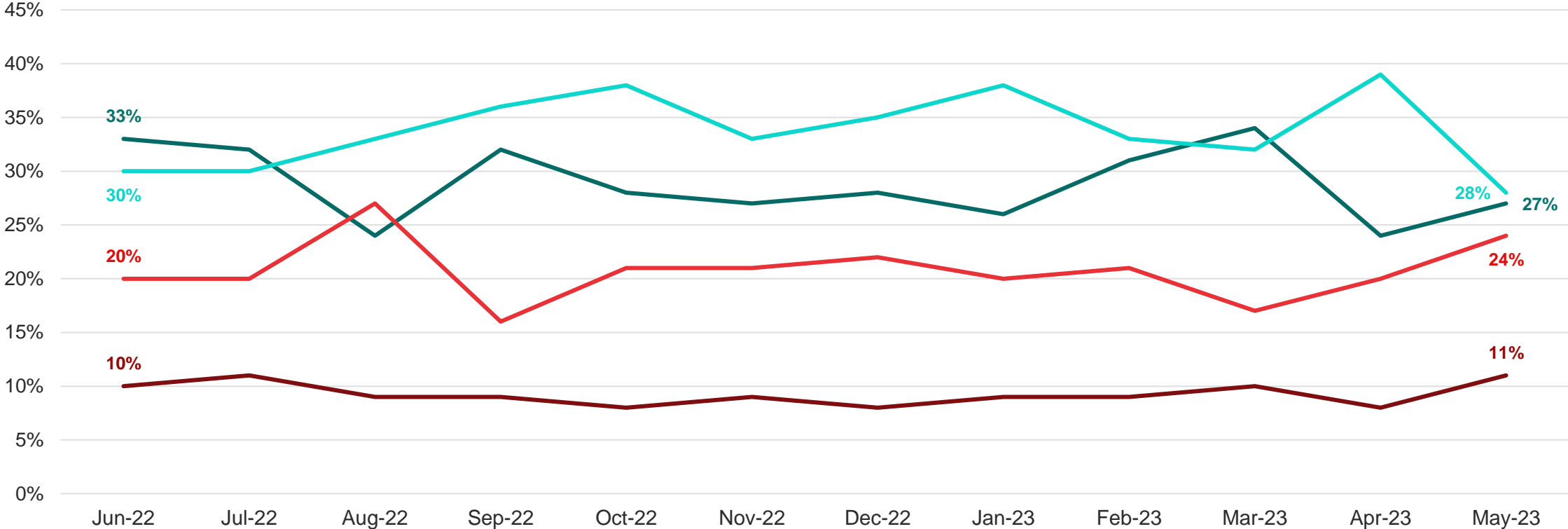
May 2023

In general, what is your opinion of homeschooling?

School Parents

| | |
|-------------------|-----|
| Total Favorable | 55% |
| Total Unfavorable | 35% |

Very favorable Somewhat favorable Not that favorable Not at all favorable



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.

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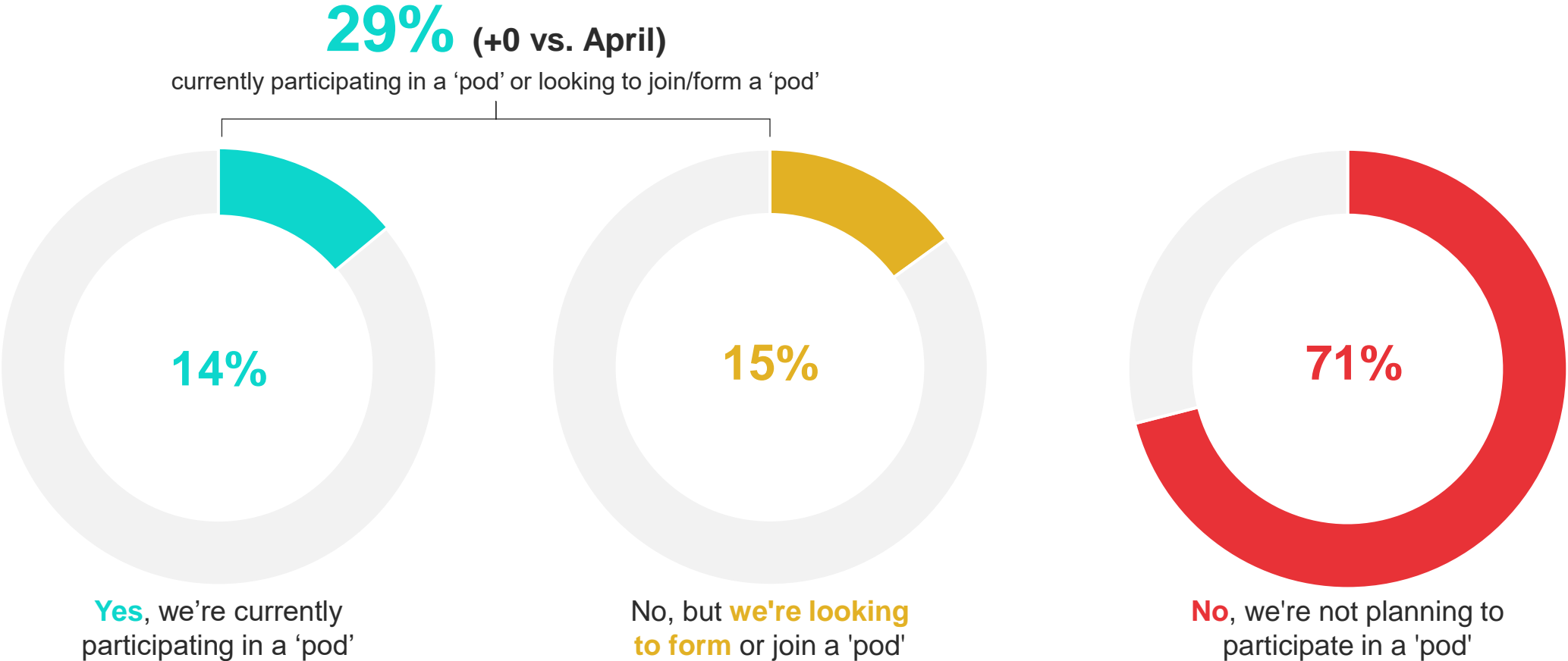
SURVEY PROFILE AND DEMOGRAPHICS



In May, nearly 30 percent of parents indicated they were participating in or seeking learning pods.

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

School Parents



Source: Survey conducted May 17, 2023 – May 19, 2023, among U.S. adults-

In May, there were decreases in pod interest among many demographic groups, including low income, Hispanic, Black, and suburban parents. There was a large increase in interest among private school parents.

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

School Parents

| Most likely to participate in / form / join a pod | | | Moderately likely to participate in / form / join a Pod | | | Less likely to participate in / form / join a Pod | | |
|--|-----|-----------|--|-----|-----------|--|-----|-----------|
| | | vs. April | | | vs. April | | | vs. April |
| Private School Parent | 76% | +9 | West | 35% | -9 | Low Income < \$35K | 22% | -13 |
| Urban | 48% | -4 | Hispanic | 33% | -15 | Rural | 21% | -2 |
| Educ: Bachelors or Postgrad | 42% | -12 | Non-Hispanic White | 30% | +0 | Educ: < College | 21% | +0 |
| Democrat | 42% | -8 | Black | 30% | -12 | Middle Income \$35K-\$75K | 21% | -9 |
| High Income: \$75K+ | 41% | -4 | Midwest | 26% | +2 | Republican | 20% | -7 |
| Special Education Parent | 38% | -8 | South | 25% | -5 | Small town | 18% | -9 |
| Northeast | 35% | -9 | District School Parent | 23% | -6 | Suburban | 16% | -17 |

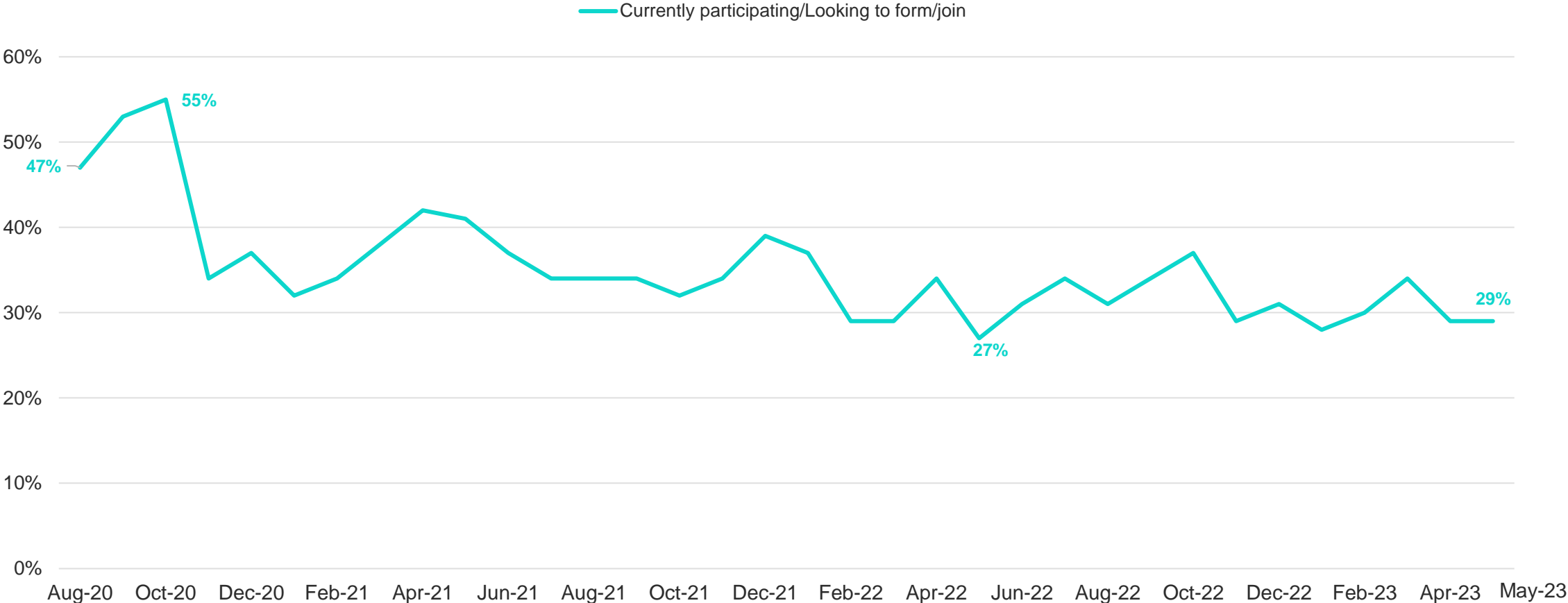
Note: Parent groups based on child/children school type attendance in SY22-23.

Source: Survey conducted May 17, 2023 – May 19, 2023, among U.S. adults-

Parent interest in learning pods has returned back to a comparable level as it was in February 2022.

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

School Parents

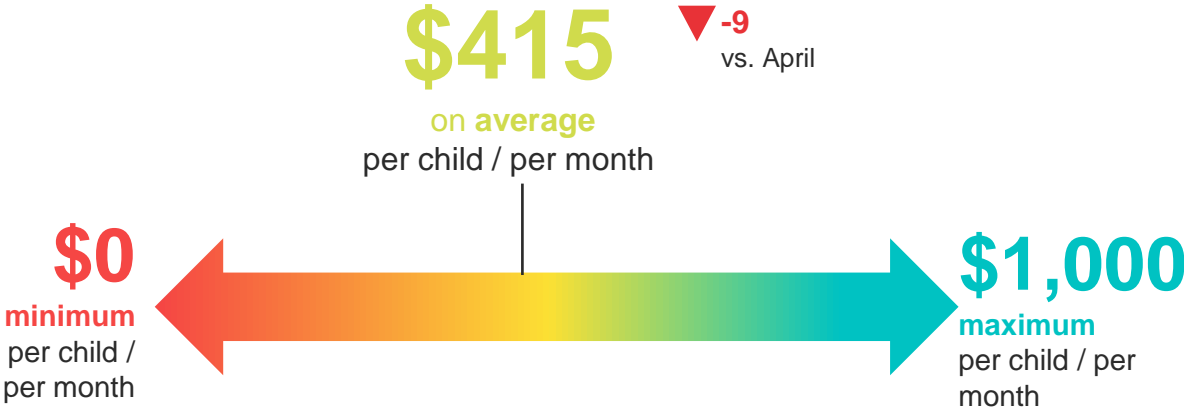


Note: Question text changed from "As a result of the coronavirus pandemic, are you currently participating in a 'pod' with other families?" in June 2022

In May, school parents were willing to pay roughly \$415/month for a child to participate in a learning pod – a slight decrease from the prior month.

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

School Parents
among those interested in or participating in a 'pod'



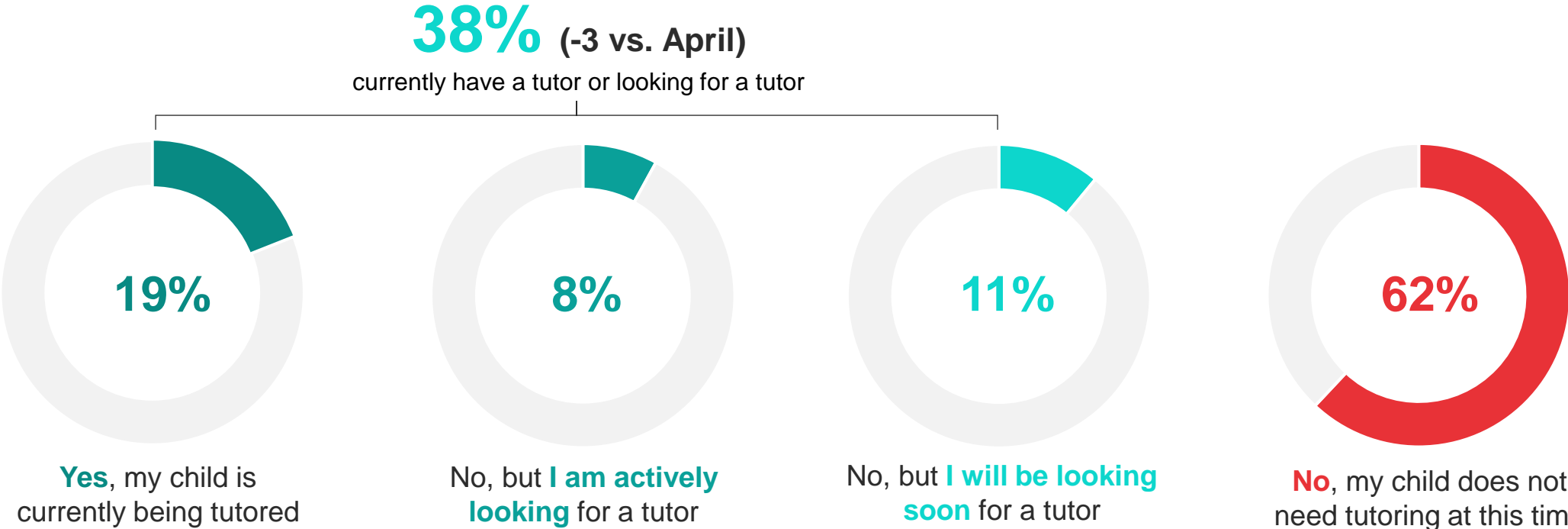
| Average willing to spend per child/per month by demographic | | |
|---|--------------------------------|-------|
| Income | *Low Income < \$35K | \$278 |
| | Middle Income \$35K to < \$75K | \$322 |
| | *High Income \$75K+ | \$510 |
| Political Affiliation | Democrat | \$457 |
| | *Independent | \$327 |
| | Republican | \$367 |
| Region | *West | \$422 |
| | *Midwest | \$438 |
| | South | \$383 |
| | *Northeast | \$434 |

*indicates base size n = <100

In May, around 2 in 5 parents indicated they are currently using a tutor or are interested in tutoring for their children – a slight drop from April.

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

School Parents



Source: Survey conducted May 17, 2023 – May 19, 2023, among U.S. adults

In May, interest in tutoring decreased the most among Hispanic, Republican, and small town parents.

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

School Parents

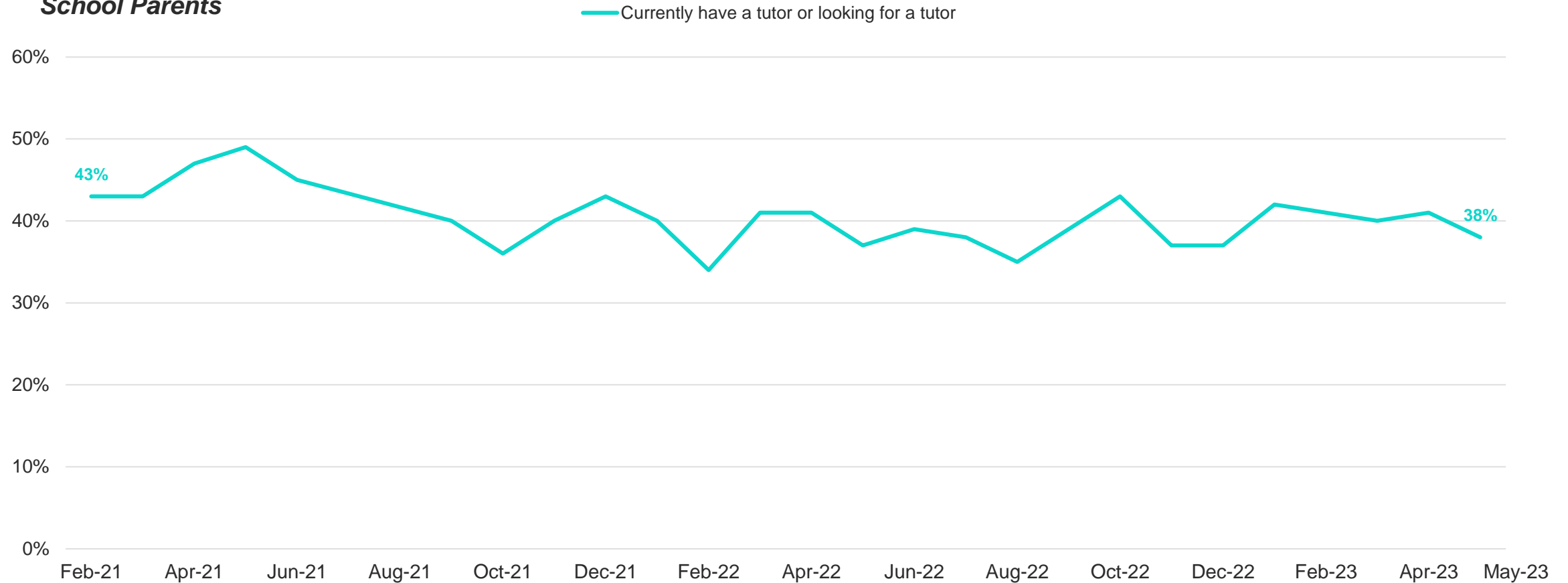
| Groups most likely to be looking for/already having tutoring | | | Groups moderately likely to be looking for/already having tutoring | | | Groups less likely to be looking for/already having tutoring | | |
|--|-----|-----------|--|-----|-----------|--|-----|-----------|
| | | vs. April | | | vs. April | | | vs. April |
| Private School Parent | 71% | +0 | Hispanic | 42% | -18 | Suburban | 31% | -4 |
| Urban | 56% | -2 | Northeast | 40% | -5 | Educ: < College | 30% | -2 |
| Special Education Parents | 55% | -3 | South | 39% | -5 | Low Income < \$35K | 30% | -7 |
| Educ: Bachelors or Postgrad | 52% | -3 | Non-Hispanic White | 37% | +2 | Rural | 30% | +4 |
| Democrat | 52% | -1 | District School Parent | 35% | -3 | Midwest | 29% | +2 |
| Black | 49% | -2 | Middle Income \$35K-\$75K | 34% | +3 | Independent | 28% | -9 |
| High Income: \$75K+ | 47% | +0 | Republican | 30% | -9 | Small Town | 13% | -13 |
| West | 44% | -3 | | | | | | |

Source: Survey conducted May 17, 2023 – May 19, 2023, among U.S. adults-

In May, school parents' interest in tutoring fell slightly, but has remained relatively level since the beginning of this year.

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

School Parents

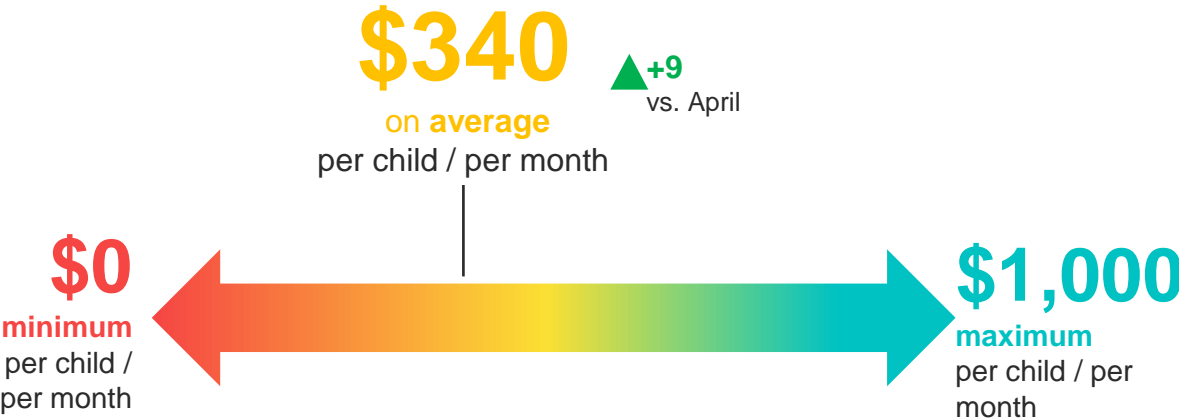


Note: Question was not asked in July 2021 and August 2021.

In May, the amount parents were willing to spend on tutoring rose slightly to \$340 per child/month.

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 | \$224 |
| | Middle Income \$35K to < \$75K | \$259 |
| | High Income \$75K+ | \$444 |
| Political Affiliation | Democrat | \$390 |
| | *Independent | \$248 |
| | Republican | \$301 |
| Region | *West | \$372 |
| | *Midwest | \$350 |
| | South | \$290 |
| | *Northeast | \$390 |

*indicates base size n= <100

AGENDA

WELLBEING AND HAPPINESS

VIEWS ON K-12 EDUCATION

VIEWS ON SCHOOLING

PODS, TUTORING, AND EXTRACURRICULARS

SCHOOL CHOICE POLICIES

SURVEY PROFILE AND DEMOGRAPHICS



Policy 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.

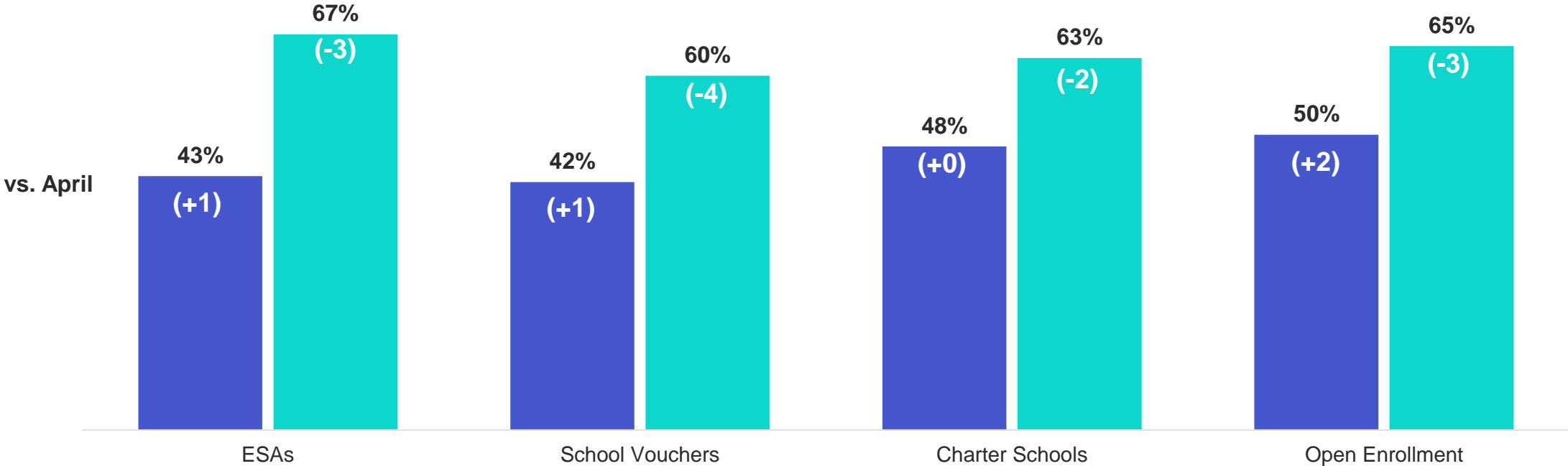
Support for ESAs, school vouchers, charter schools, and open enrollment is much greater when given a brief description.

All Adults

Total Support

(Strongly Support + Somewhat Support)

■ No Description ■ With Description



vs. April

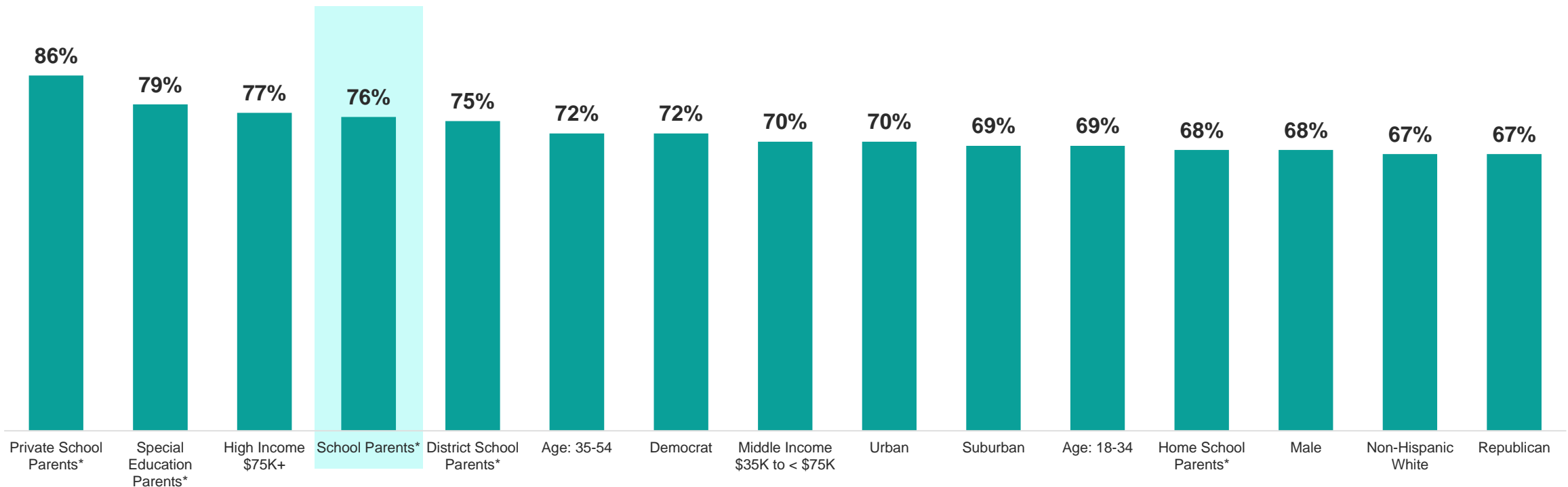
Source: Survey conducted May 17, 2023 – May 19, 2023, among U.S. adults-

Three-fourths of school parents say they support ESAs. A wide range of demographic groups also support this choice-based 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 May 17, 2023 – May 19, 2023, among U.S. adults-

In May, support for ESAs decreased across several demographic groups including Northeast, Middle Income, and Suburban 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. April | | | vs. April | | | vs. April |
|-----------------------------|-----|-----------|--------------------|-----|-----------|--------------------|-----|-----------|
| High Income \$75K+ | 74% | -3 | South | 69% | -1 | Midwest | 66% | -3 |
| Gen X | 74% | +3 | Millennial | 69% | -5 | Black | 66% | -2 |
| Educ: Bachelors or Postgrad | 74% | +1 | Gen Z | 68% | -5 | Rural | 64% | -3 |
| Female | 73% | +3 | Male | 68% | -3 | Independent | 64% | -6 |
| Democrat | 72% | +0 | Northeast | 67% | -8 | Educ: < College | 64% | -5 |
| Middle Income \$35K-\$75K | 70% | -5 | Republican | 67% | -5 | Small Town | 62% | -5 |
| Urban | 70% | +3 | Non-Hispanic White | 67% | -5 | Baby Boomers | 62% | -3 |
| Suburban | 69% | -6 | West | 67% | -1 | Low Income < \$35K | 61% | +1 |
| | | | Hispanic | 66% | -4 | | | |

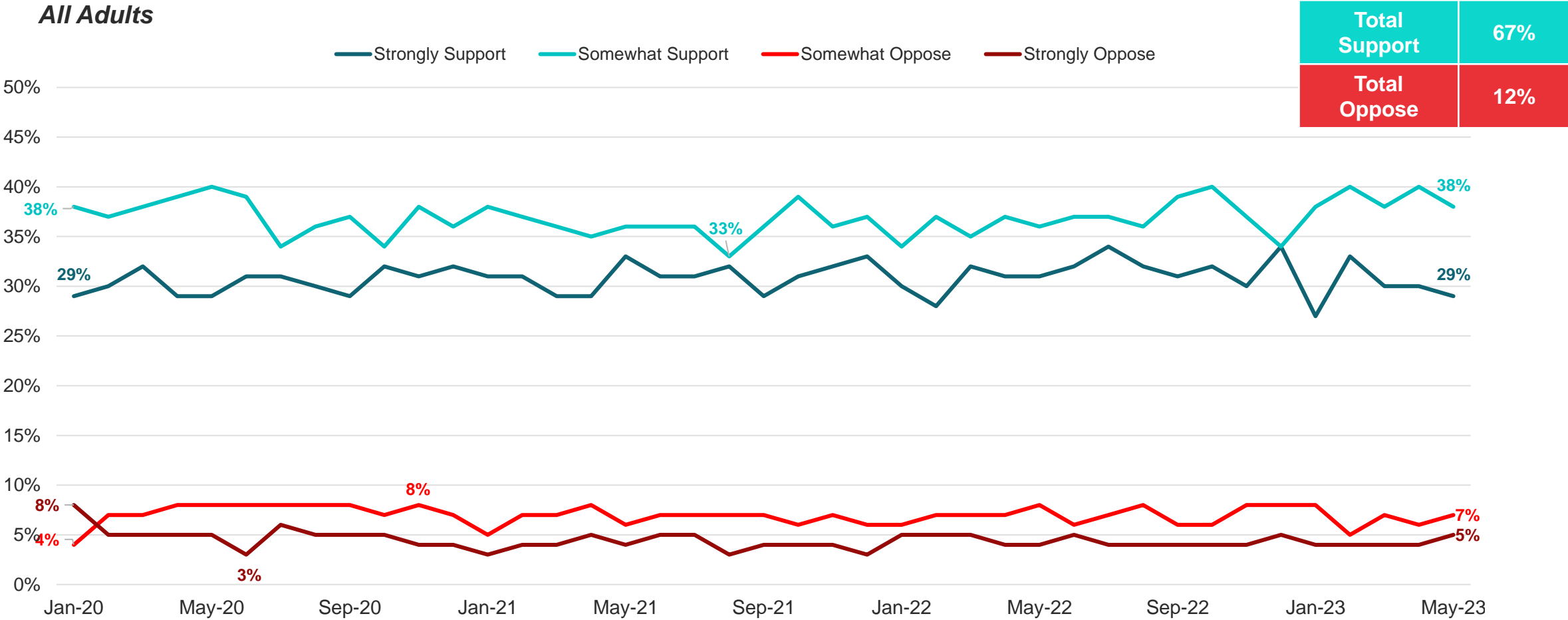
Source: Survey conducted May 17, 2023 – May 19, 2023, among U.S. adults-

Americans' overall support of ESAs decreased slightly in May. The public is at least five 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?

May 2023

All Adults



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

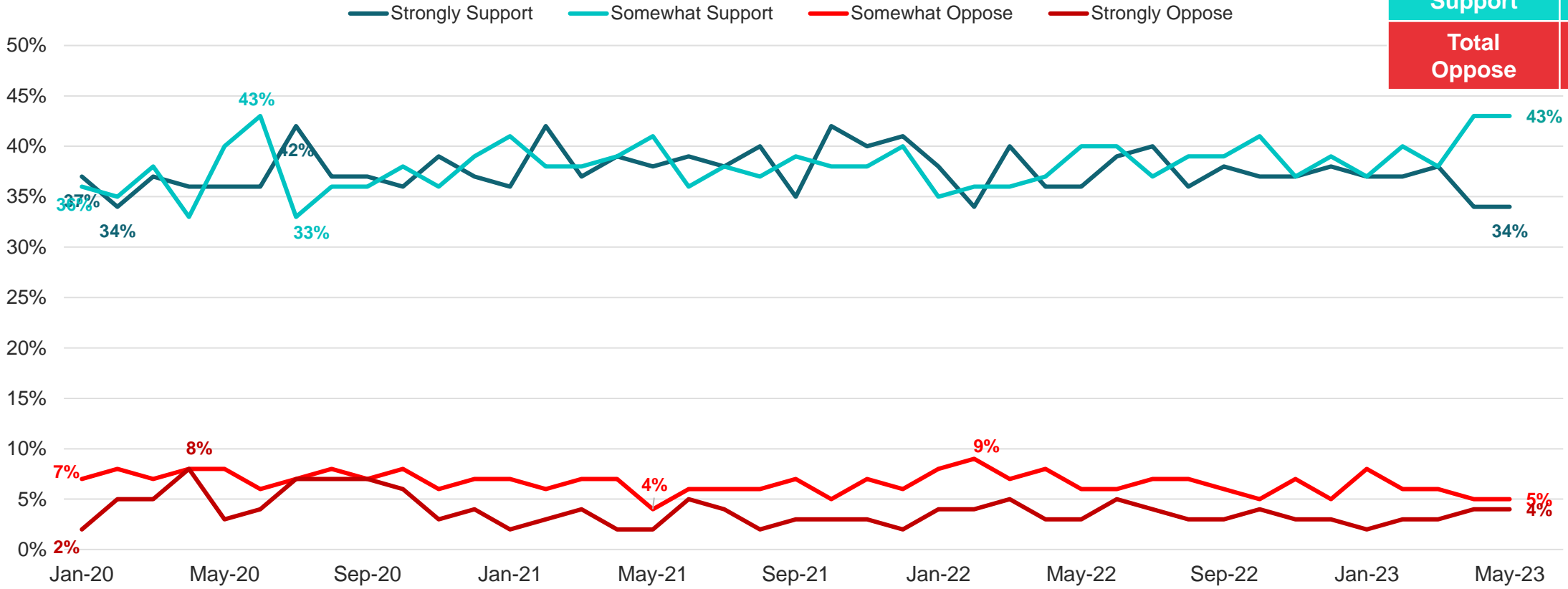
In May, school parents were at least eight times as likely to be strongly supportive of ESAs than strongly opposed. Total support remained the same as April.

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?

May 2023

School Parents

| | |
|---------------|-----|
| Total Support | 77% |
| Total Oppose | 9% |



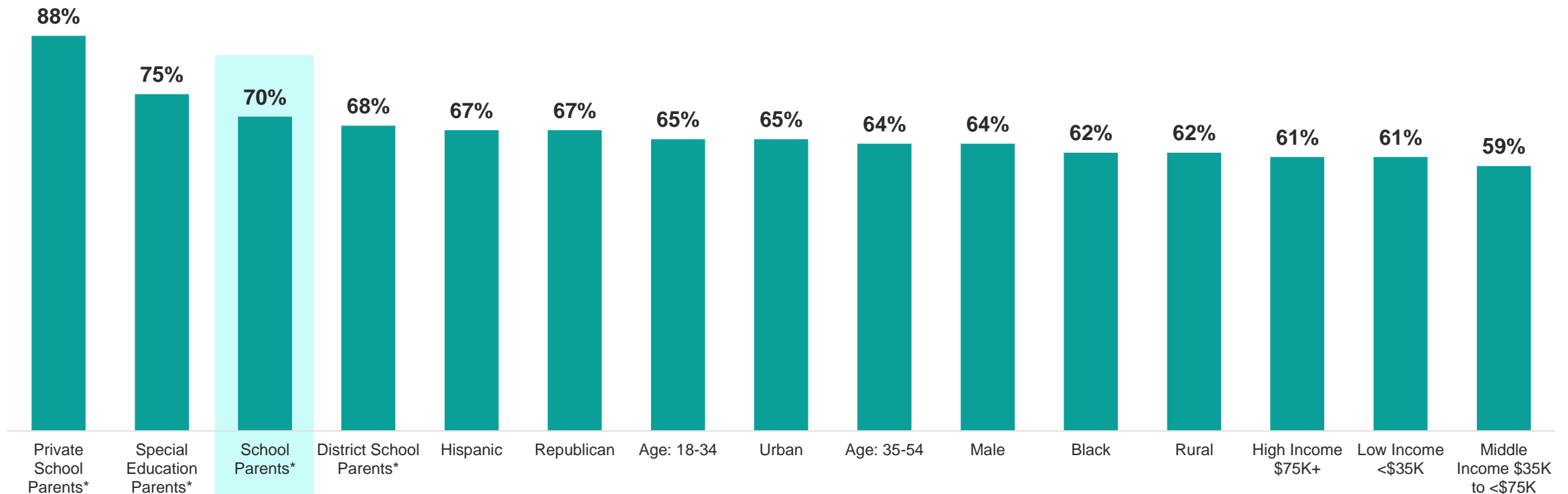
Note: Don't know/no opinion responses are not shown.

Seven out of ten school parents said they support school vouchers in May. 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 May 17, 2023 – May 19, 2023, among U.S. adults-

In May, support for school vouchers decreased moderately across many demographic groups, including Black, Independent, Suburban, and Northeast adults.

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

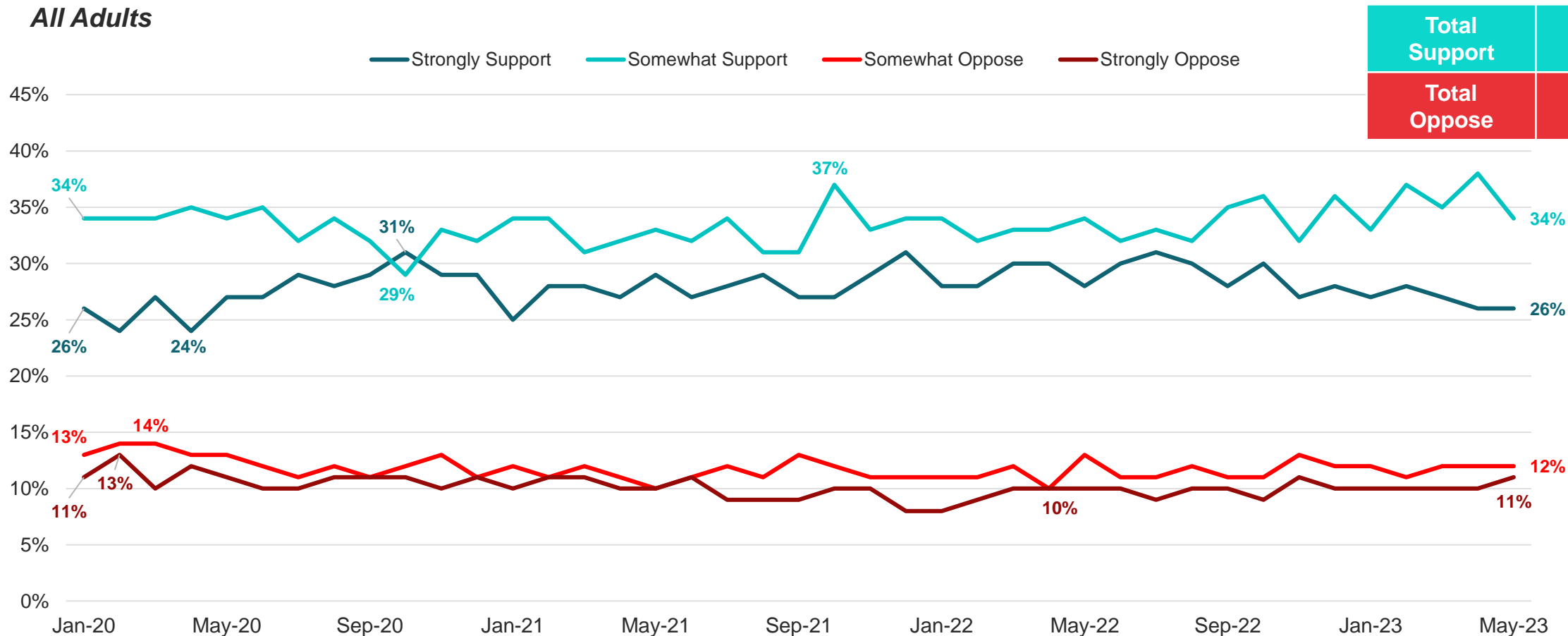
| | | vs. April | | | vs. April | | | vs. April |
|------------|-----|-----------|-----------------------------|-----|-----------|--------------------|-----|-----------|
| Hispanic | 67% | -3 | Black | 62% | -7 | Non-Hispanic White | 59% | -3 |
| Republican | 67% | -2 | High Income \$75K+ | 61% | -4 | Democrat | 58% | -2 |
| Gen Z | 66% | -3 | Gen X | 61% | -4 | Northeast | 58% | -8 |
| Urban | 65% | +3 | Educ: < College | 61% | -6 | Suburban | 58% | -7 |
| Millennial | 65% | -2 | South | 61% | -2 | Independent | 57% | -9 |
| Male | 64% | +1 | Low Income < \$35K | 61% | -1 | Female | 57% | -7 |
| Midwest | 63% | +0 | Middle Income \$35K-\$75K | 59% | -5 | Small Town | 55% | -4 |
| Rural | 62% | -2 | West | 59% | -4 | Baby Boomers | 53% | -5 |
| | | | Educ: Bachelors or Postgrad | 59% | +0 | | | |

The public's overall support for school vouchers decreased slightly in May. Americans are still almost 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?

May 2023

All Adults



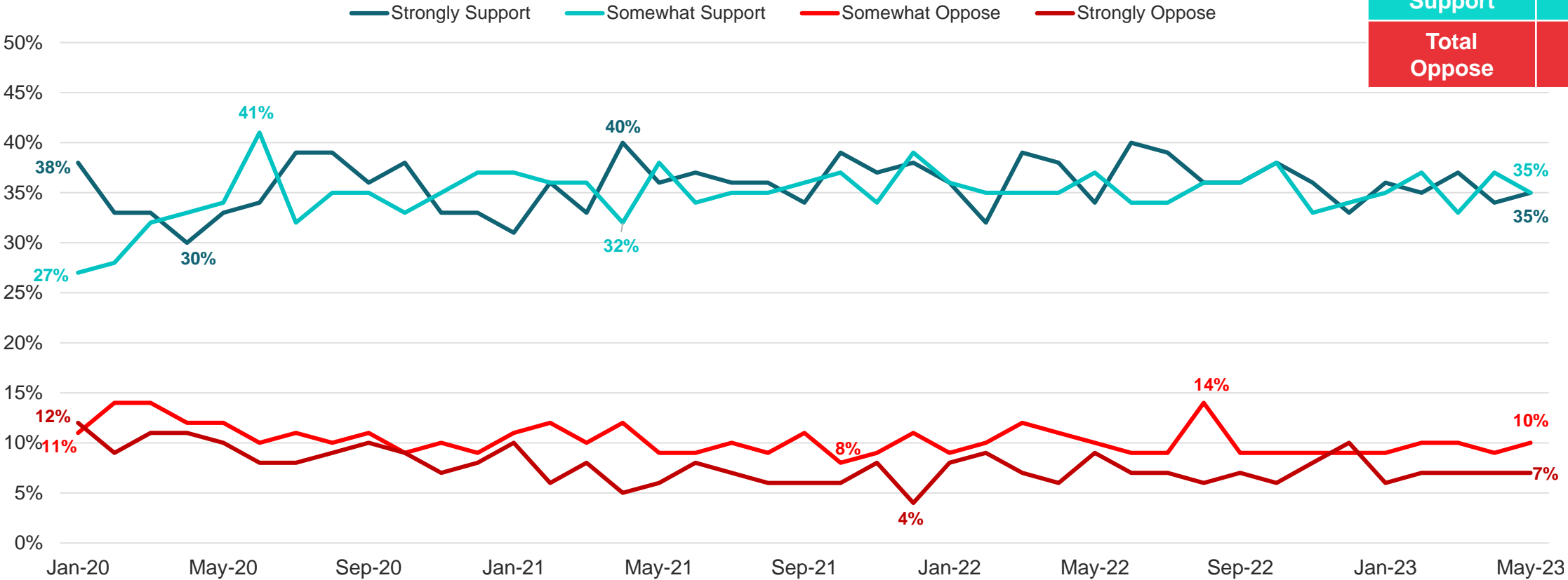
Note: Don't know/no opinion responses are not shown.

In May, support for school vouchers held steady among school parents. Their support is at least 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?

May 2023

School Parents



| | |
|----------------------|------------|
| Total Support | 70% |
| Total Oppose | 17% |

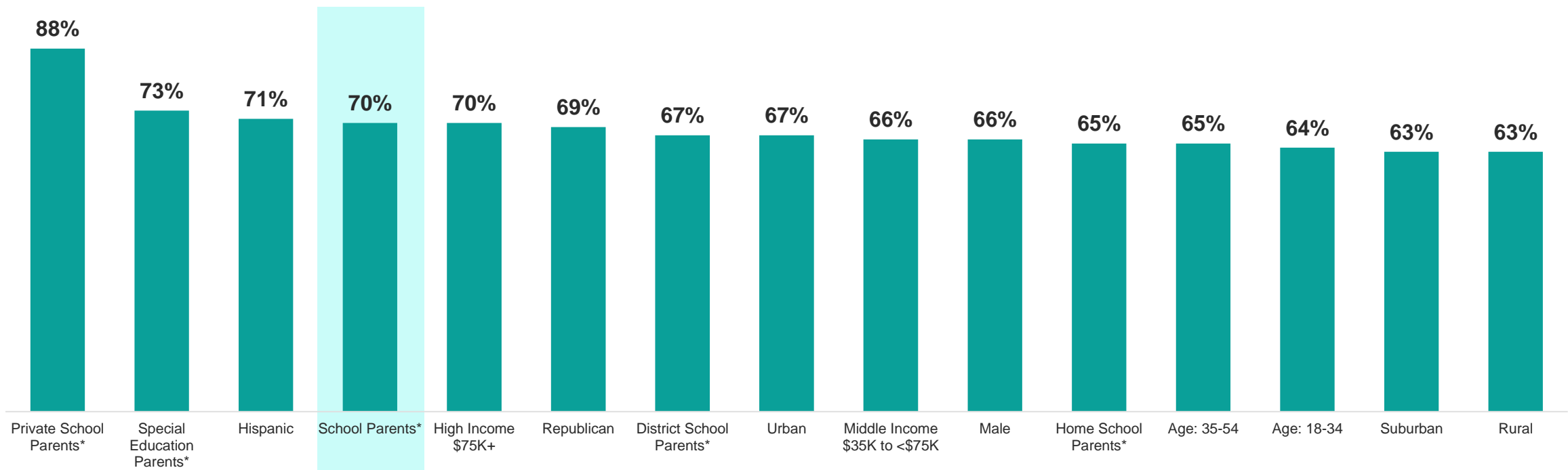
Note: Don't know/no opinion responses are not shown.

Seventy percent of school parents say they support public charter schools. There are consistent levels of 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 May 17, 2023 – May 19, 2023, among U.S. adults-

In May, support for charter schools increased among Hispanic and Urban adults but fell among Black, Suburban, and Independent 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. April | | | vs. April | | | vs. April |
|--------------------------------|-----|-----------|--------------------|-----|-----------|--------------------|-----|-----------|
| Hispanic | 71% | +6 | Male | 66% | +0 | Educ: < College | 62% | -3 |
| High Income \$75K+ | 70% | +1 | Gen X | 65% | +1 | Gen Z | 62% | -2 |
| Republican | 69% | -3 | South | 64% | +3 | Independent | 61% | -5 |
| West | 67% | -5 | Suburban | 63% | -5 | Female | 61% | -4 |
| Urban | 67% | +4 | Rural | 63% | +0 | Northeast | 61% | -5 |
| Millennial | 66% | -2 | Democrat | 63% | +1 | Baby Boomers | 60% | -10 |
| Middle Income \$35K to < \$75K | 66% | +0 | Midwest | 62% | -3 | Small Town | 58% | -7 |
| Educ: Bachelors or Postgrad | 66% | +1 | Black | 62% | -6 | Low Income < \$35K | 57% | -3 |
| | | | Non-Hispanic White | 62% | -4 | | | |

Source: Survey conducted May 17, 2023 – May 19, 2023, among U.S. adults-

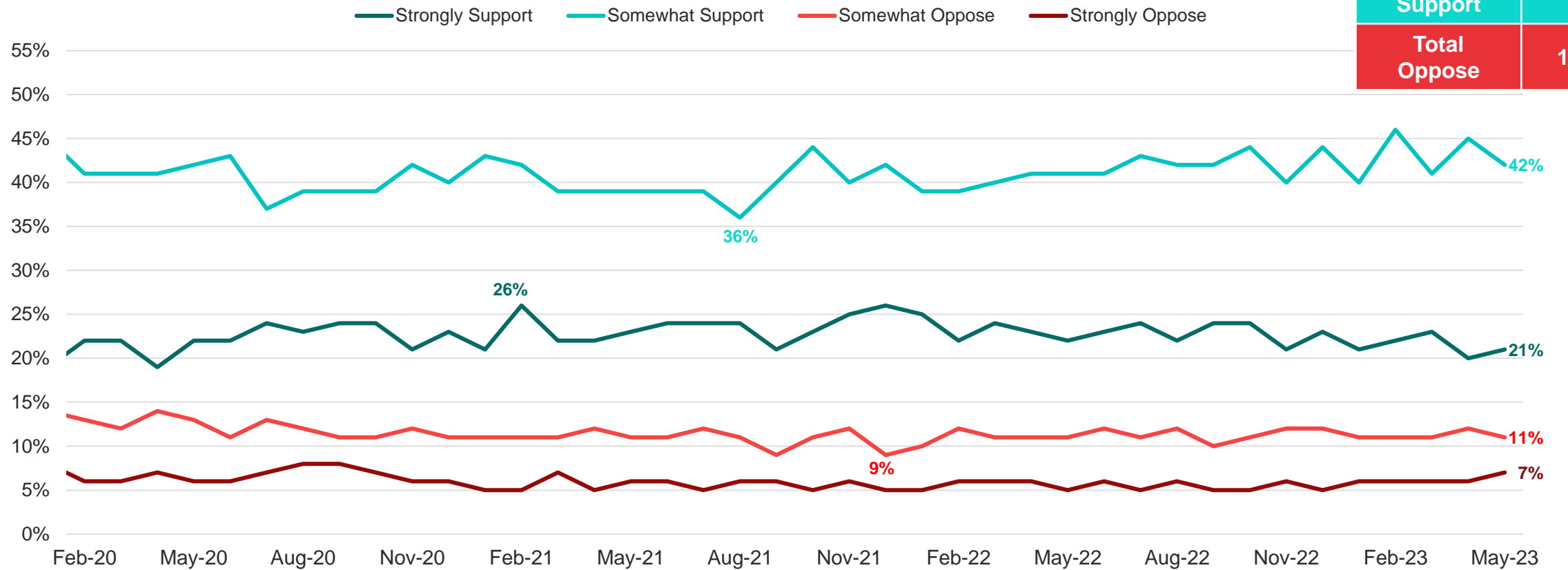
Americans' overall support for charter schools fell slightly in May.

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?

May 2023

| | |
|----------------------|------------|
| Total Support | 63% |
| Total Oppose | 18% |

All Adults



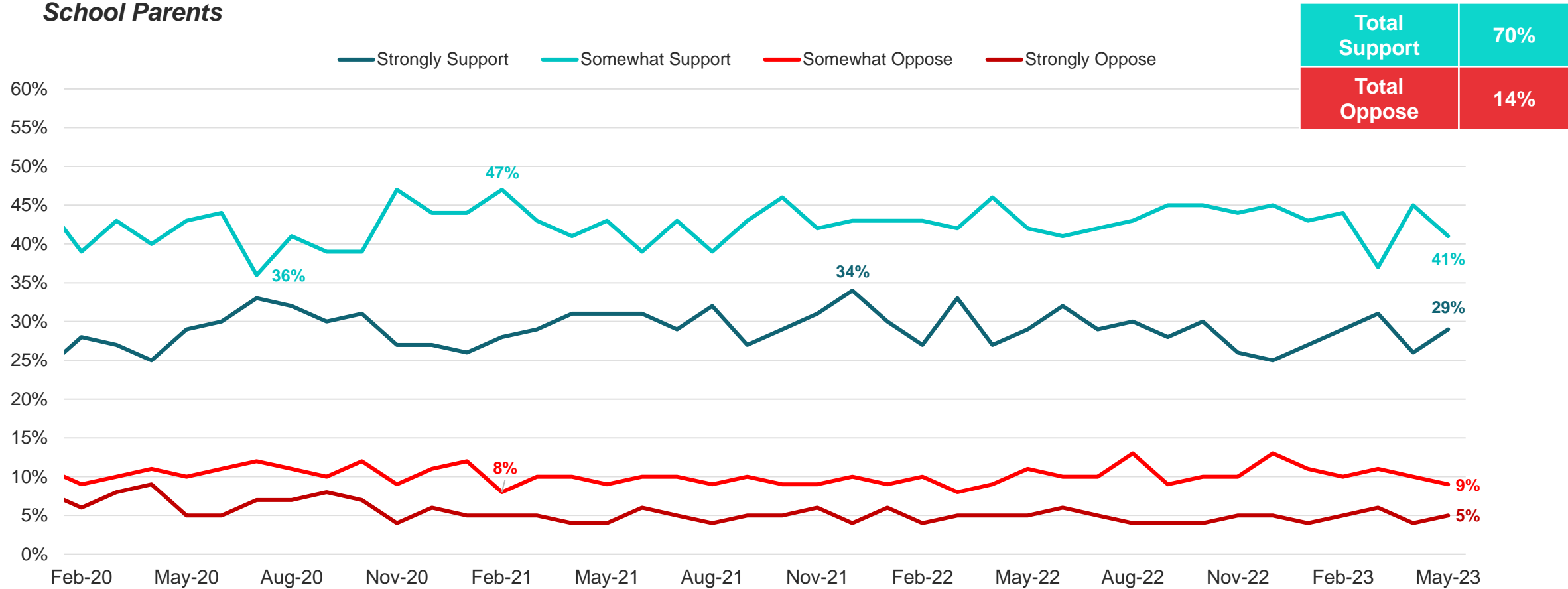
Note: Don't know/no opinion responses are not shown.

Parent support for charter schools remained stable in May. They are five 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

May 2023



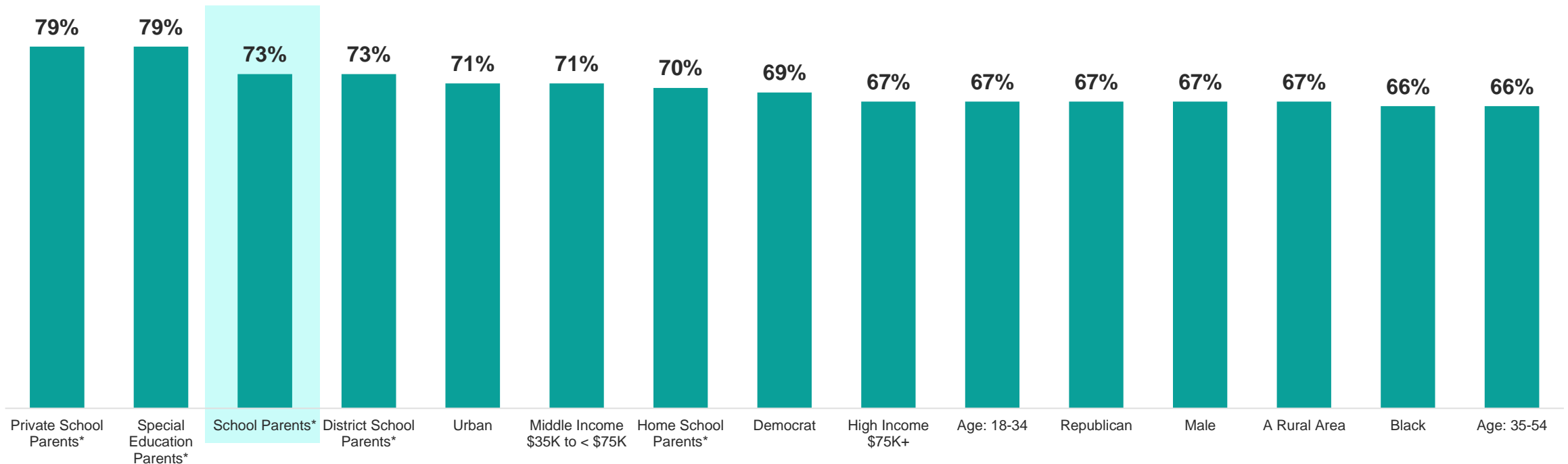
Note: Don't know/no opinion responses are not shown.

Roughly three-fourths of school parents said they support inter-district open enrollment. There is consistent 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 May 17, 2023 – May 19, 2023, among U.S. adults-

Open enrollment support decreased among High Income, Gen Z, Millennial, and Midwest adults.

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

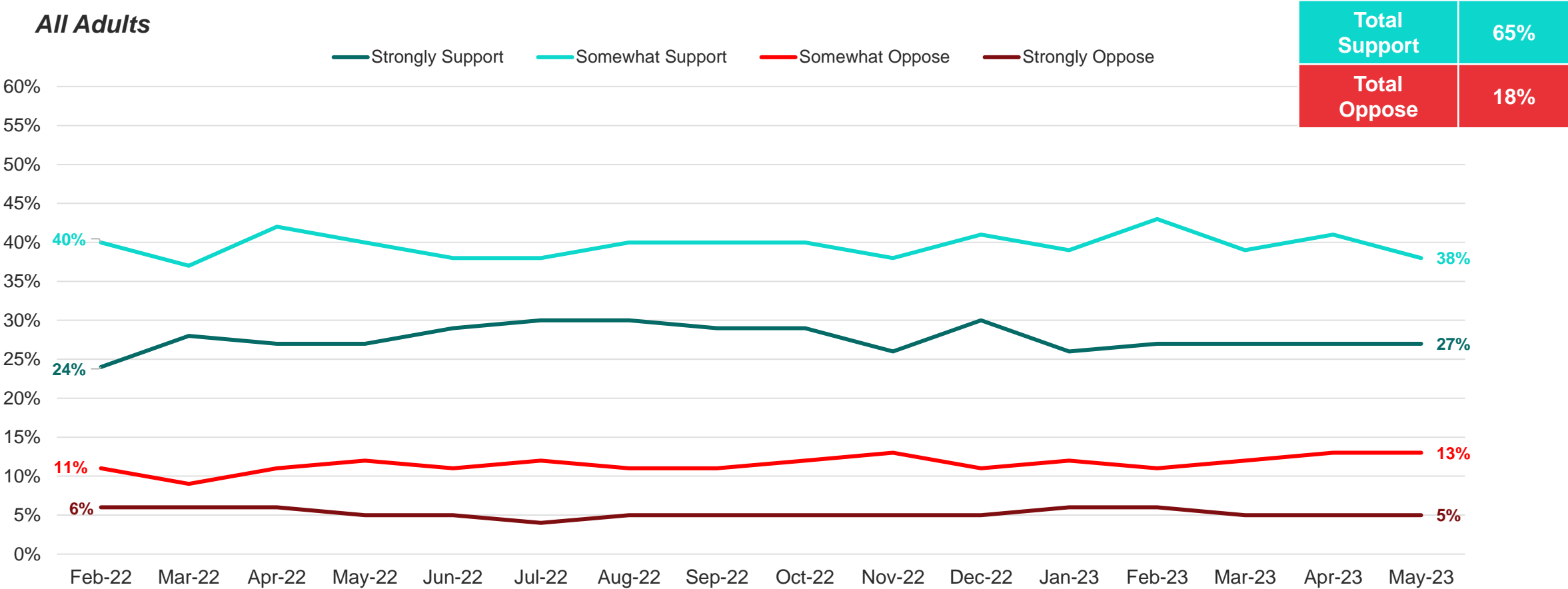
| | | vs. April | | | vs. April | | | vs. April |
|--------------------------------|-----|-----------|-----------------------------|-----|-----------|--------------------|-----|-----------|
| Urban | 71% | +1 | Male | 67% | -1 | Non-Hispanic White | 65% | -2 |
| Middle Income \$35K to < \$75K | 71% | +3 | Educ: Bachelors or Postgrad | 67% | -1 | South | 65% | -1 |
| Democrat | 69% | +1 | Midwest | 66% | -6 | Suburban | 64% | -4 |
| West | 68% | +0 | Millennial | 66% | -5 | Baby Boomers | 64% | +1 |
| High Income \$75K+ | 67% | -8 | Black | 66% | -4 | Northeast | 64% | -1 |
| Rural | 67% | +1 | Gen X | 66% | -3 | Independent | 63% | -5 |
| Gen Z | 67% | -6 | Female | 65% | -2 | Low Income < \$35K | 61% | -7 |
| Republican | 67% | -3 | Educ: < College | 65% | -2 | Small Town | 59% | -6 |
| | | | Hispanic | 65% | -2 | | | |

The public’s support for inter-district open enrollment fell slightly in May but remains consistent with previous levels of 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.

May 2023

All Adults

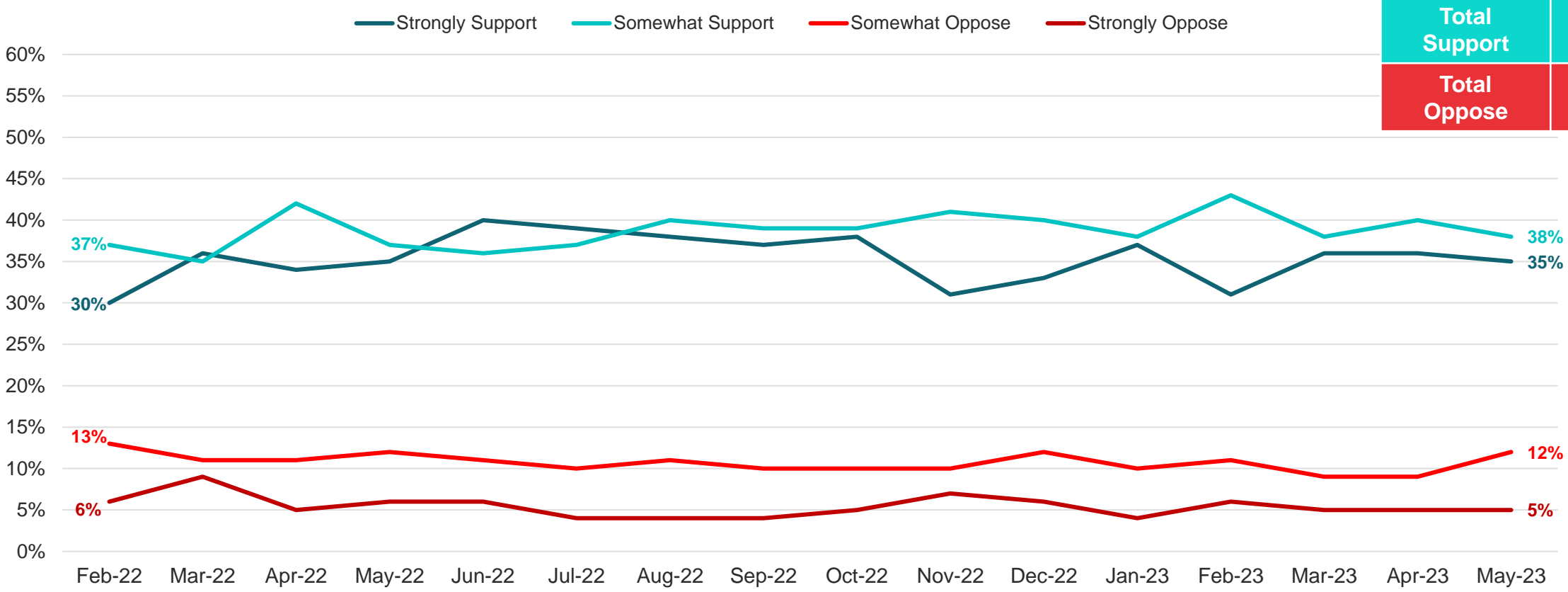


Note: Don't know/no opinion responses are not shown.

Among school parents, overall support of open enrollment decreased slightly in May.

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



| May 2023 | |
|---------------|-----|
| Total Support | 73% |
| Total Oppose | 17% |

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

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SURVEY PROFILE AND DEMOGRAPHICS



Survey Profile, 1

| | |
|---|---|
| Dates | May 17-19, 2023 |
| Survey Data Collection & Quality Control | Morning Consult |
| Survey Sponsor | EdChoice |
| Population | General Population (Adults, Age 18+) |
| Sampling Frame | National sample of adults (age 18+) living in the United States, including the District of Columbia, with an oversample of school parents |
| Sampling Method | Non-Probability, Stratified (based on Age, Gender) |
| Mode | Online Survey |
| Language | English |

Survey Profile, 2

| | |
|--|---|
| Survey Time | Gen Pop Median = 10.63 minutes Oversample Median = 13.83 minutes |
| Sample Size | N = 2,259 General Population N= 1,271 Total School Parents |
| Oversampling | N = 850 School Parents |
| Quotas | Age, Gender |
| Weighting | Age, Race, Ethnicity, Gender, Education, Census Region |
| Measure of Precision (adjusted for weighting) | ± 2.44 percentage points (Gen Pop), ± 3.68 percentage points (Oversample) |
| Participation Rate | 41.57% (Gen Pop), 10.17% (Oversample) |
| Methods Page | https://edchoice.morningconsultintelligence.com/methodology |
| Project Contact | Paul DiPerna, paul@edchoice.org |

Total Sample Demographics

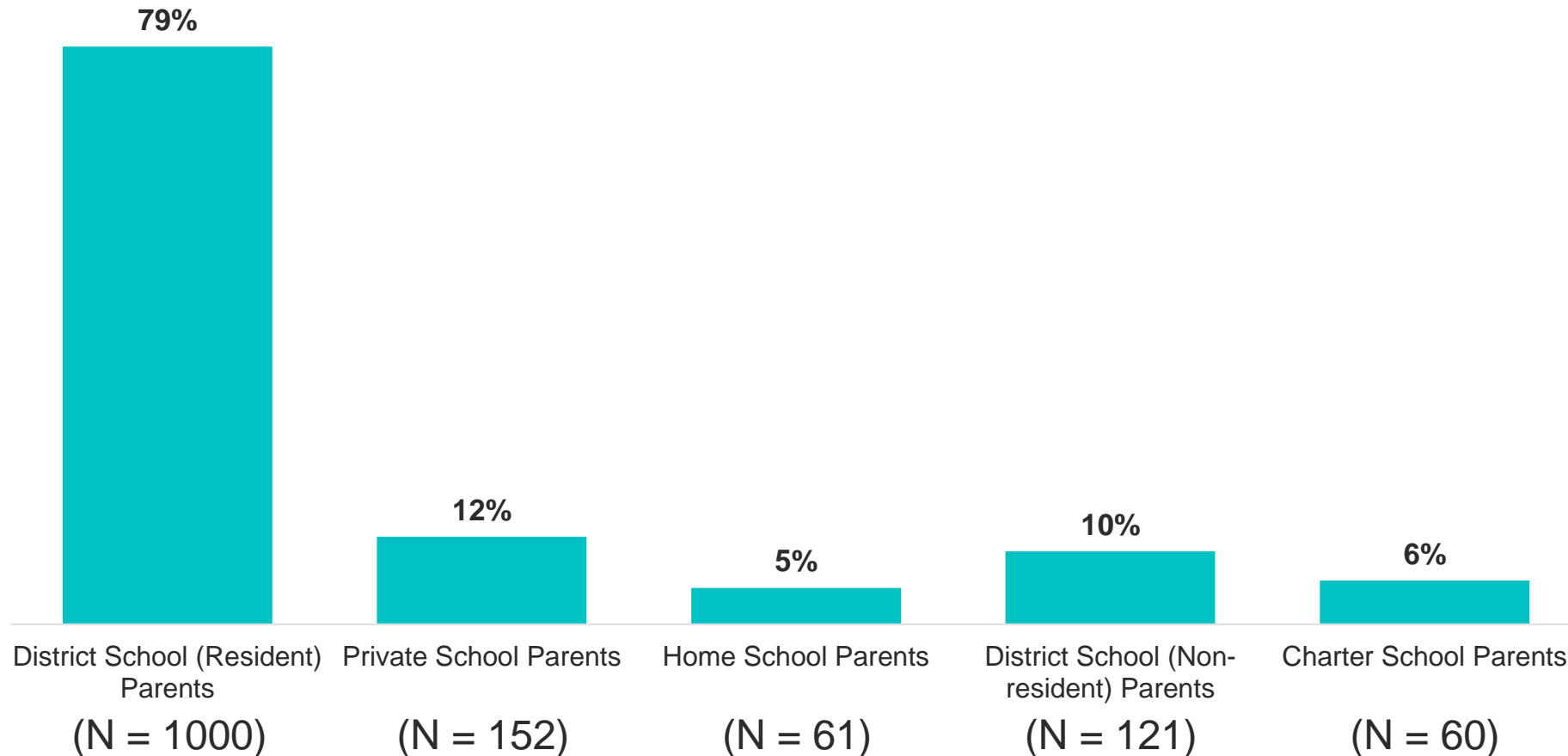
| Demographics | Unweighted (N =) |
|--------------------|-------------------|
| Hispanic | 239 |
| Non-Hispanic White | 1578 |
| Black | 330 |
| Other | 114 |
| Generation Z | 333 |
| Millennial | 619 |
| Generation X | 544 |
| Boomers | 691 |
| Male | 1050 |
| Female | 1209 |
| < College | 1505 |
| College + | 754 |
| Northeast | 415 |
| Midwest | 416 |
| South | 959 |
| West | 418 |

| Demographics | Unweighted (N =) |
|-------------------------------|-------------------|
| Total School Parents* | 1272 |
| K-4 Parents* | 695 |
| 5-8 Parents* | 575 |
| 9-12 Parents* | 466 |
| Non-Parents | 950 |
| Liberal | 602 |
| Moderate | 693 |
| Conservative | 771 |
| Democrat | 787 |
| Independent | 635 |
| Republican | 704 |
| Urban | 597 |
| Suburban | 1004 |
| Small Town | 229 |
| Rural | 429 |
| Low Income <\$35K | 900 |
| Middle Income \$35K to <\$75K | 764 |
| High Income \$75K+ | 595 |

* Denotes the sample came from school parents

| Demographics | Unweighted | Weighted | Target (%) |
|--------------------|------------|----------|------------|
| Hispanic | 11% | 17% | 16% |
| White | 70% | 62% | 78% |
| Non-Hispanic White | 70% | n/a | n/a |
| Black | 15% | 13% | 12% |
| Other | 5% | 8% | 9% |
| Age: 18-34 | 28% | 29% | 30% |
| Age: 35-54 | 32% | 33% | 31% |
| Age: 55+ | 40% | 39% | 40% |
| Age: 65+ | 23% | 22% | 20% |
| Male | 47% | 49% | 48% |
| Female | 54% | 51% | 52% |
| < College | 67% | 65% | 69% |
| College + | 33% | 35% | 31% |
| Northeast | 18% | 18% | 18% |
| Midwest | 21% | 21% | 21% |
| South | 42% | 38% | 37% |
| West | 19% | 24% | 24% |

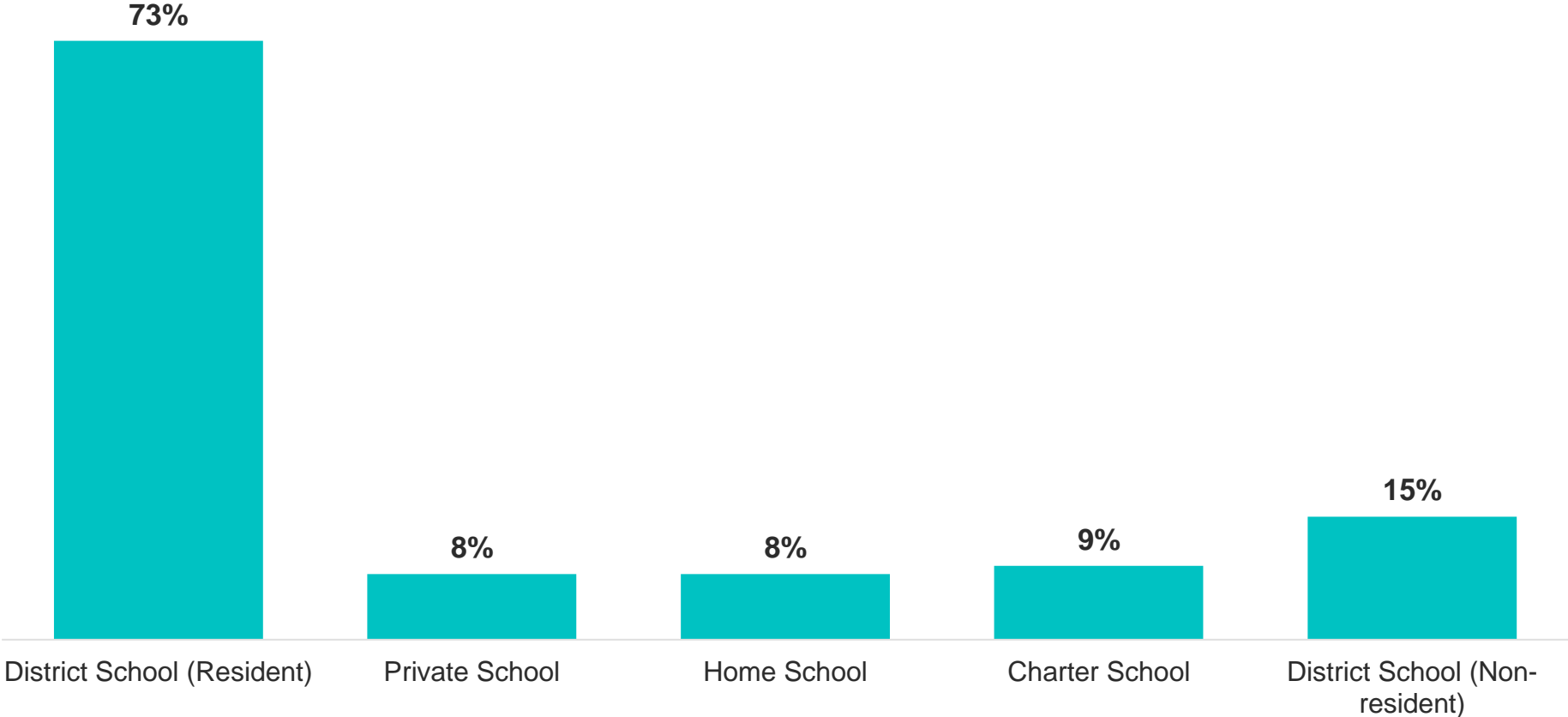
Parent groups based on estimated school type attendance for the 2022-2023 school year



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 |

WHO WE ARE

 **MORNING CONSULT**[®]

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

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

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



 **CHOICE**

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

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



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