

 MORNING CONSULT®

 edCHOICE

THE PUBLIC, PARENTS, AND K-12 EDUCATION

A National Polling Report

June 2023

KEY FINDINGS

1. Nearly 40 percent of parents reported their children participating in athletics-focused programs in June, the highest participation out of any program listed. Culture-focused programs and those related to career preparation had the lowest levels of participation. Parents who paid for culture-focused activities report spending the most amount of money. Those who paid for athletics-focused activities report spending the least amount.
2. One out of four parents indicate that their child has switched from one school type to another in the past few years. School switching is highest among private school and special education parents. Those who have a child who has switched schools are most likely to indicate their child experienced bullying at their former school compared to other challenges,
3. Sixty percent of school parents are at least somewhat supportive of having their child's school move to a four-day school week – almost 20 percentage points higher than non-parents. More than half of parents think their child's school should give the option of a four-day school week.
4. About half of parents are concerned about a violent intruder entering their child's school. This proportion has remained consistent for the past few months.
5. Private school parents are nearly 20 percentage points more likely to say that they are 'very satisfied' with their child's/children's schooling experiences than district school parents. Parent response trends show they are consistently more likely to say they are 'very satisfied' with private schools than public district schools. Though satisfaction with both school types has risen since May.
6. 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. Almost 3 in 5 parents feel "hopeful" about the future, and more than half feel "a sense of purpose" and "optimistic."
7. School parents remain much more optimistic about K-12 education locally – by more than 20 percentage points – compared to how they view K-12 education nationwide.
8. Overall support levels for school choice policies remain high among school parents and the general public, holding steady since May.
 - Education savings accounts (ESAs) – 75% / 68%
 - School vouchers – 71% / 60%
 - Charter schools – 71% / 64%
 - Open enrollment – 74% / 68%

Methodology

This poll was conducted between June 13-15, 2023 among a sample of 2,325 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 2.55 percentage points..

AGENDA

WELLBEING AND HAPPINESS

VIEWS ON K-12 EDUCATION

VIEWS ON SCHOOLING

PODS, TUTORING, AND EXTRACURRICULARS

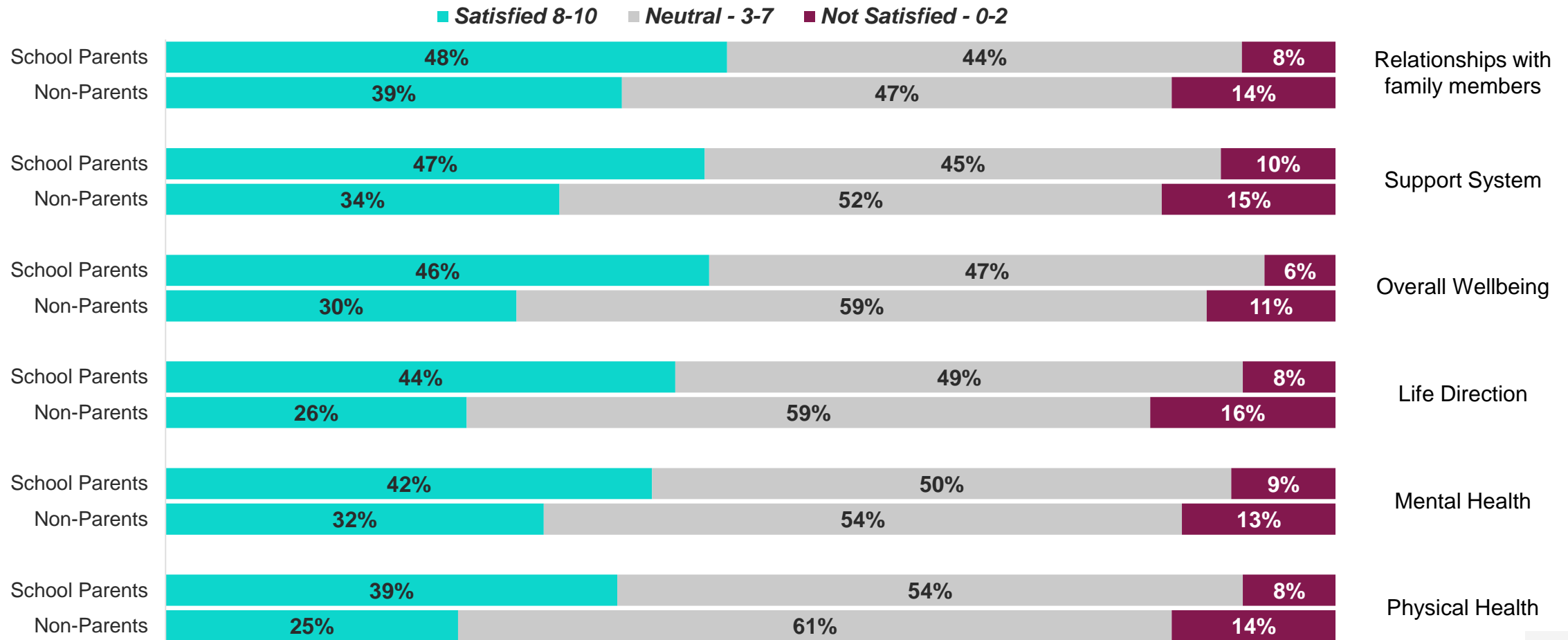
SCHOOL CHOICE POLICIES

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.



Source: Survey conducted June 13, 2023 – June 15, 2023, among U.S. adults

Nearly 60 percent of parents feel “hopeful” about the future, and more than half feel “a sense of purpose” and “optimistic.”

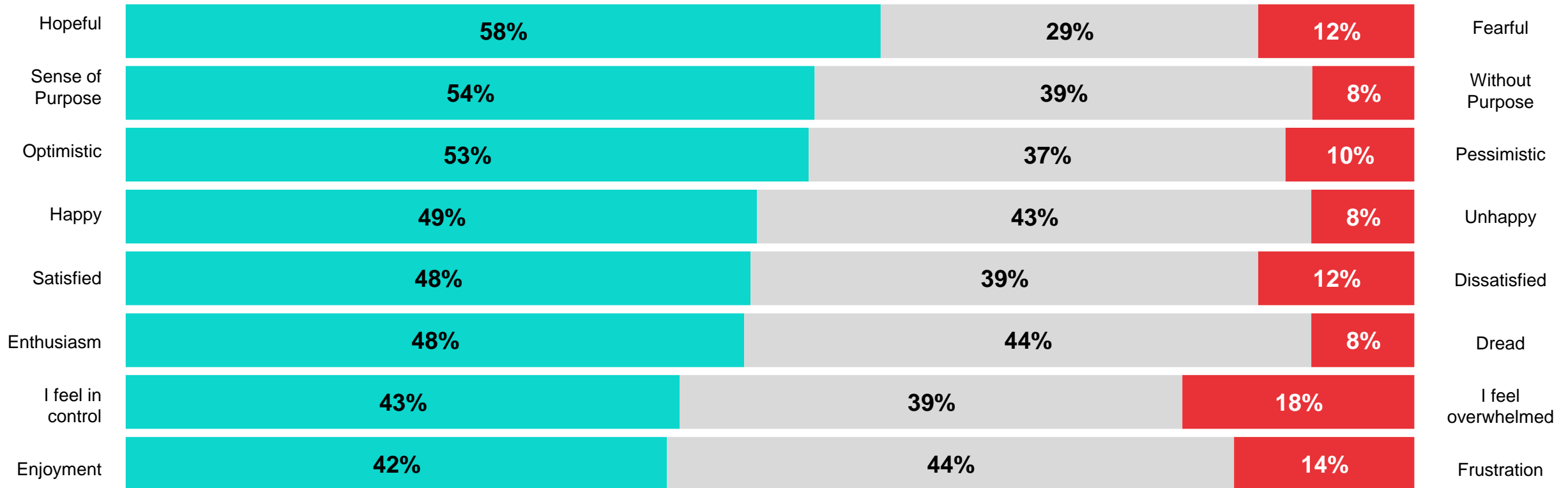
When thinking about the future, please select which of these words best describes how you feel right now?

School Parents

Agree more with this statement ←

Neutral

→ Agree more with this statement



More than 40 percent of non-parents feel “hopeful” about the future. One-fourth feel “frustration,” pessimistic,” “overwhelmed,” or “dissatisfied.”

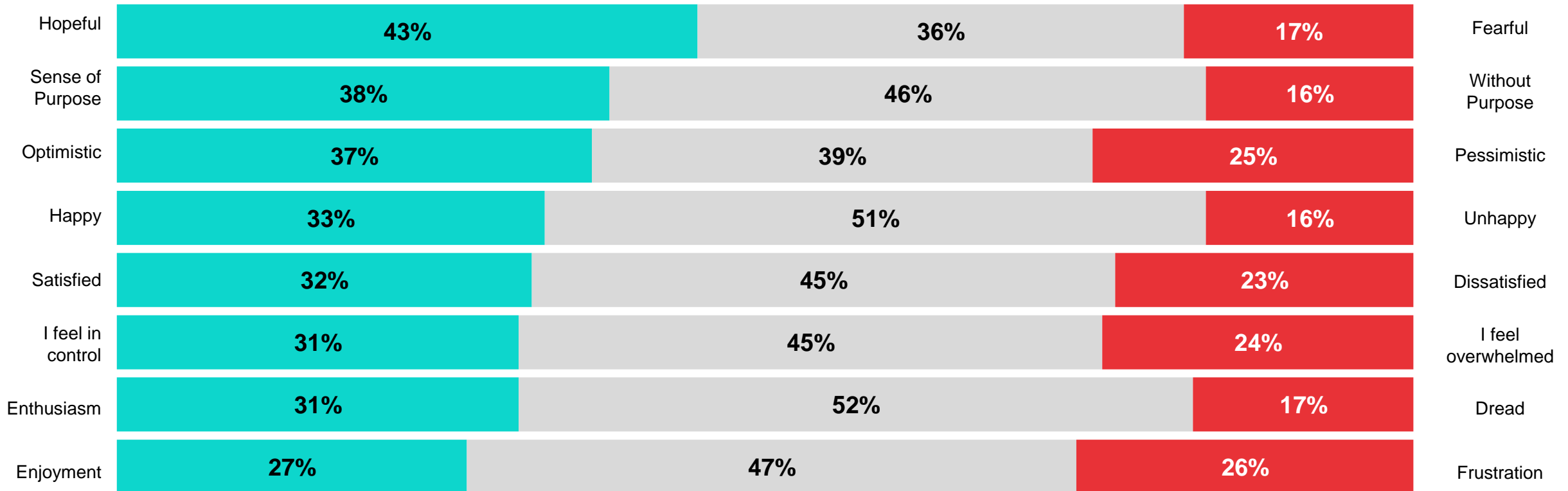
When thinking about the future, please select which of these words best describes how you feel right now?

Non-Parents

Agree more with this statement ←

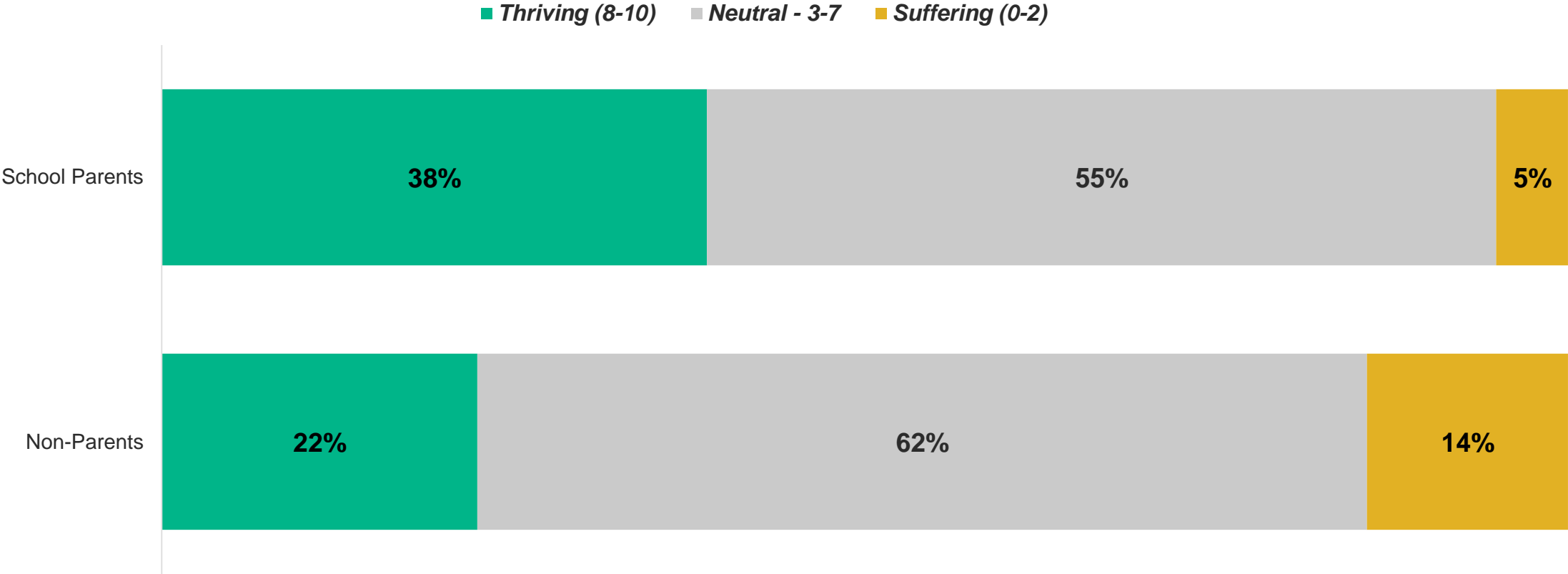
Neutral

→ Agree more with this statement



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 June 13, 2023 – June 15, 2023, among U.S. adults

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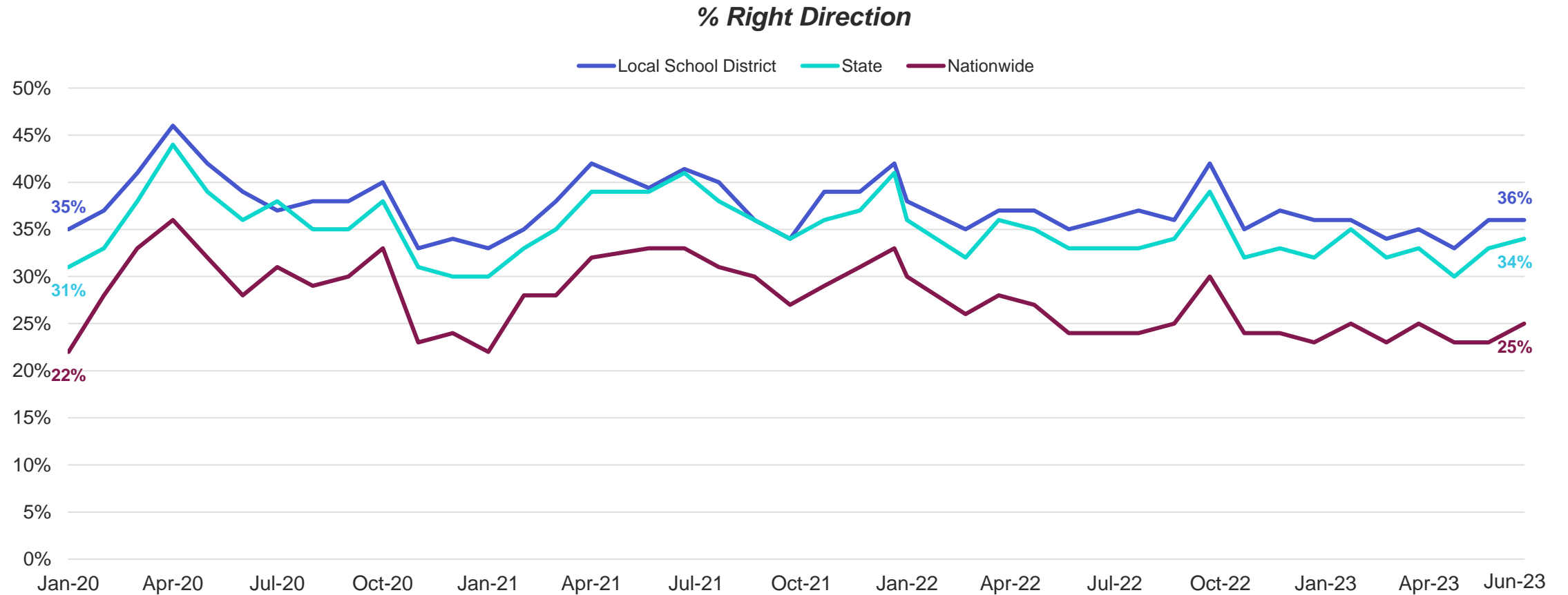
SURVEY PROFILE AND DEMOGRAPHICS



The public's views about the direction of K-12 education have remained relatively unchanged since October 2022. Sentiment has recently ticked upward at 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

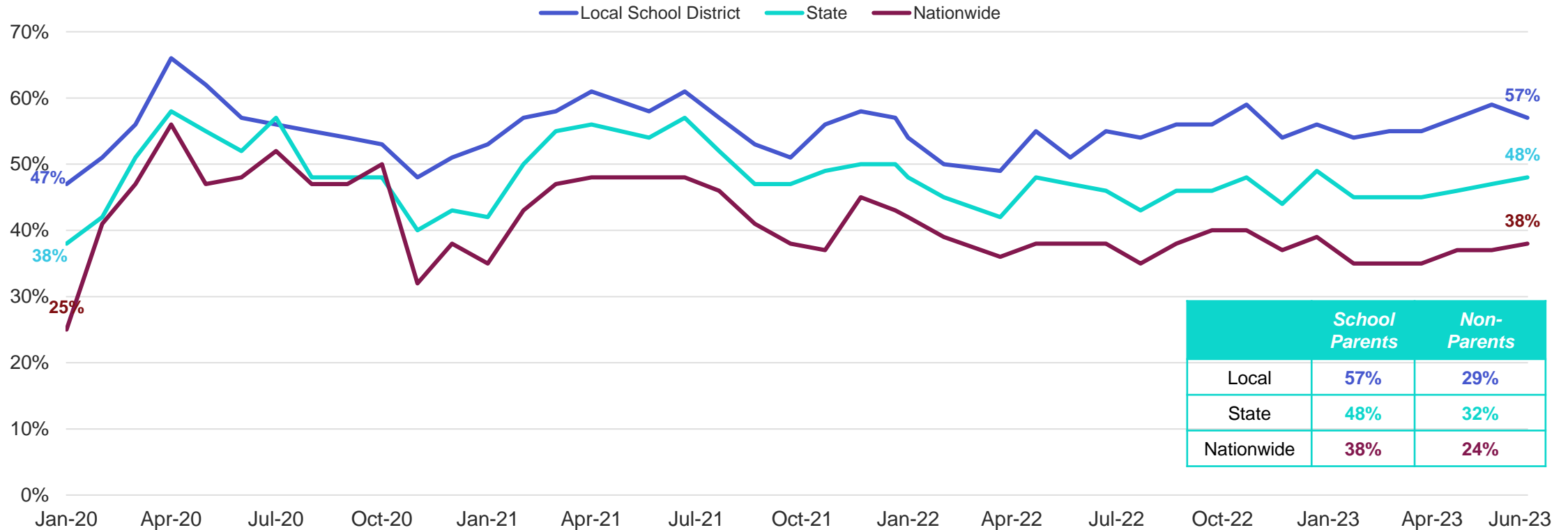


Parents' opinions have remained fairly stable since the beginning of this year regarding how they see the direction of K-12 education.

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



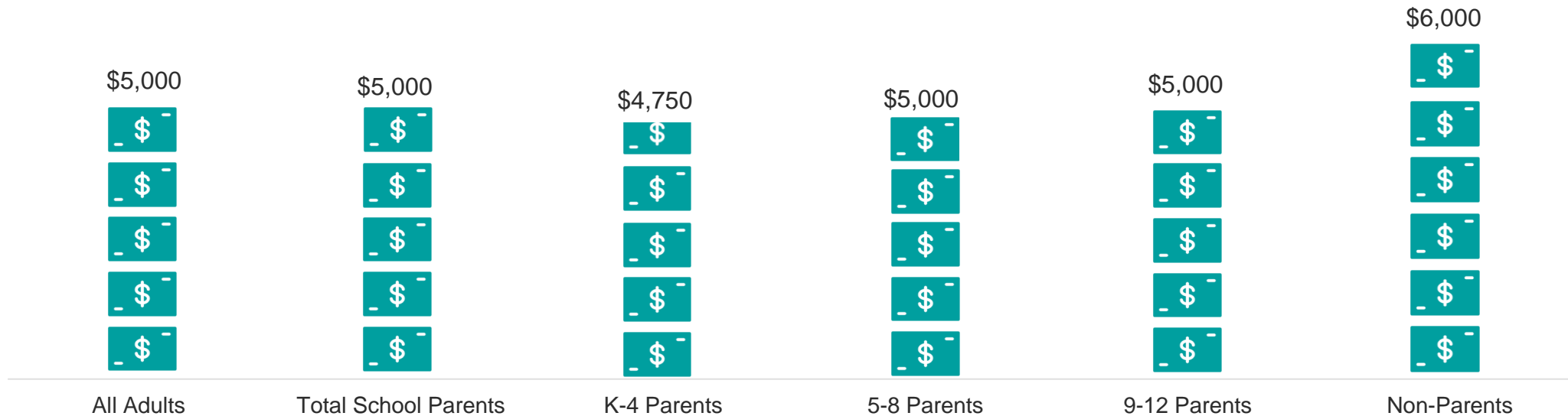
The general public and school parents greatly underestimate per-student spending in public schools.

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

 = \$1,000

Median Estimate

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 while skills for future employment are extremely important for grades 9-12.







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 (53%)
-  Become independent thinkers (46%)
-  Socialization (45%)
-  Skills for future employment (43%)
-  How to be good citizens (41%)
-  Values, moral character, religious virtues (32%)
-  To fix social problems (18%)

Grades 9-12

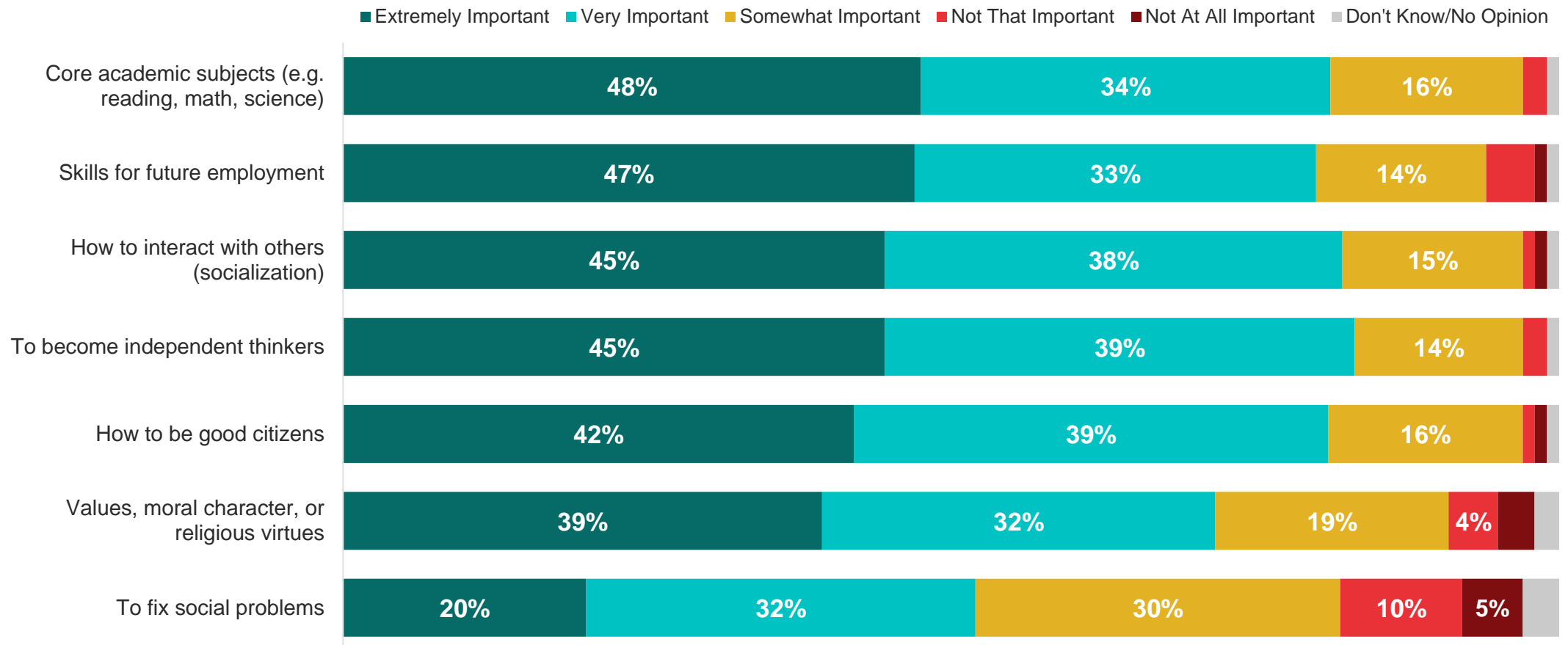
Average % selected Extremely Important **39%**

-  Skills for future employment (55%)
-  Core academic subjects (50%)
-  Become independent thinkers (43%)
-  How to be good citizens (40%)
-  Socialization (37%)
-  Values, moral character, religious virtues (32%)
-  To fix social problems (17%)

School parents have diverse 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...

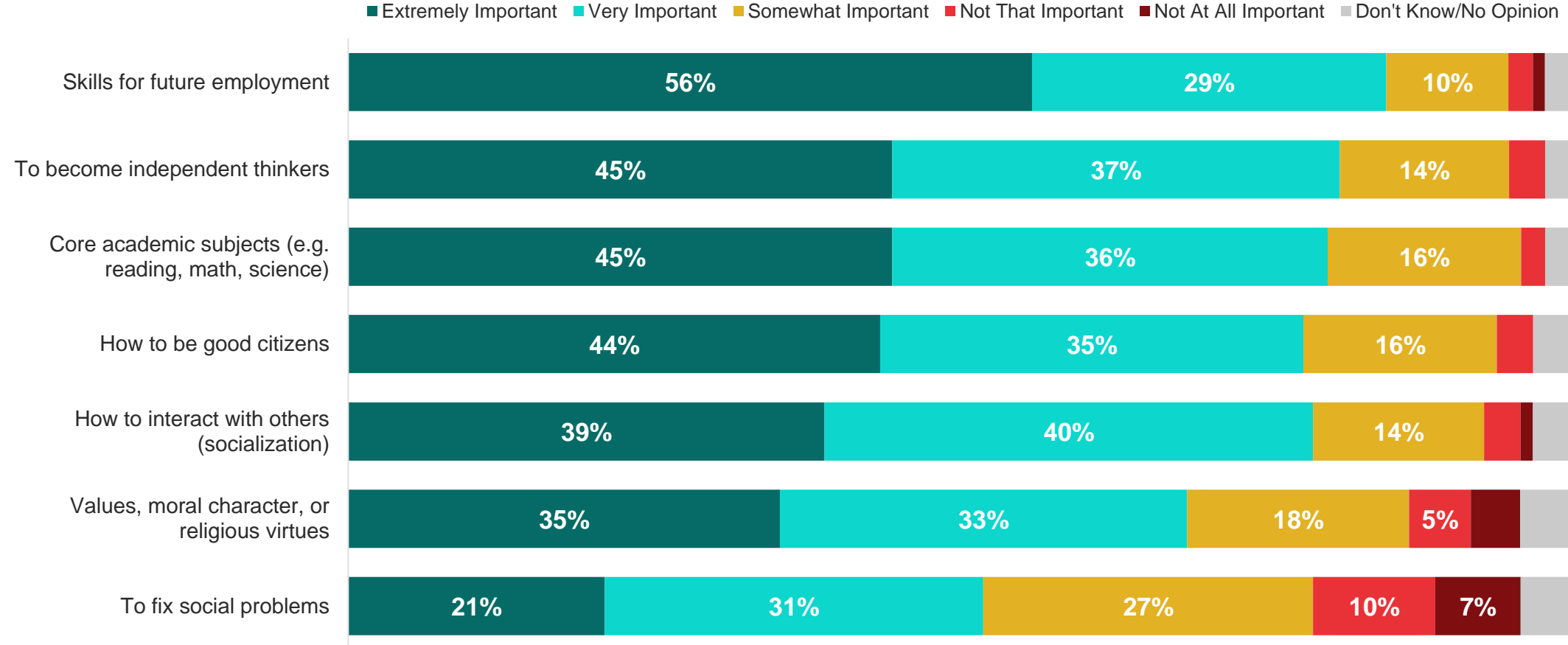
School Parents



School parents are most likely to rate skills for future employment as the most important purpose 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



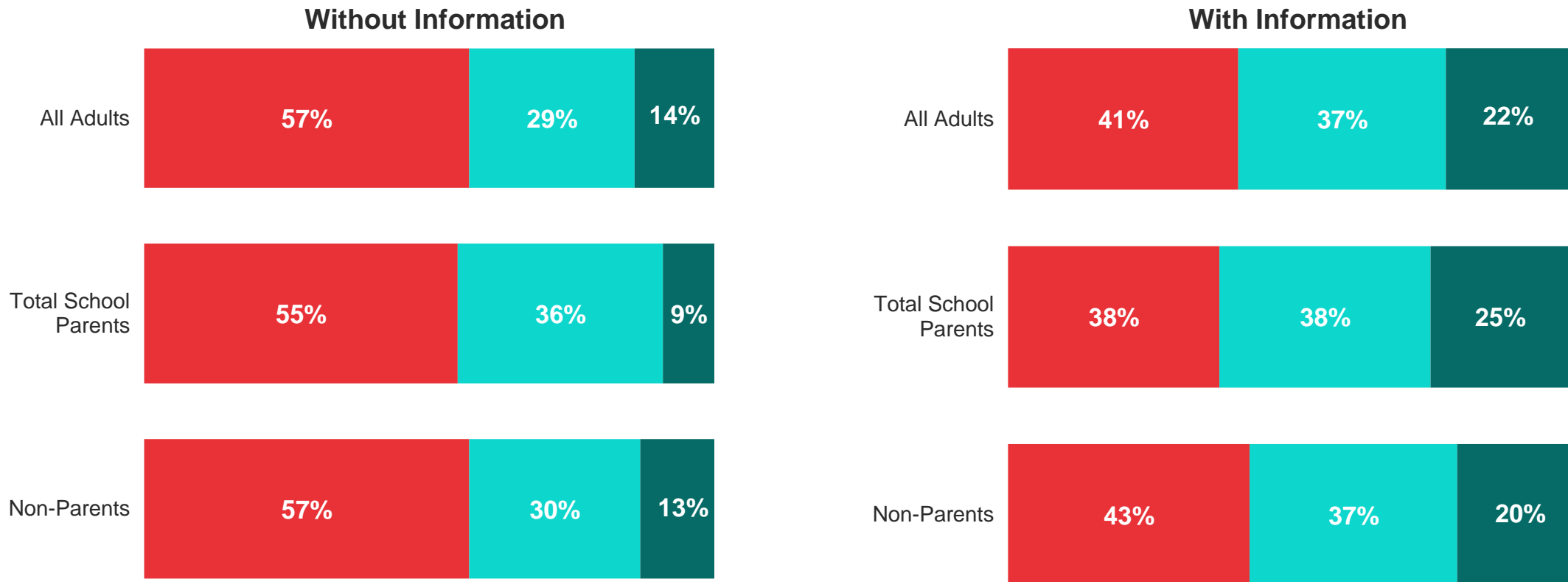
Source: Survey conducted June 13, 2023 – June 15, 2023, among U.S. adults

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:

■ Too Low ■ About Right ■ Too High



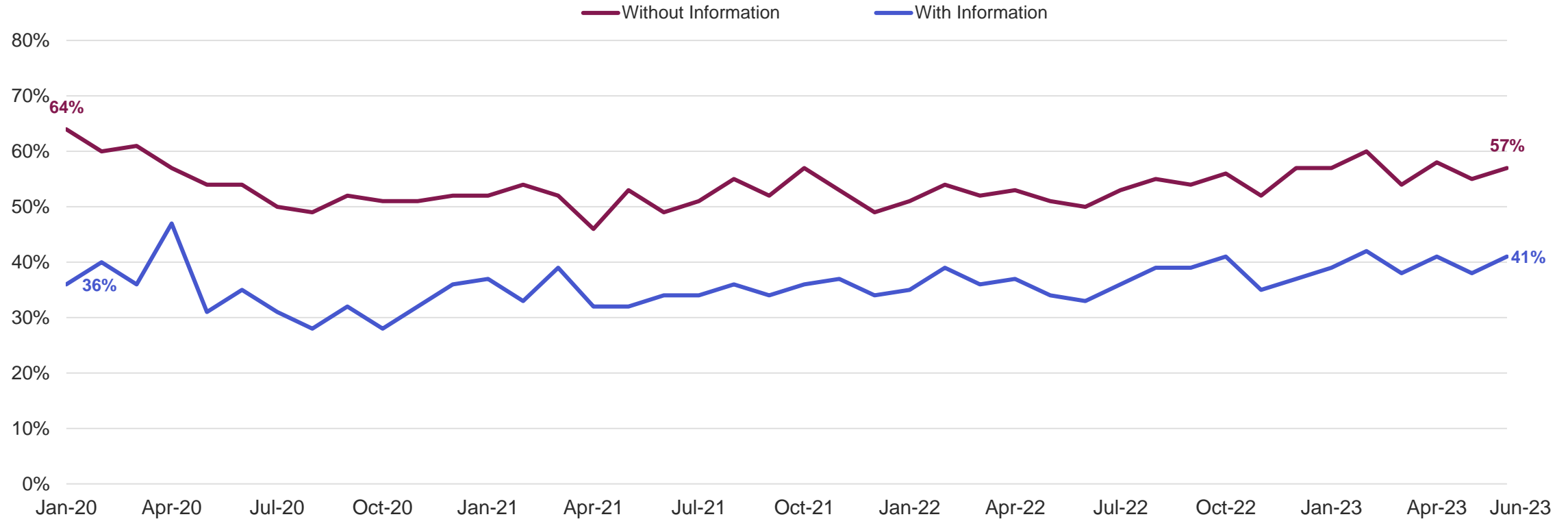
Americans who indicated school funding is too low increased slightly in June, regardless of whether they saw a publicly reported funding statistic or not.

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

% Too Low



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SURVEY PROFILE AND DEMOGRAPHICS



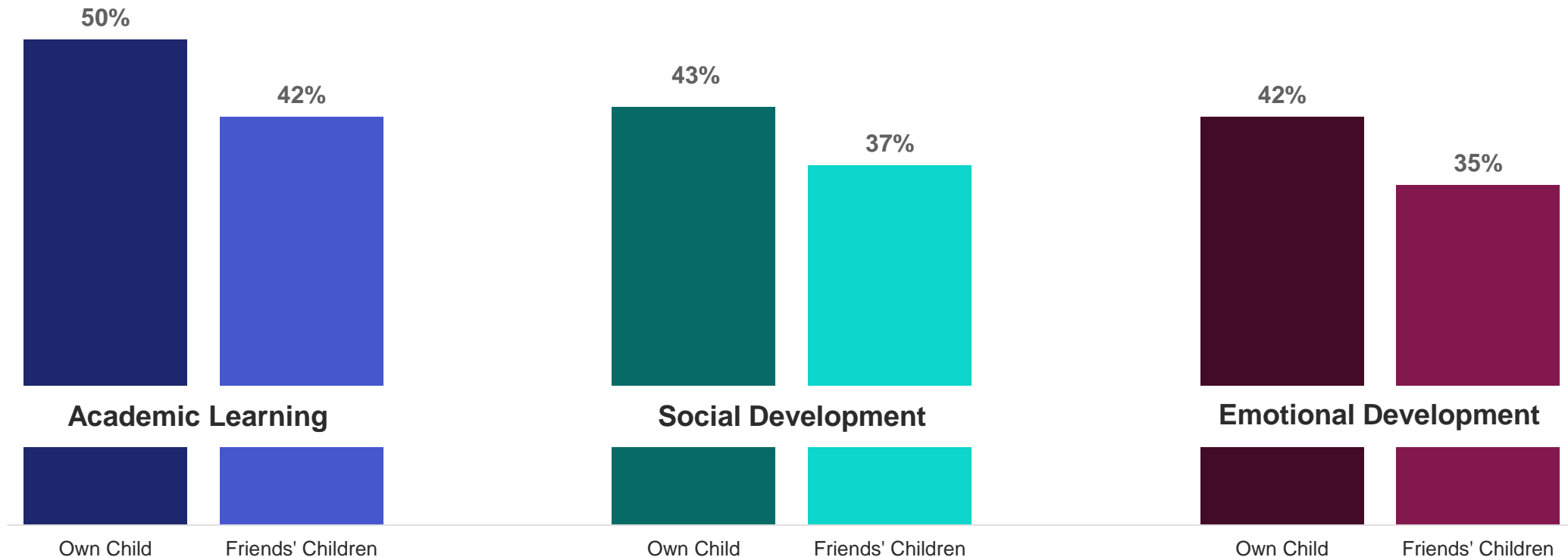
Parents tend to be more optimistic about the progress of their own children – academically, socially, and emotionally – compared to the progress of their friends’ children.

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

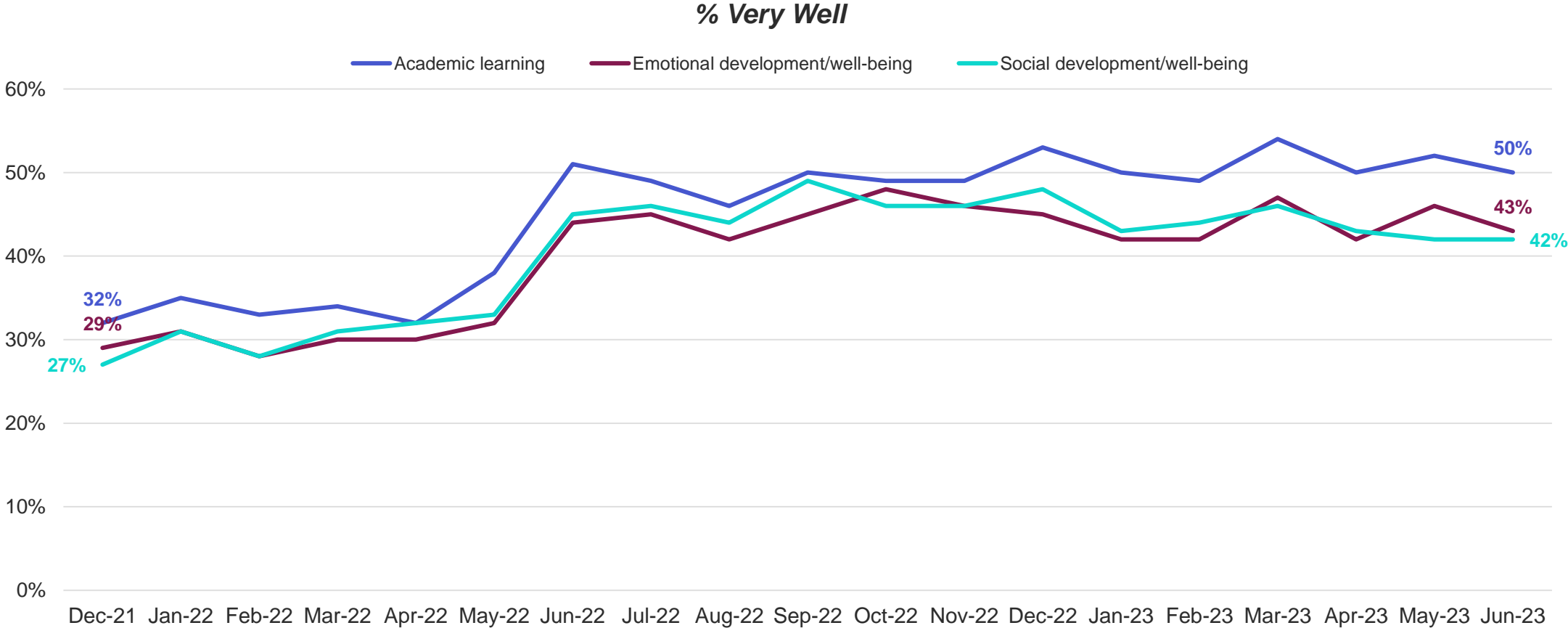
% Very Well



Parents' optimism of how their children are doing academically and emotionally fell slightly in June. 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

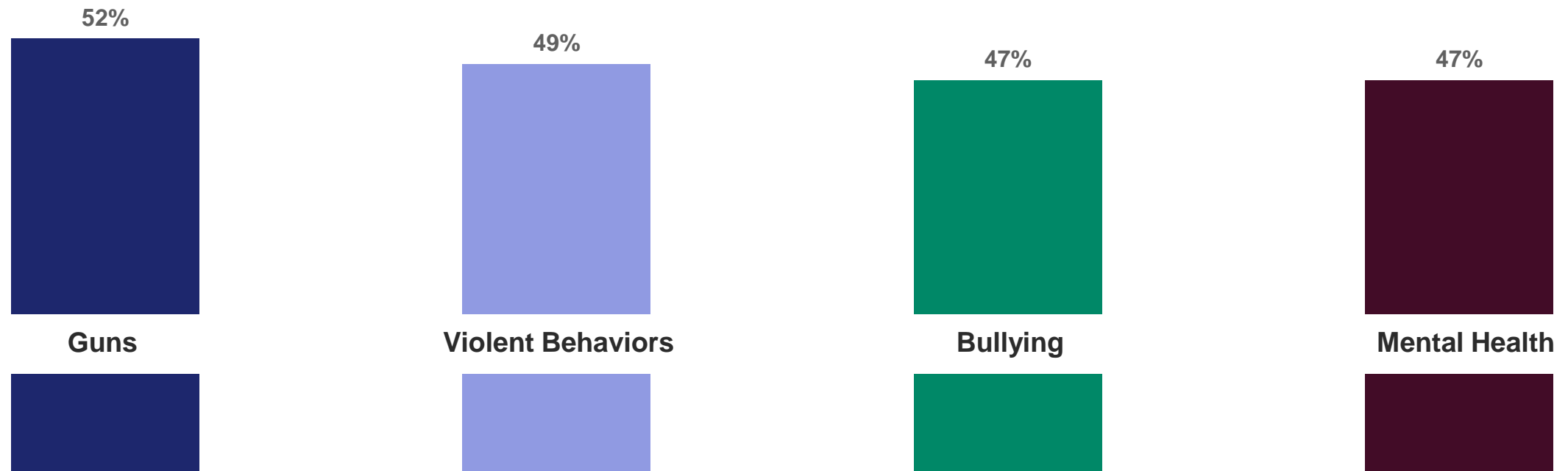


Roughly half of school parents feel their child's school handles the following four important issues at least very well.

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

School Parents

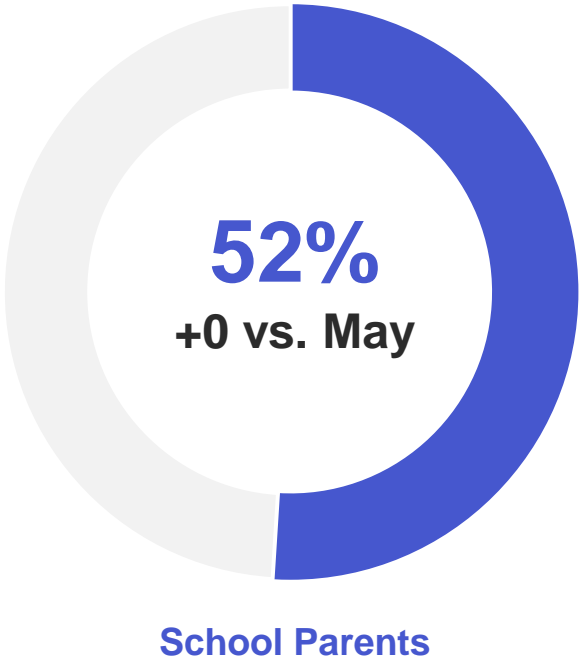
Total Well
(Extremely + Very Well)



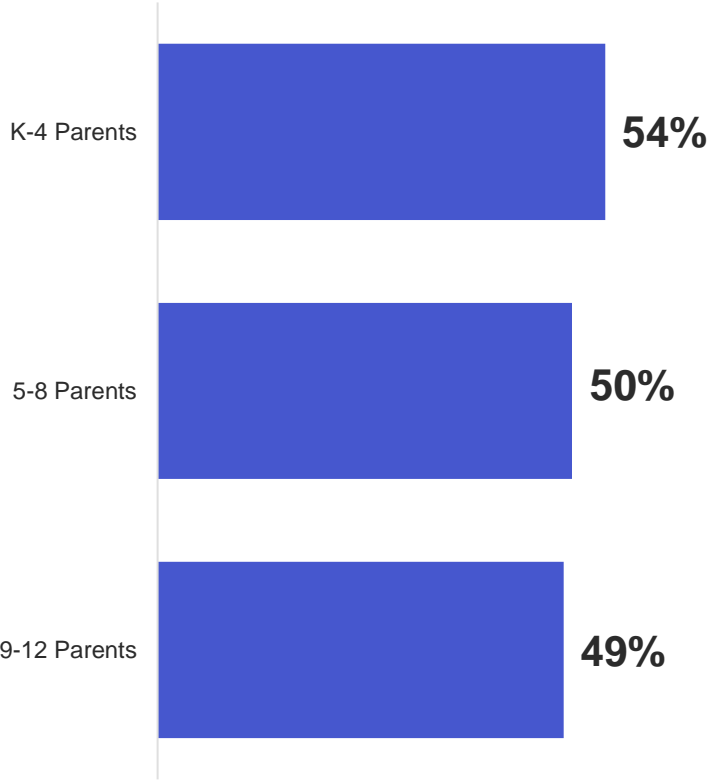
About half of school parents are concerned about a violent intruder entering their child’s school. This proportion has remained stable since last month.

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)

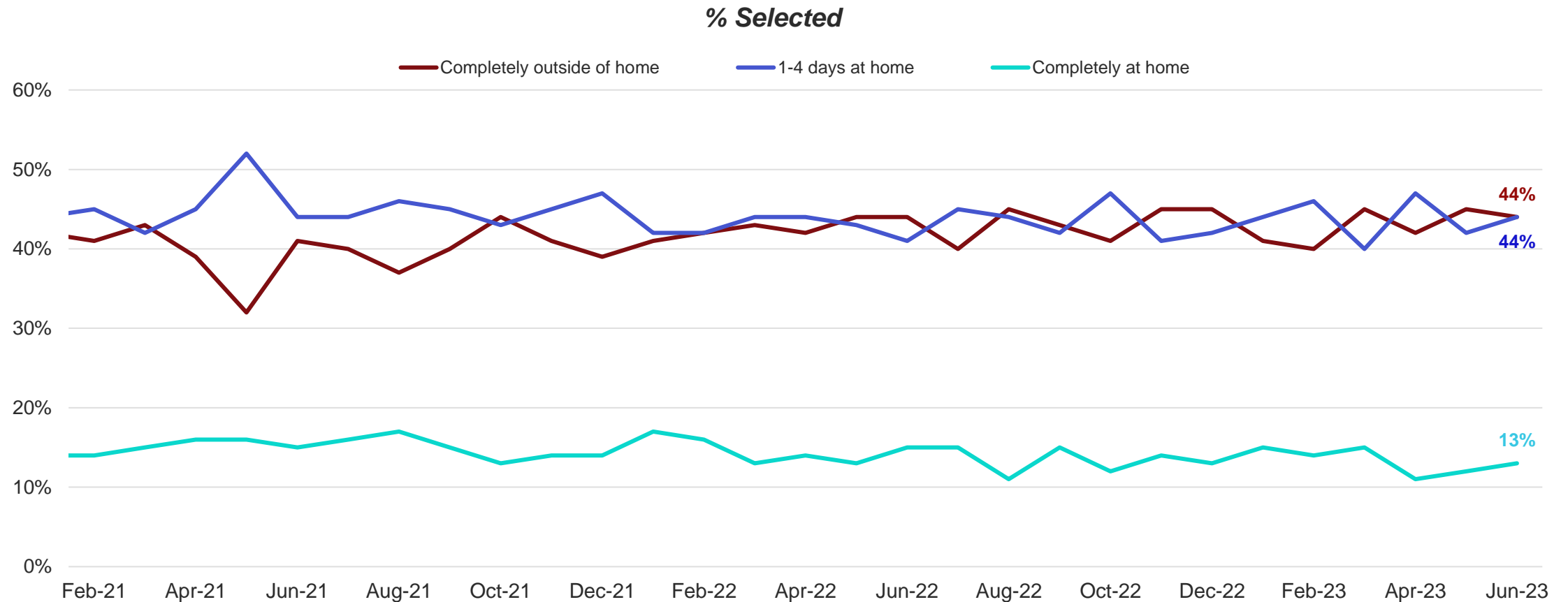


Source: Survey conducted June 13, 2023 – June 15, 2023, among U.S. adults

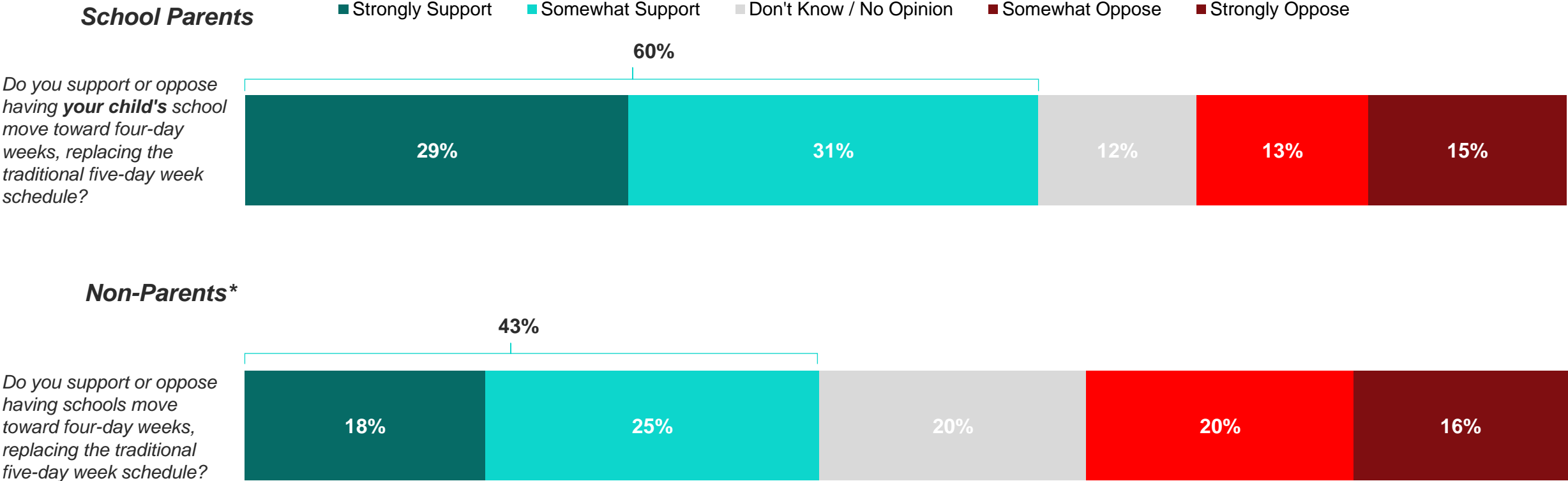
More than half of parents prefer having their child learn at home at least one day per week.

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



Sixty percent of 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.



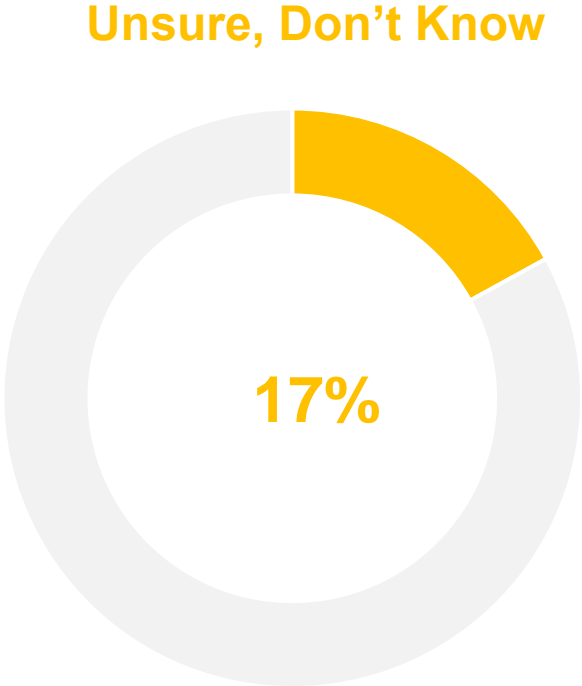
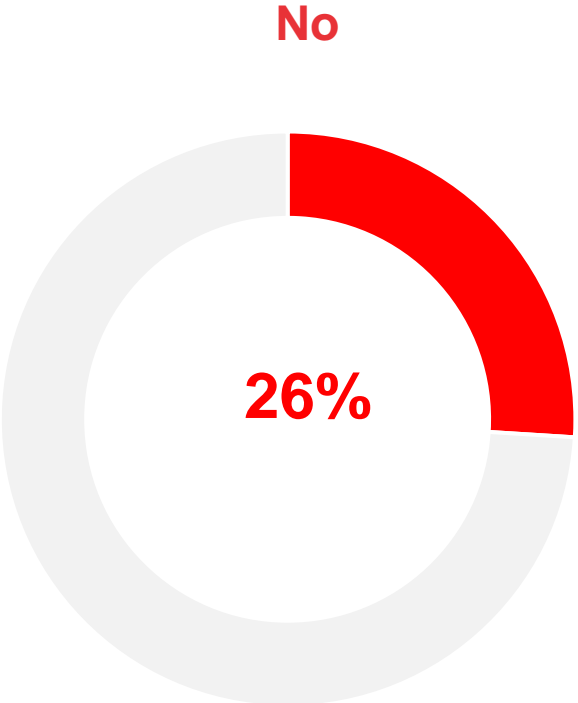
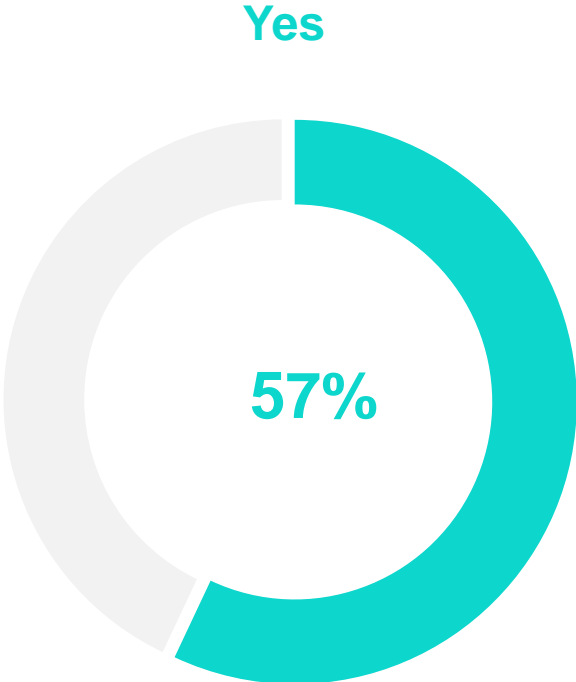
*Note: Includes adults without children, those with children over 18, those with children under 18 not in the house and those who have children in the household but not in K-12

Source: Survey conducted June 13, 2023 – June 15, 2023, among U.S. adults

A majority 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



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 June 13, 2023 – June 15, 2023, among U.S. adults

Private school parents are almost 20 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

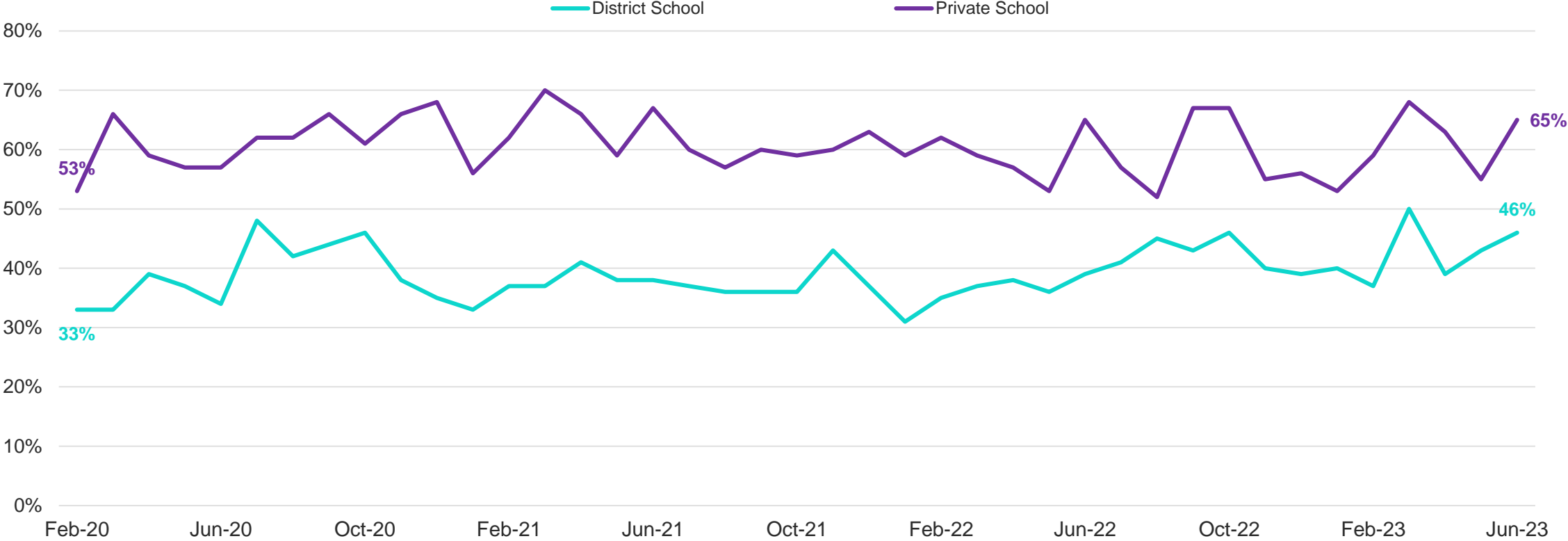


Parents are consistently more likely to say they are ‘very satisfied’ with private schools than public district schools. Private and district school satisfaction has increased since May.

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).

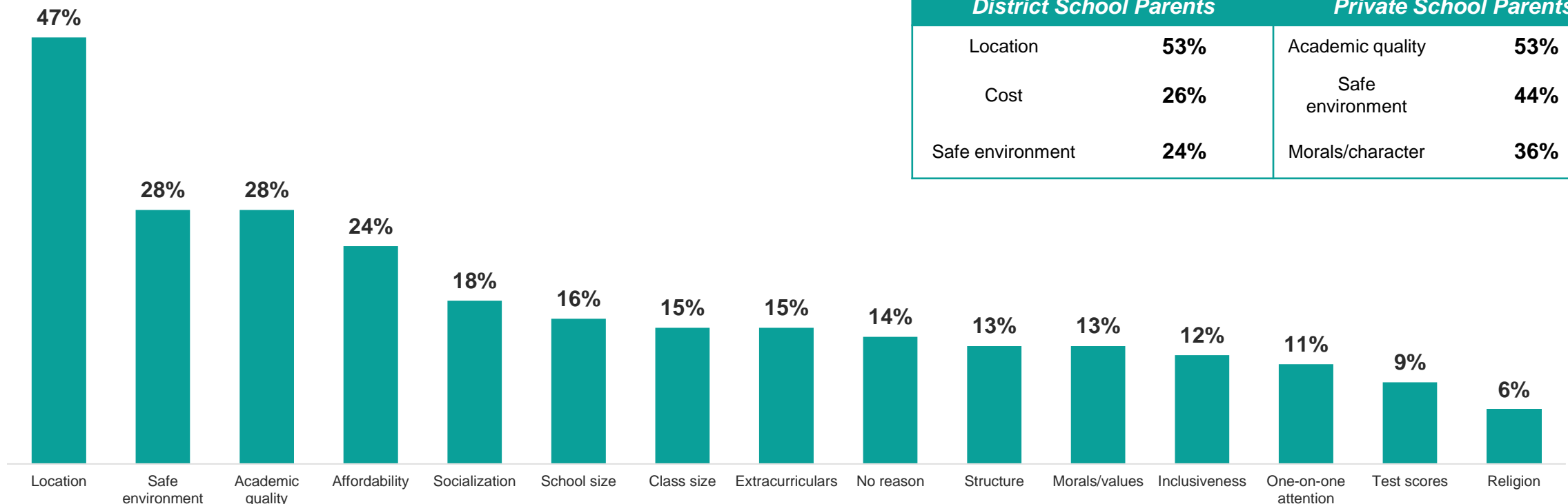
School Parents

% Selected

Top 3 Reasons

% Selected

	<i>District School Parents</i>	<i>Private School Parents</i>
Location	53%	Academic quality 53%
Cost	26%	Safe environment 44%
Safe environment	24%	Morals/character 36%



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

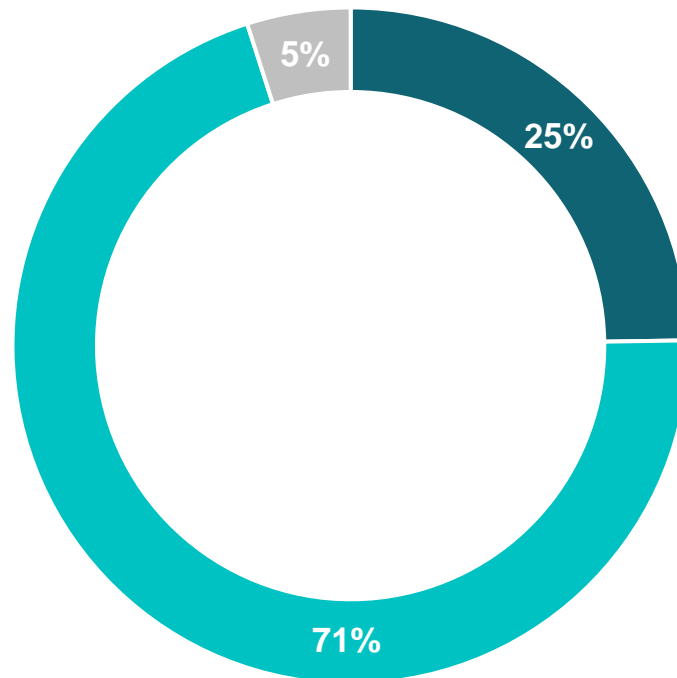
Source: Survey conducted June 13, 2023 – June 15, 2023, among U.S. adults

One-fourth of 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

- Yes, my child has changed school types
- No, my child has not changed school types
- I don't know if my child has changed school types



Top % Yes

Private School	45%
Special Education	41%
Special Needs	40%

Bottom % Yes

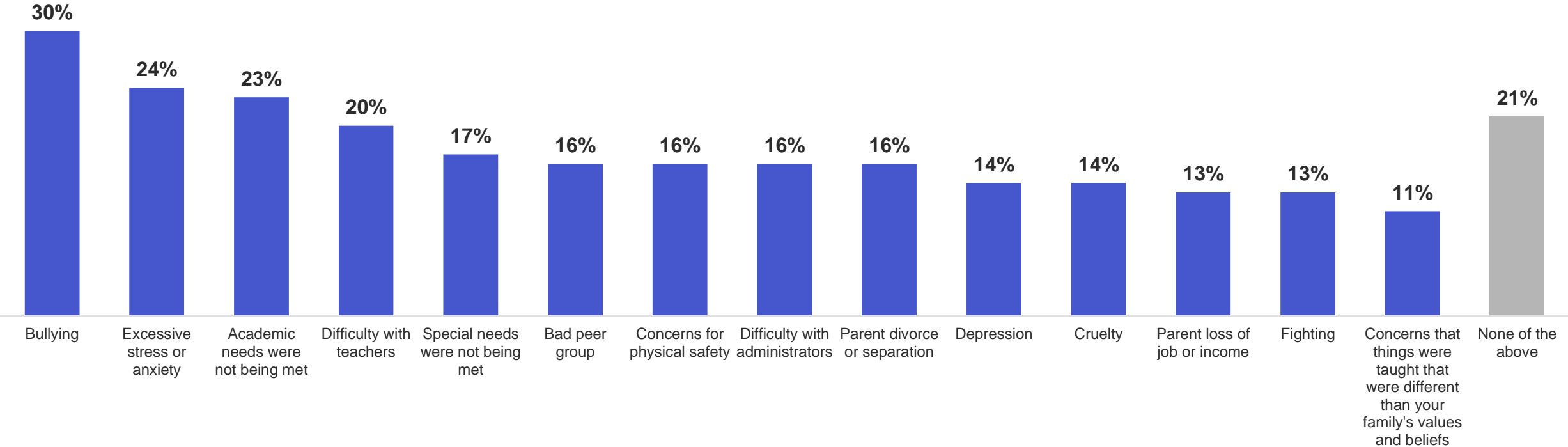
District School	19%
Hispanic	19%
Midwest	19%

Those who have a child who has switched schools are most likely to indicate that their child experienced bullying at their former school compared to other difficulties.

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 **former school**? Please select all that apply.

School Parents

% Selected



Note: Results are composite numbers between those who were asked about their youngest child and those who were asked about their oldest child.
 * Only respondents who indicated that their children have switched schools were asked about their child's former school.

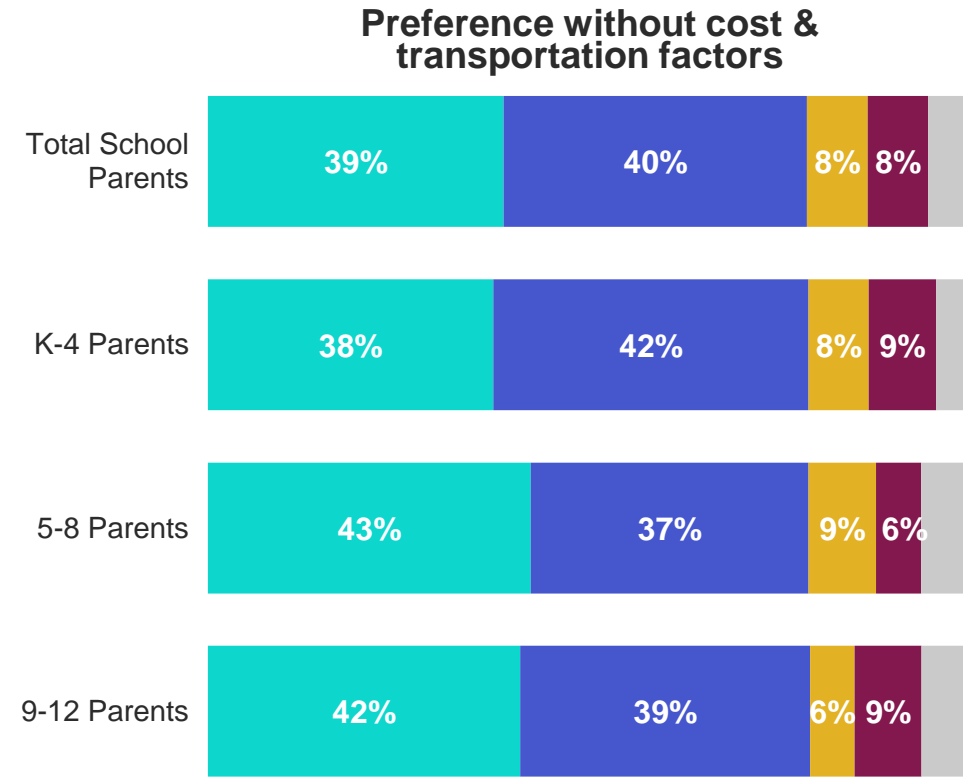
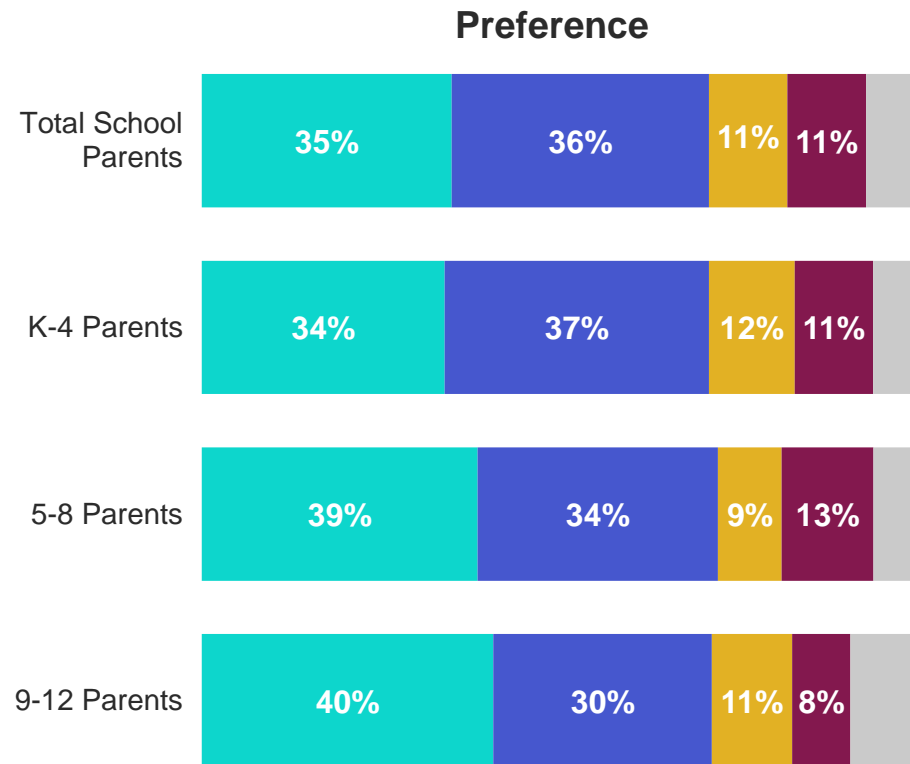
Source: Survey conducted June 13, 2023 – June 15, 2023, among U.S. adults

Parents have a diverse range of schooling preferences. Middle school and high school parents are slightly more likely to prefer private schools over public 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



Almost two-thirds of parents have a favorable view of homeschooling, as overall favorability increased since May.

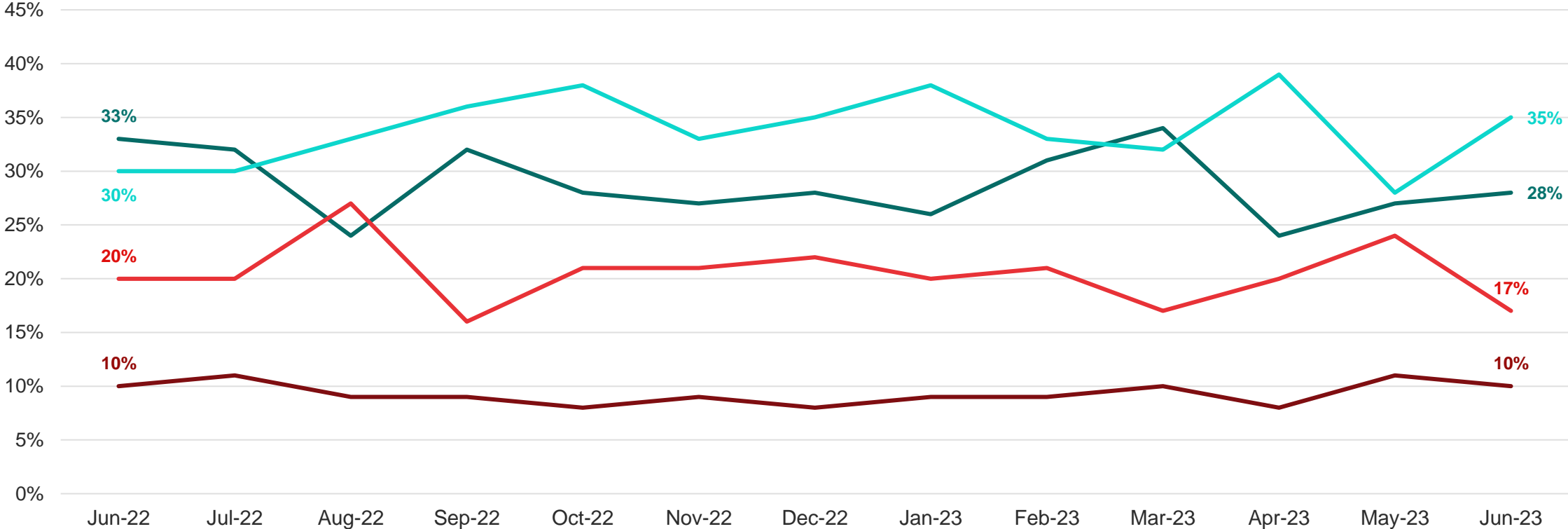
June 2023

In general, what is your opinion of homeschooling?

School Parents

Total Favorable	63%
Total Unfavorable	27%

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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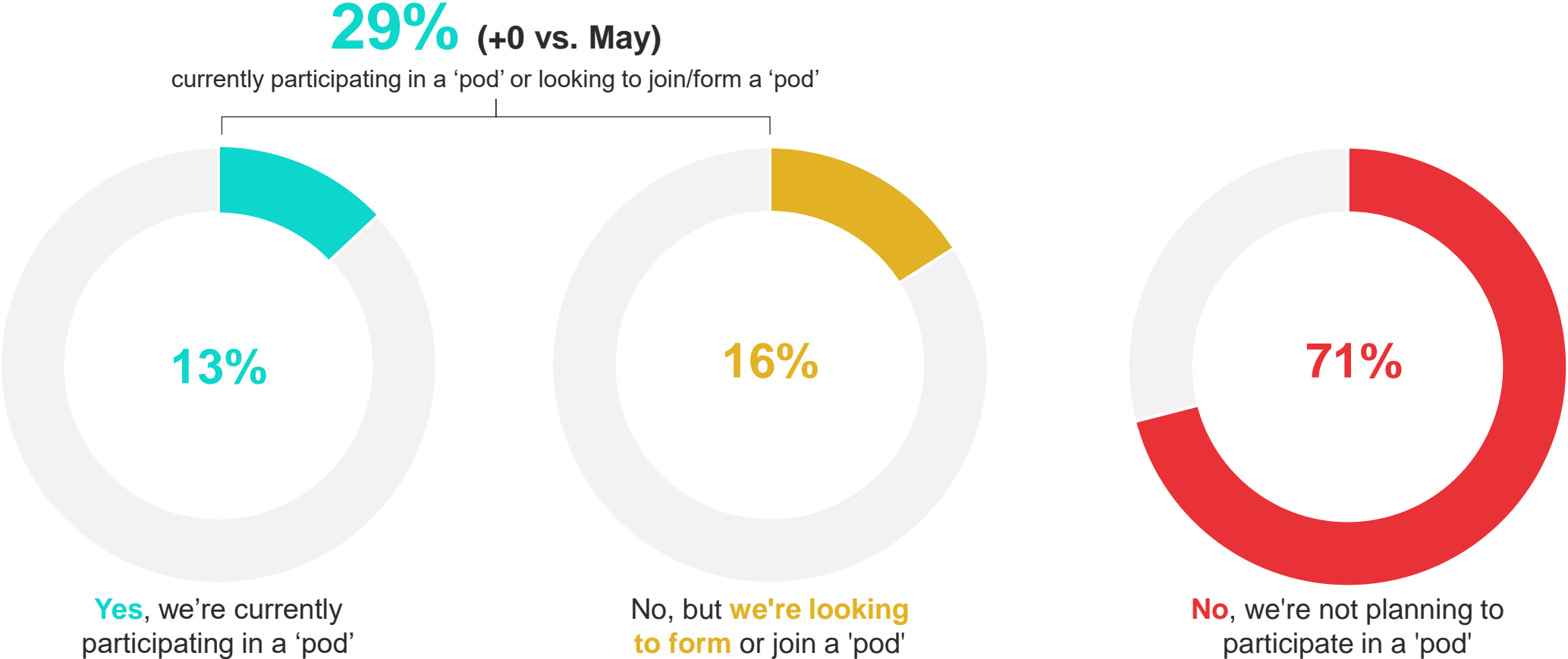
SURVEY PROFILE AND DEMOGRAPHICS



In June, nearly 30 percent of parents indicated they were participating in or seeking learning pods, remaining at a consistent level as last month.

'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 June 13, 2023 – June 15, 2023, among U.S. adults

In June, interest in pods was highest among private school parents, urban parents and inter-district 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

Groups most likely to participate in / form / join a pod

Private School Parent	64%
Urban	47%
District School (Outside)	45%
Education: Bachelors or Postgrad	43%
Black	41%
Male	40%
Special Education Parents	40%

Groups least likely to participate in / form / join a pod

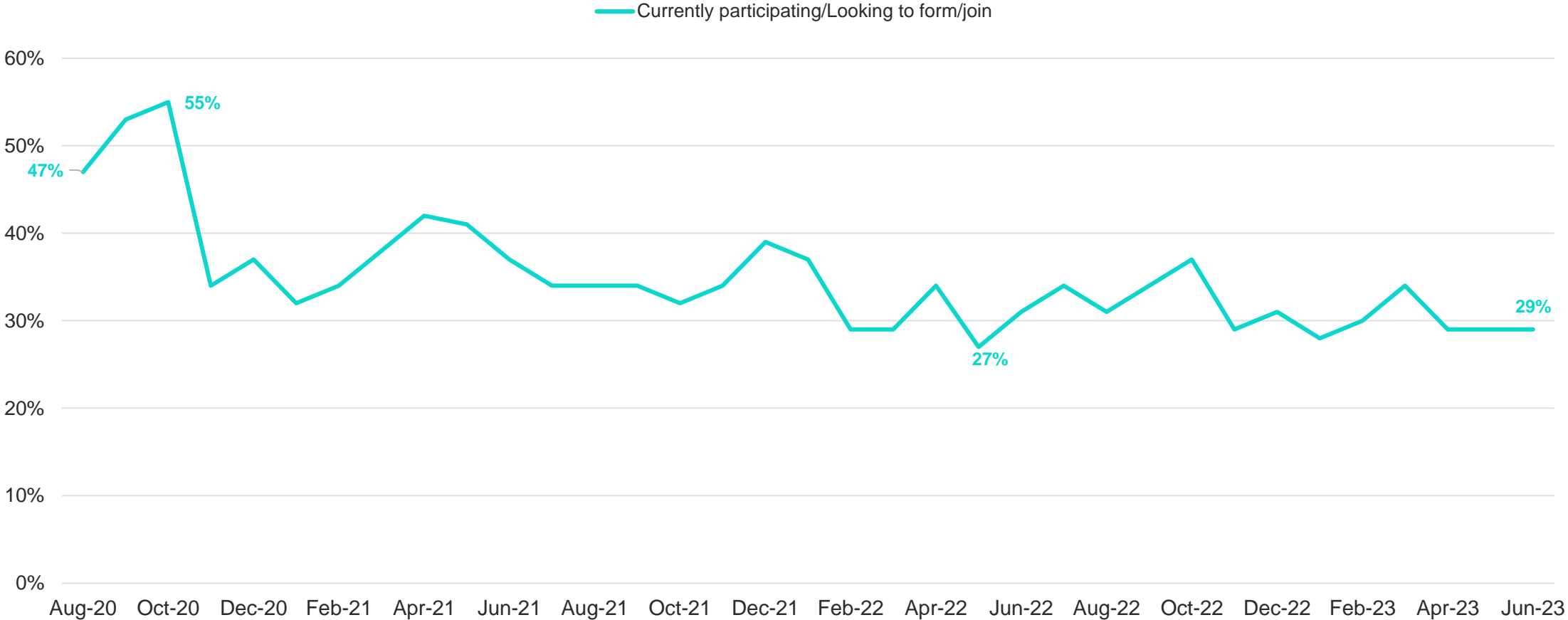
Midwest	24%
Middle Income \$35k to \$75k	23%
Suburban	22%
Rural	22%
Education < College	21%
Female	20%
Small Town	11%

Source: Survey conducted June 13, 2023 – June 15, 2023, among U.S. adults

Parent interest in learning pods has remained consistent since early 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

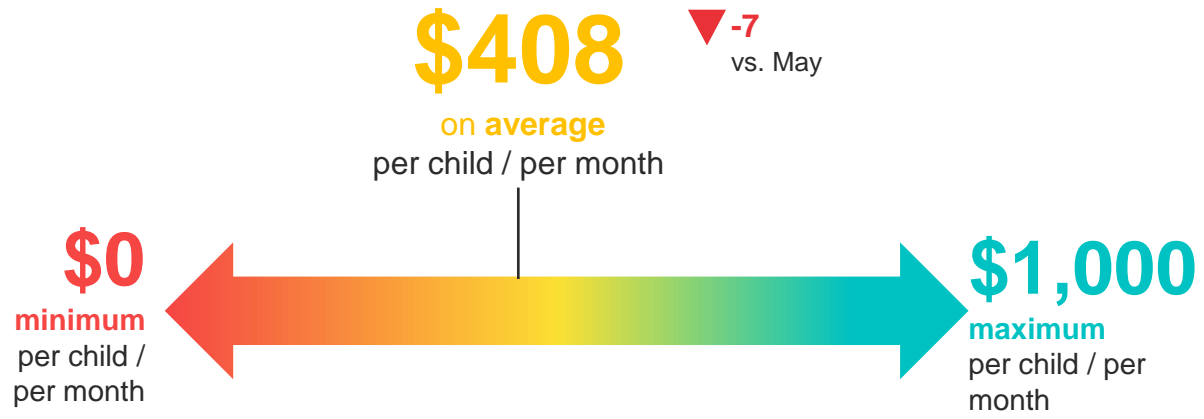


Note: Question text changed from "As a result of the coronavirus pandemic, are you currently participating in a 'pod' with other families?" in June 2022

In June, school parents were willing to pay roughly \$410/month for a child to participate in a learning pod – a slight decrease from May.

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'



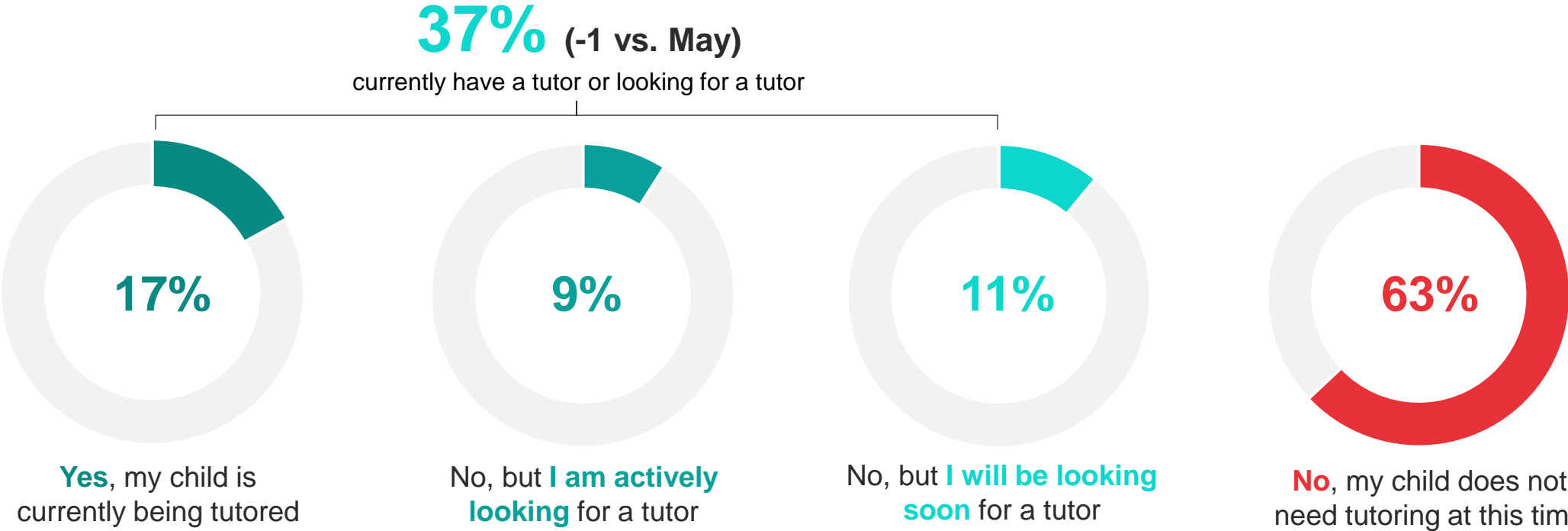
Average willing to spend per child/per month by demographic		
Income	*Low Income < \$35K	\$310
	Middle Income \$35K to < \$75K	\$300
	*High Income \$75K+	\$518
Political Affiliation	Democrat	\$462
	*Independent	\$251
	Republican	\$429
Region	*West	\$441
	*Midwest	\$388
	South	\$384
	*Northeast	\$433

*indicates base size n = <100

In June, around 2 in 5 parents indicated they are currently using a tutor or are interested in tutoring for their children – roughly level with May.

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

School Parents



Source: Survey conducted June 13, 2023 – June 15, 2023, among U.S. adults

In June, interest in tutoring was highest among private school parents and special education parents, while it was lowest among rural and small-town parents and low-income 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

Private School	69%
Special Education	55%
Urban	55%
Switched Schools	53%
Special Needs	51%
Education: Bachelors or Postgrad	51%
High Income	49%

Groups least likely to be looking for / already having tutoring

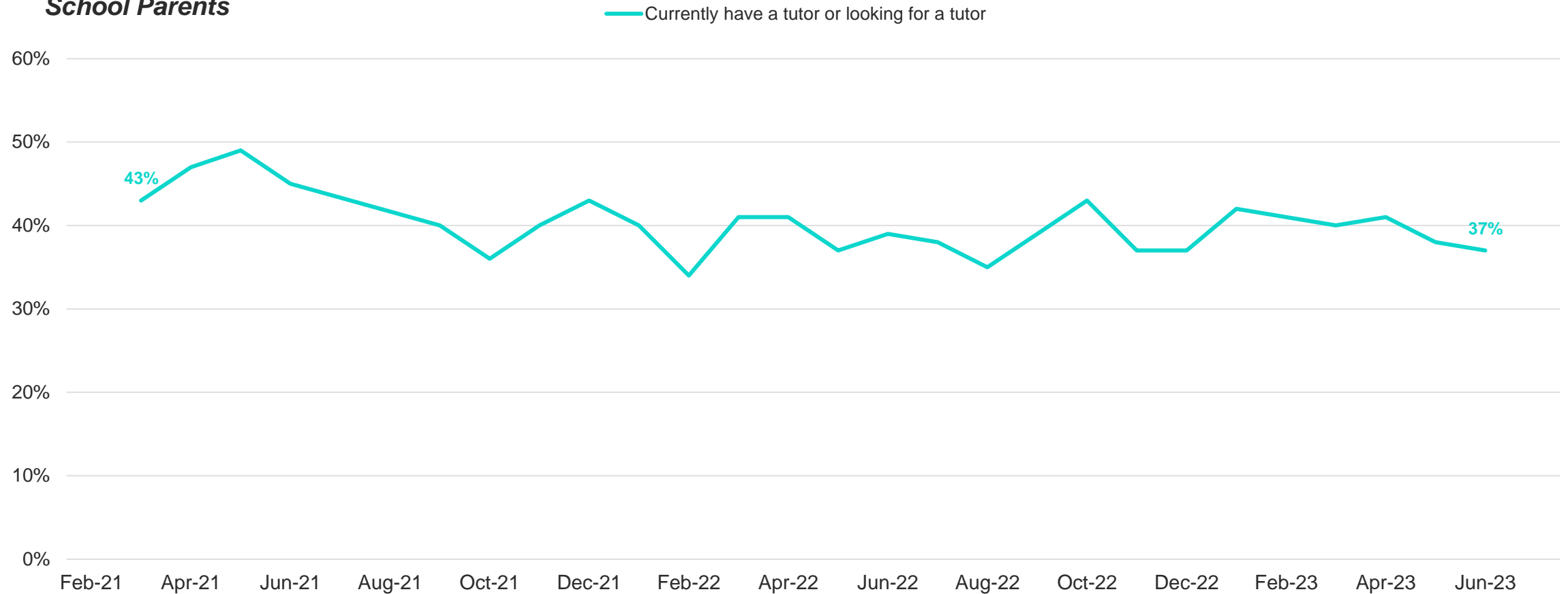
District School	33%
Midwest	30%
Suburban	29%
Education < College	29%
Low Income	28%
Rural	28%
Small Town	21%

Source: Survey conducted June 13, 2023 – June 15, 2023, among U.S. adults

School parents' interest in tutoring has continued to fall since April but has remained relatively level since November 2022.

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

School Parents

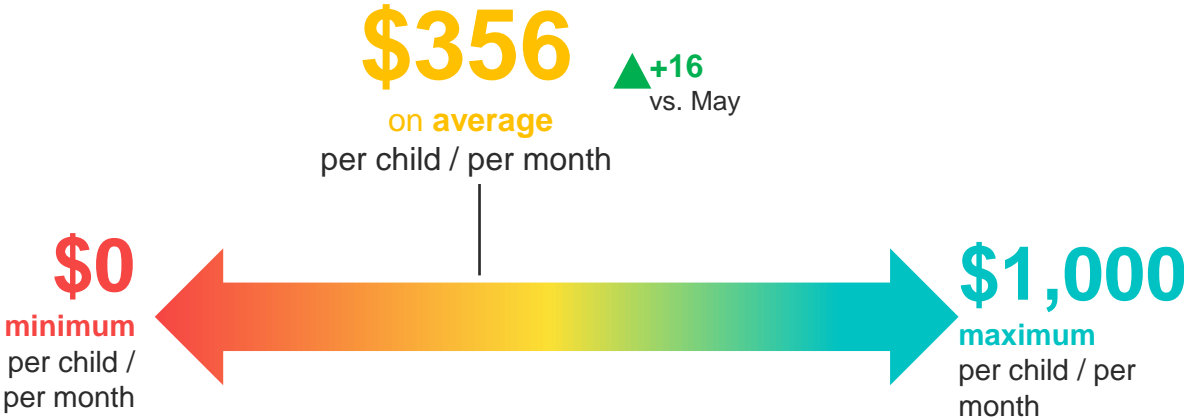


Note: Question was not asked in July 2021 and August 2021.

In June, the amount parents were willing to spend on tutoring rose slightly to \$360 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



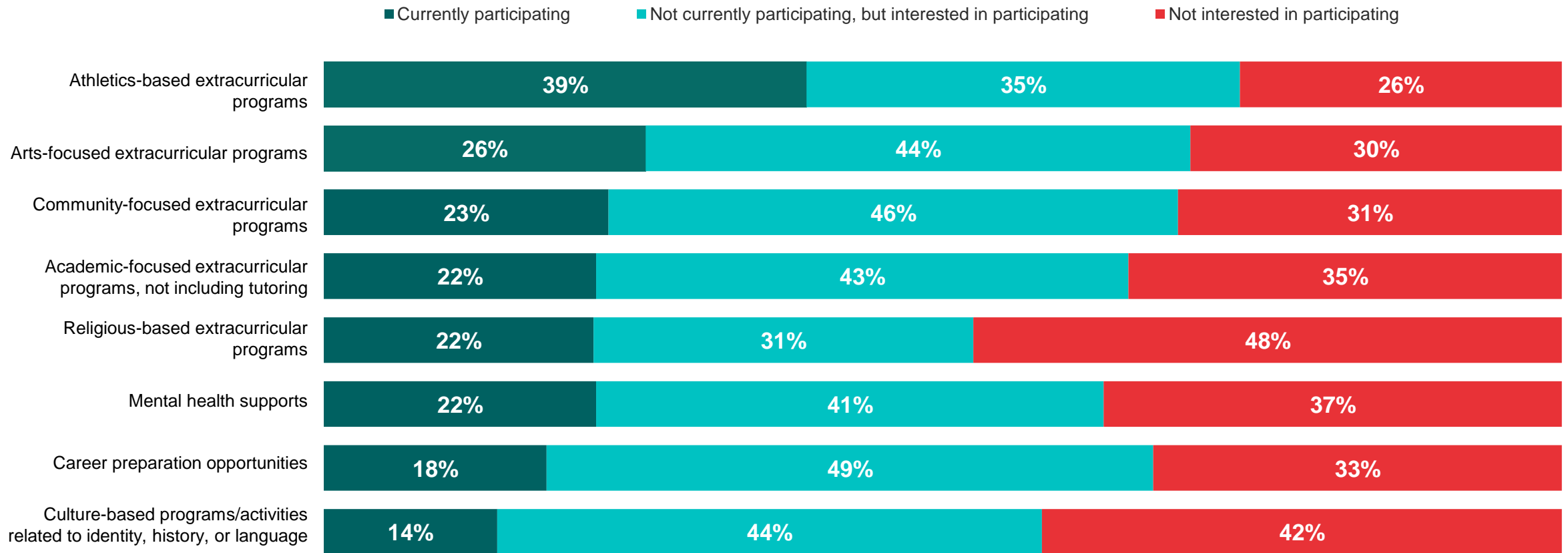
Average willing to spend per child/per month by demographic		
Income	*Low Income < \$35K	\$222
	Middle Income \$35K to < \$75K	\$287
	High Income \$75K+	\$460
Political Affiliation	Democrat	\$403
	*Independent	\$301
	Republican	\$336
Region	*West	\$360
	*Midwest	\$338
	South	\$311
	*Northeast	\$455

*indicates base size n= <100

Almost 2 in 5 parents reported their child participating in athletics-focused programs in June, the highest participation out of any program listed. Culture-focused programs and those related to career preparation had the lowest levels of participation.

Some families choose to supplement their child's education, either with additional instruction or signing up their child in activities outside of regular school hours. Which of the following describes your child's or children's participation in the following supplemental activities?

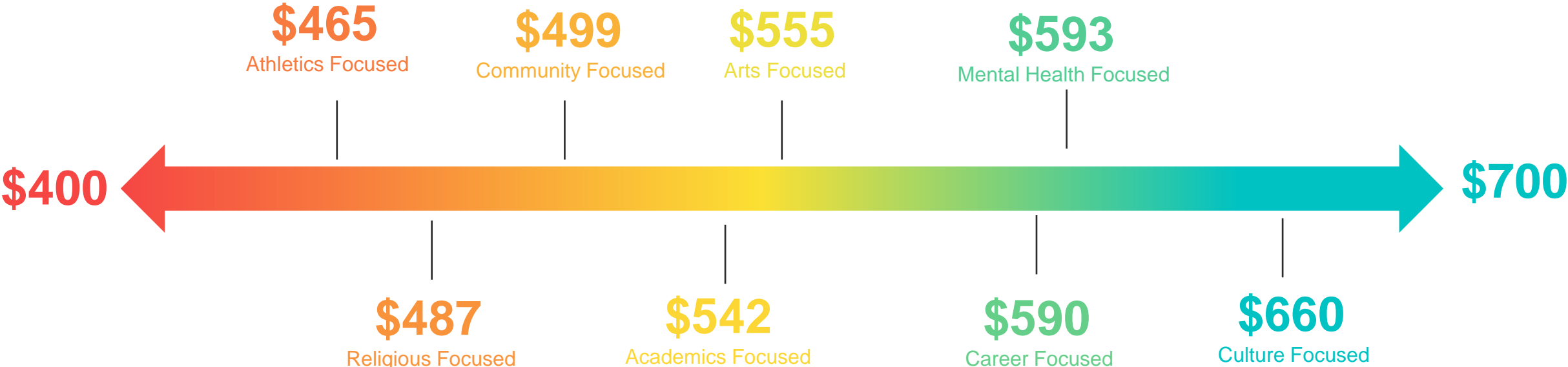
School Parents



Parents who paid for culture-focused activities for their children report spending the most amount of money. Those who paid for athletics-focused activities report spending the least.

In the past month, how much did you pay for each of the activities below?

School Parents
among those whose child is participating in the specific supplemental activity



Source: Survey conducted June 13, 2023 – June 15, 2023, among U.S. adults
Note: Respondents were asked to select a \$ amount from \$0 to \$2000+
Sample Sizes: Athletics focused: N=532, Religious focused: N=293, Community focused: N=306, Academics focused: N=302, Arts focused: N=348, Career focused: N=250, Mental health focused: N=303, Culture focused: N=188

AGENDA

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VIEWS ON K-12 EDUCATION

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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

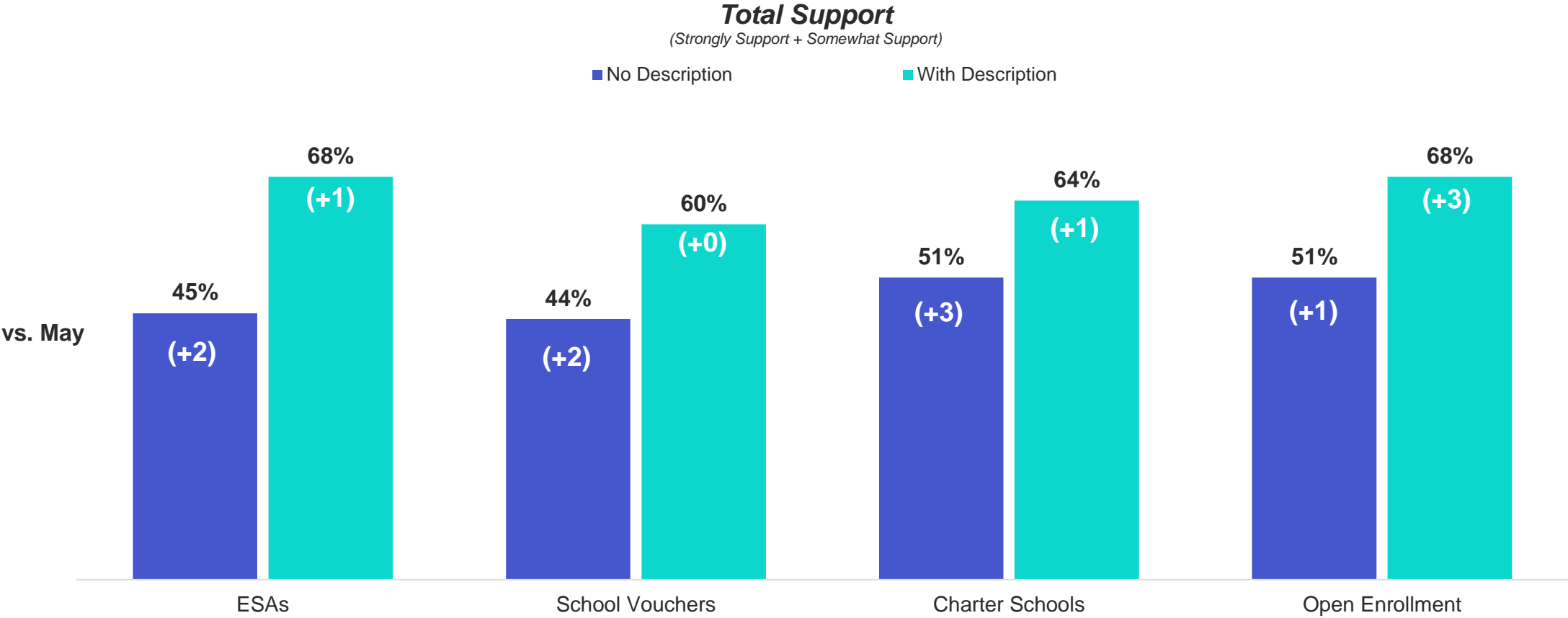
A school voucher system allows parents the option of sending their child to the school of their choice, whether that school is public or private, including both religious and non-religious schools. If this policy were adopted, tax dollars currently allocated to a school district would be allocated to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



Source: Survey conducted June 13, 2023 – June 15, 2023, among U.S. adults

In June, support for ESAs was highest among school parents, liberal adults, and college-educated adults. Support was lowest among rural, small town, and low-income 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?

ESA Support, Among All Adults

Public Support 68%

Groups most supportive		Groups least supportive	
School Parents	75%	West	66%
Liberal	75%	Northeast	66%
Education: Bachelors or Postgrad	73%	Education < College	66%
Middle Income \$35K to \$75K	73%	Gen X	66%
Millennials	72%	Republican	65%
Age 18-34	72%	Rural	64%
High Income \$75K+	71%	Low Income <\$35K	63%
Hispanic	71%	Small Town	62%

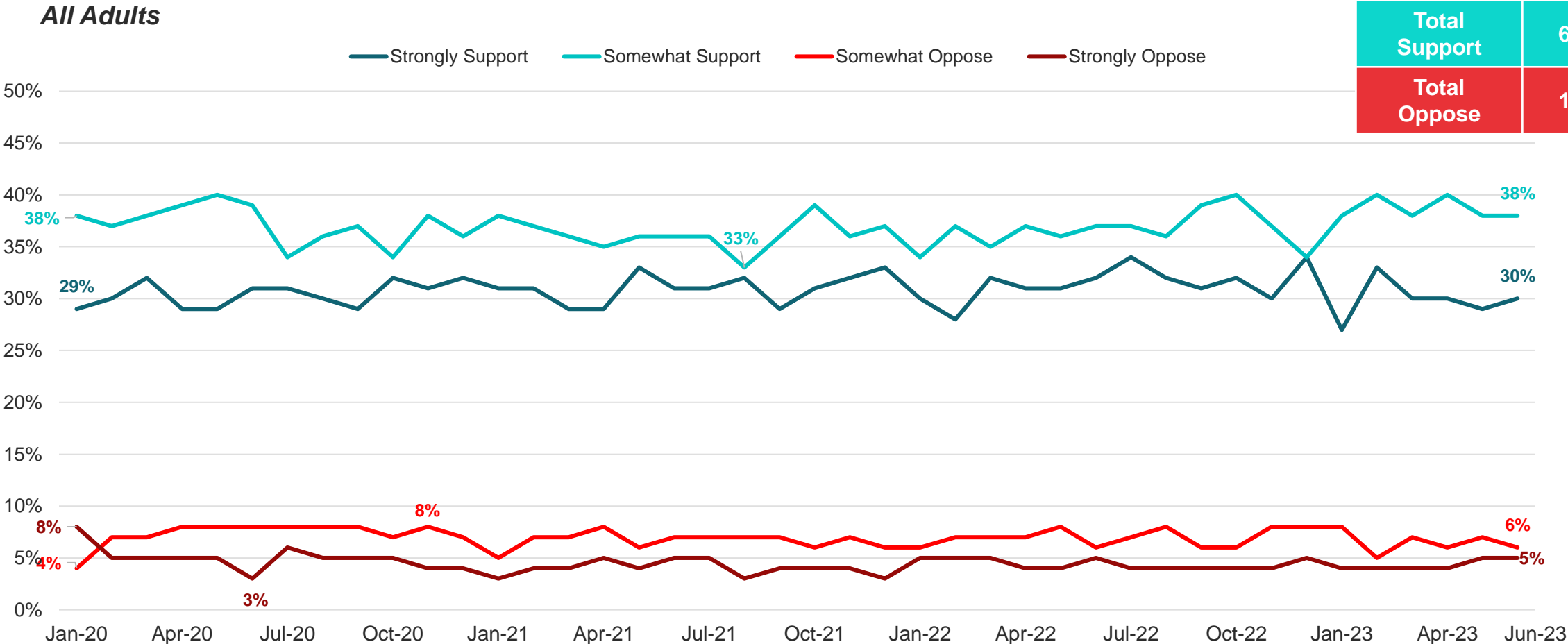
Source: Survey conducted June 13, 2023 – June 15, 2023, among U.S. adults

Americans' overall support of ESAs has been fairly stable since March. The public is at least 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?

June 2023

All Adults



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

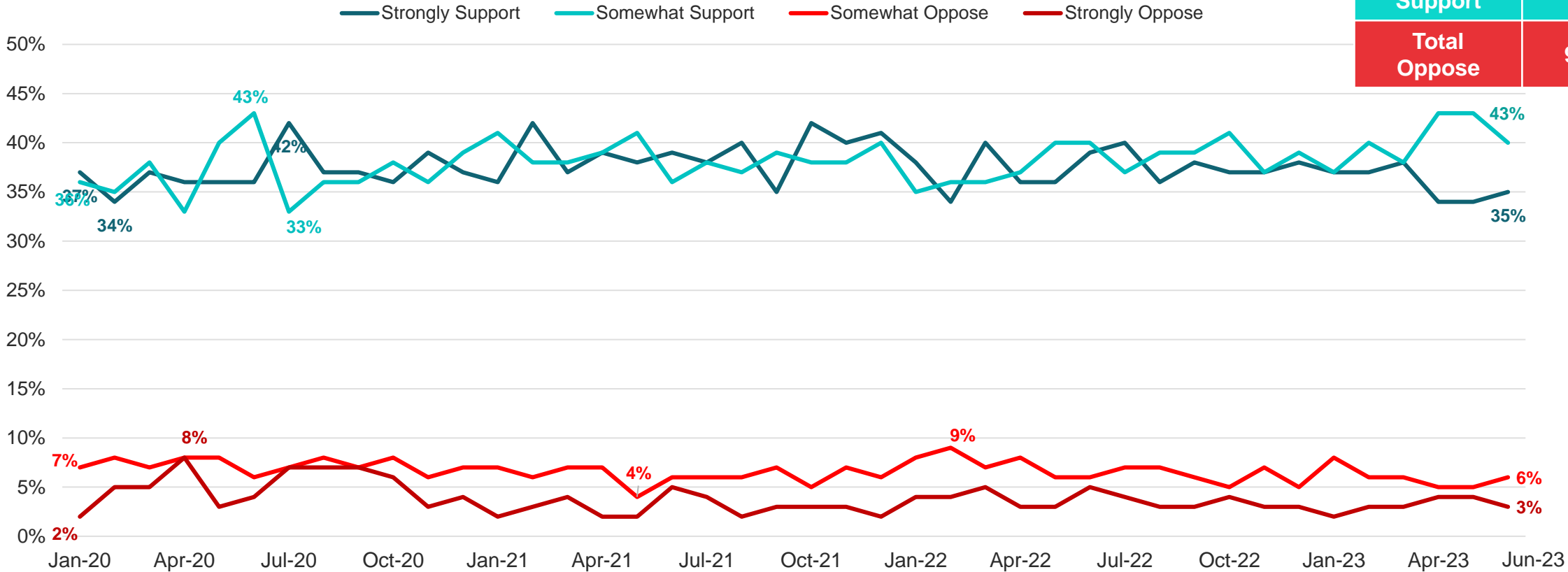
In June, school parents were at least eight times as likely to be strongly supportive of ESAs than strongly opposed. Total support fell slightly this month.

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?

June 2023

School Parents

Total Support	75%
Total Oppose	9%



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

Support for school vouchers was highest among Millennials and Republican adults in June, while it was lowest among liberals and small-town residents.

A school voucher system allows parents the option of sending their child to the school of their choice, whether that school is public or private, including both religious and non-religious schools. If this policy were adopted, tax dollars currently allocated to a school district would be allocated to parents in the form of a 'school voucher' to pay partial or full tuition for the child's school. In general, what is your opinion of school voucher systems?

School Voucher Support, Among All Adults

Public Support 60%

Groups most supportive		Groups least supportive	
School Parents	71%	Education: Bachelors or Postgrad	58%
Millennials	67%	Female	58%
Republicans	67%	Democrat	57%
Middle Income \$35K to \$75K	65%	Non-Parents	57%
Hispanic	65%	High Income \$75K+	56%
Black	65%	Baby Boomers	55%
Urban	64%	Small Town	54%
South	63%	Liberal	52%

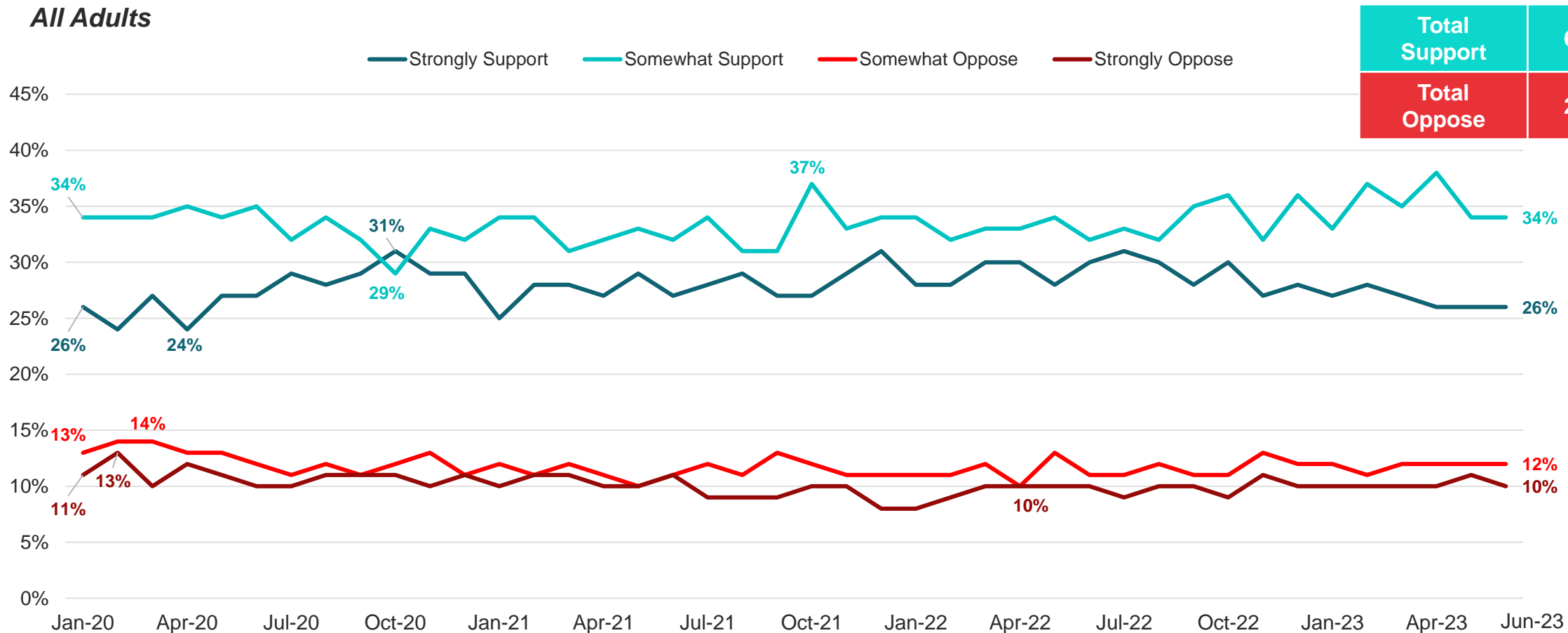
Source: Survey conducted June 13, 2023 – June 15, 2023, among U.S. adults

The public's overall support for school vouchers remained unchanged in June. 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?

June 2023

All Adults



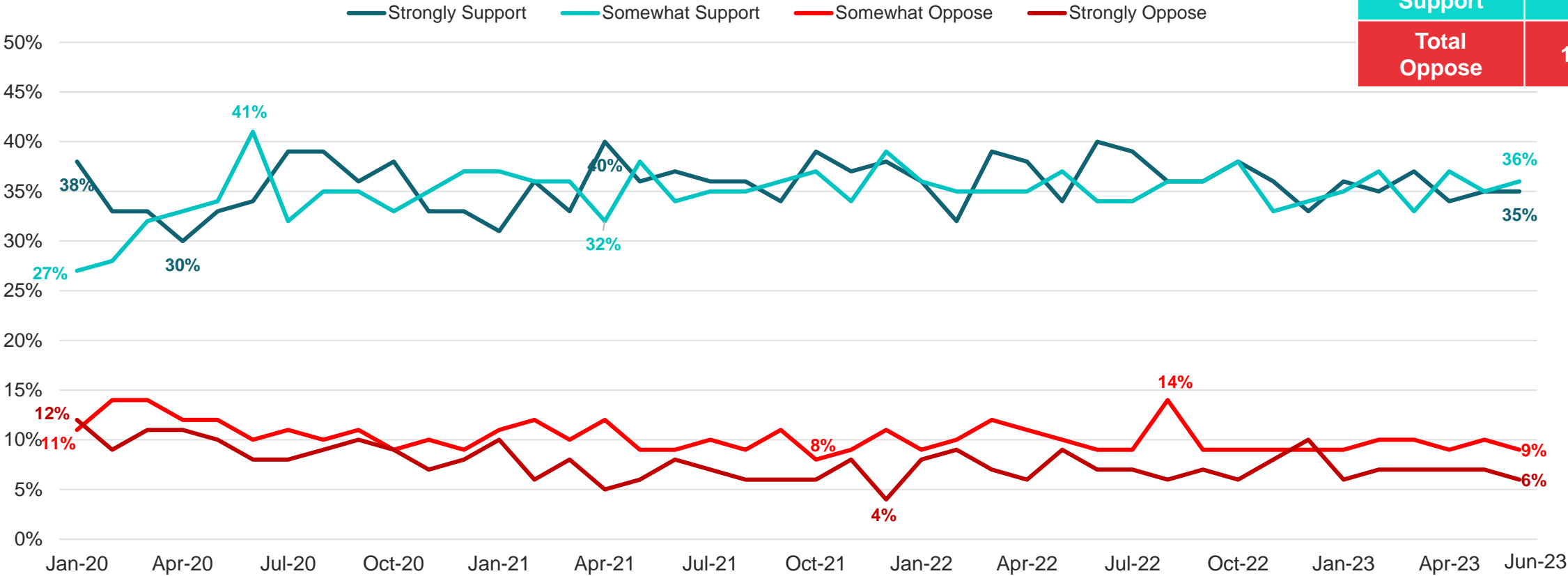
Note: Don't know/no opinion responses are not shown.

In June, 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?

June 2023

School Parents



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

Aside from school parents, support for charter schools is highest among conservative adults and adults from immigrant families. Liberal adults and rural adults support them the least.

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?

Charter School Support, Among All Adults

Public Support 64%

Groups most supportive		Groups least supportive	
School Parents	71%	Small Town	63%
Conservative	71%	Gen X	62%
Immigrant Family	71%	Northeast	62%
Independent	69%	Low Income <\$35K	62%
Black	68%	Democrat	61%
West	68%	Non- Parents	61%
Middle Income \$35K to \$75K	67%	Liberal	60%
Millennials	67%	Rural	60%

Source: Survey conducted June 13, 2023 – June 15, 2023, among U.S. adults

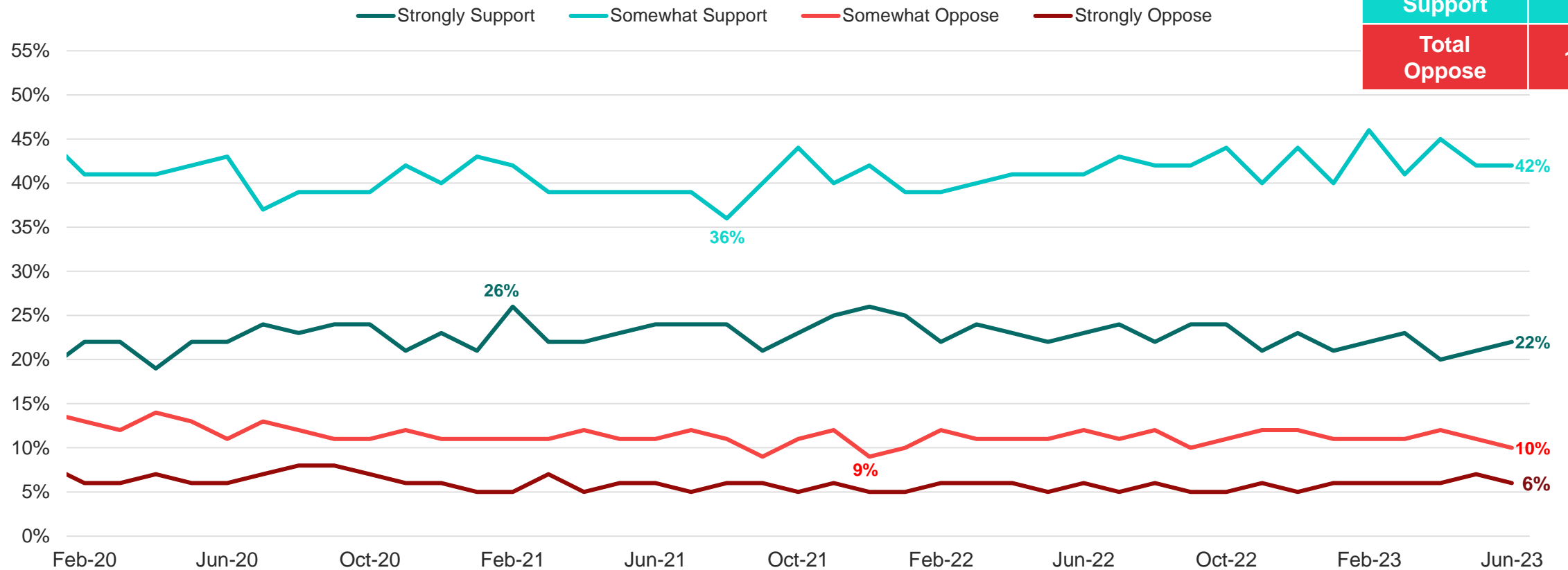
Americans' overall support for charter schools remained level in June.

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?

June 2023

Total Support	64%
Total Oppose	16%

All Adults



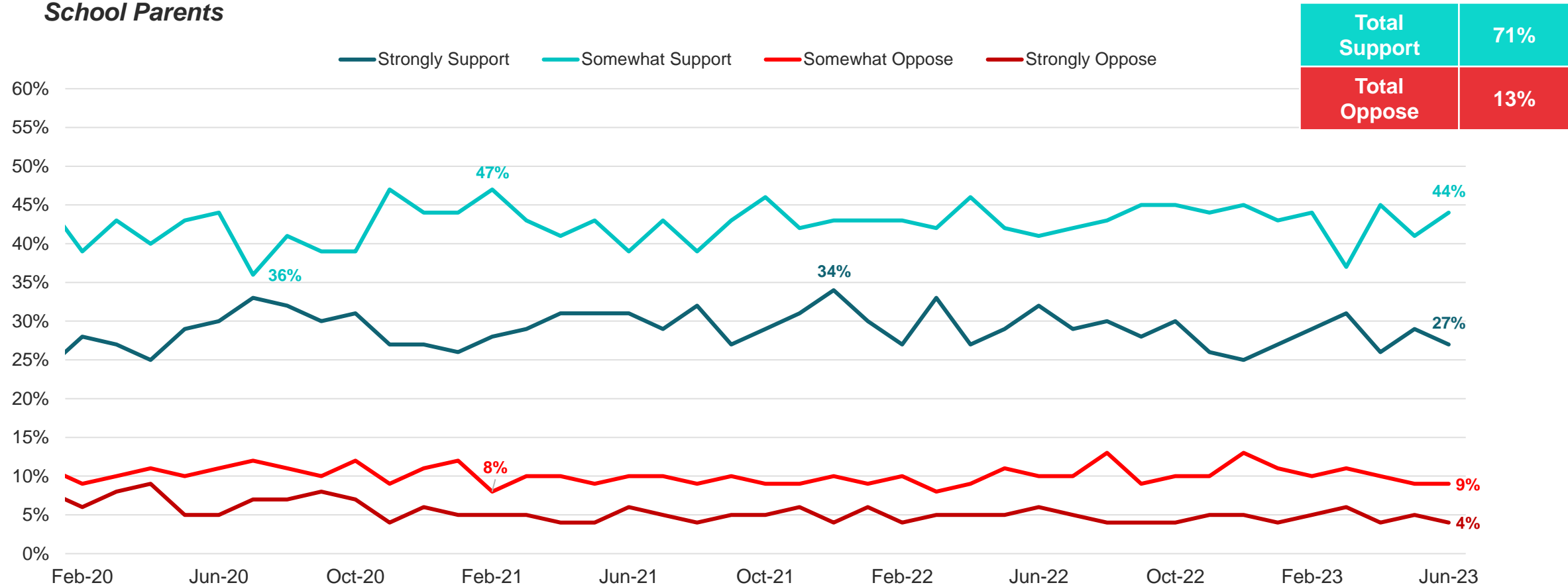
Note: Don't know/no opinion responses are not shown.

Parent support for charter schools remained stable in June. 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

June 2023



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

School parents, urbanites, and Hispanics support open enrollment the most. Rural and small-town residents and conservatives show relatively lowest 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

Open Enrollment Support, Among All Adults

Public Support 68%

Groups most supportive		Groups least supportive	
School Parents	74%	Non-Hispanic White	66%
Urban	74%	South	66%
Hispanic	73%	Republican	65%
Middle Income \$35K to \$75K	73%	Northeast	65%
Democrat	72%	High Income >\$75K	64%
Black	71%	Rural	64%
West	71%	Conservative	64%
Midwest	70%	Small Town	63%

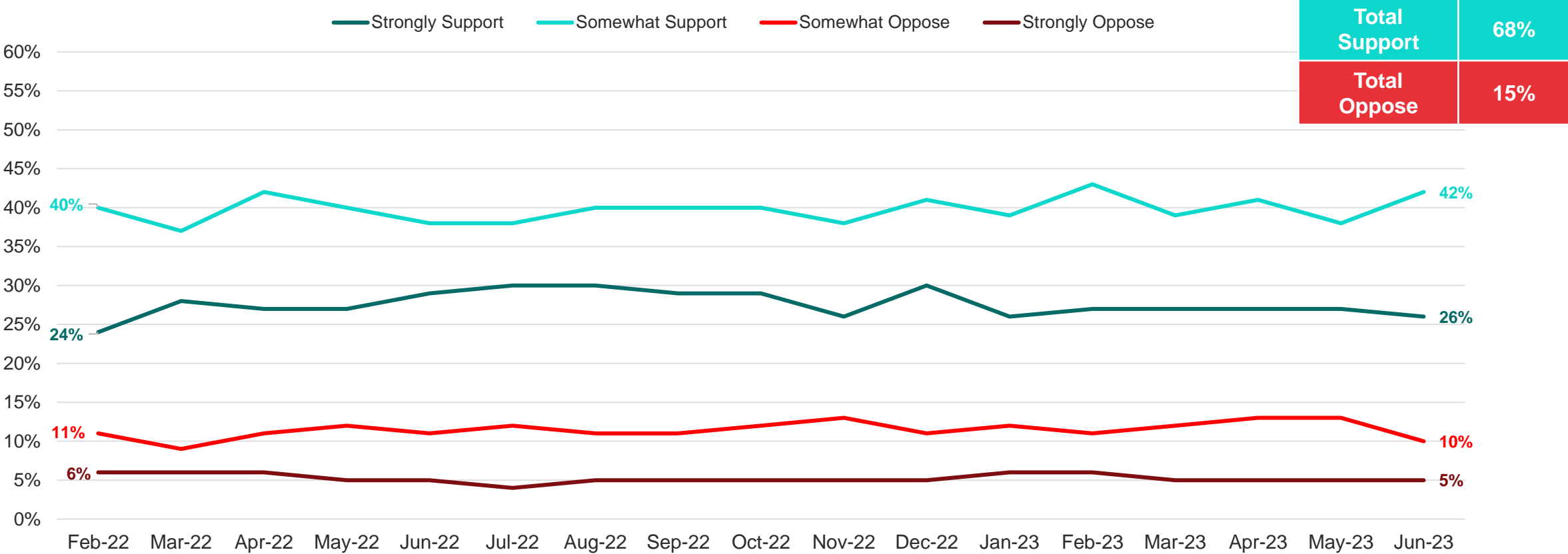
Source: Survey conducted June 13, 2023 – June 15, 2023, among U.S. adults

The public’s support for inter-district open enrollment increased slightly in June.

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.

June 2023

All Adults

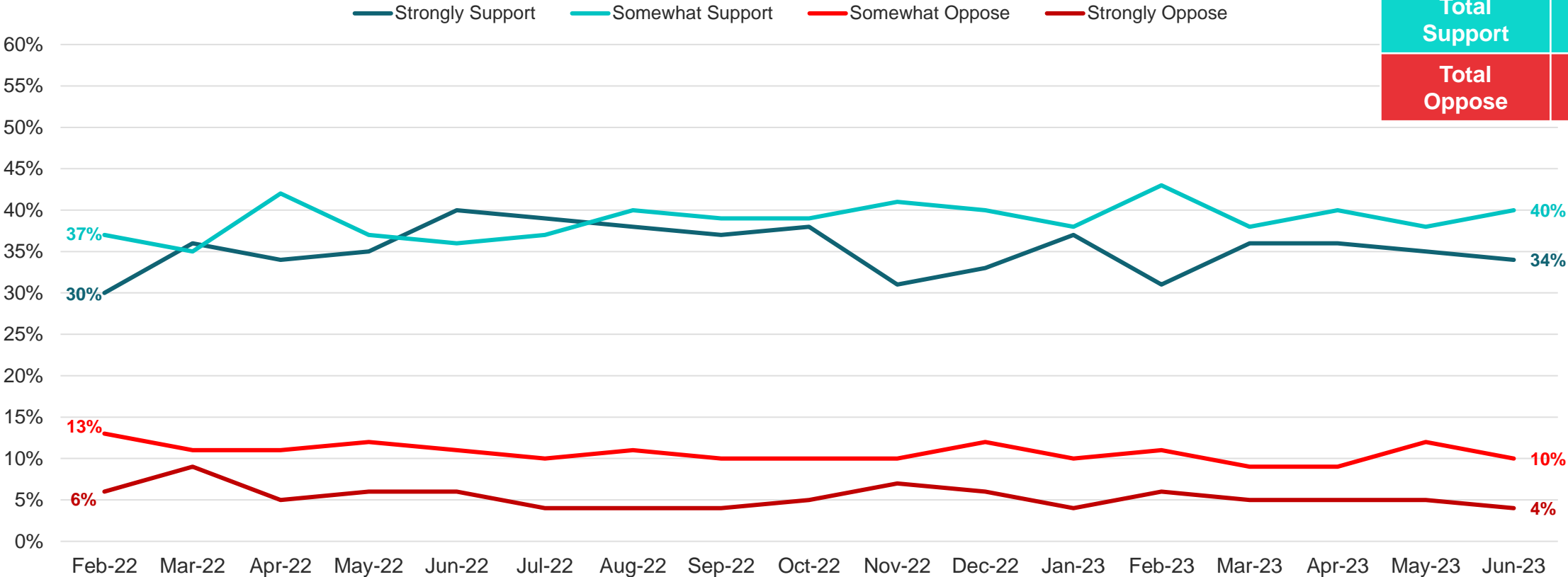


Note: Don't know/no opinion responses are not shown.

Among school parents, overall support of open enrollment increased slightly in June.

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



June 2023	
Total Support	74%
Total Oppose	14%

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

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Survey Profile, 1

Dates	June 13-15, 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 = 10.27 minutes Oversample Median = 13.36 minutes
Sample Size	N = 2,325 General Population N= 1,358 Total School Parents
Oversampling	N = 900 School Parents
Quotas	Age, Gender
Weighting	Age, Race, Ethnicity, Gender, Education, Census Region
Measure of Precision (adjusted for weighting)	± 2.55 percentage points (Gen Pop), ± 3.43 percentage points (Oversample)
Participation Rate	37.75% (Gen Pop), 10.37% (Oversample)
Methods Page	https://edchoice.morningconsultintelligence.com/methodology
Project Contact	Paul DiPerna, paul@edchoice.org

Total Sample Demographics

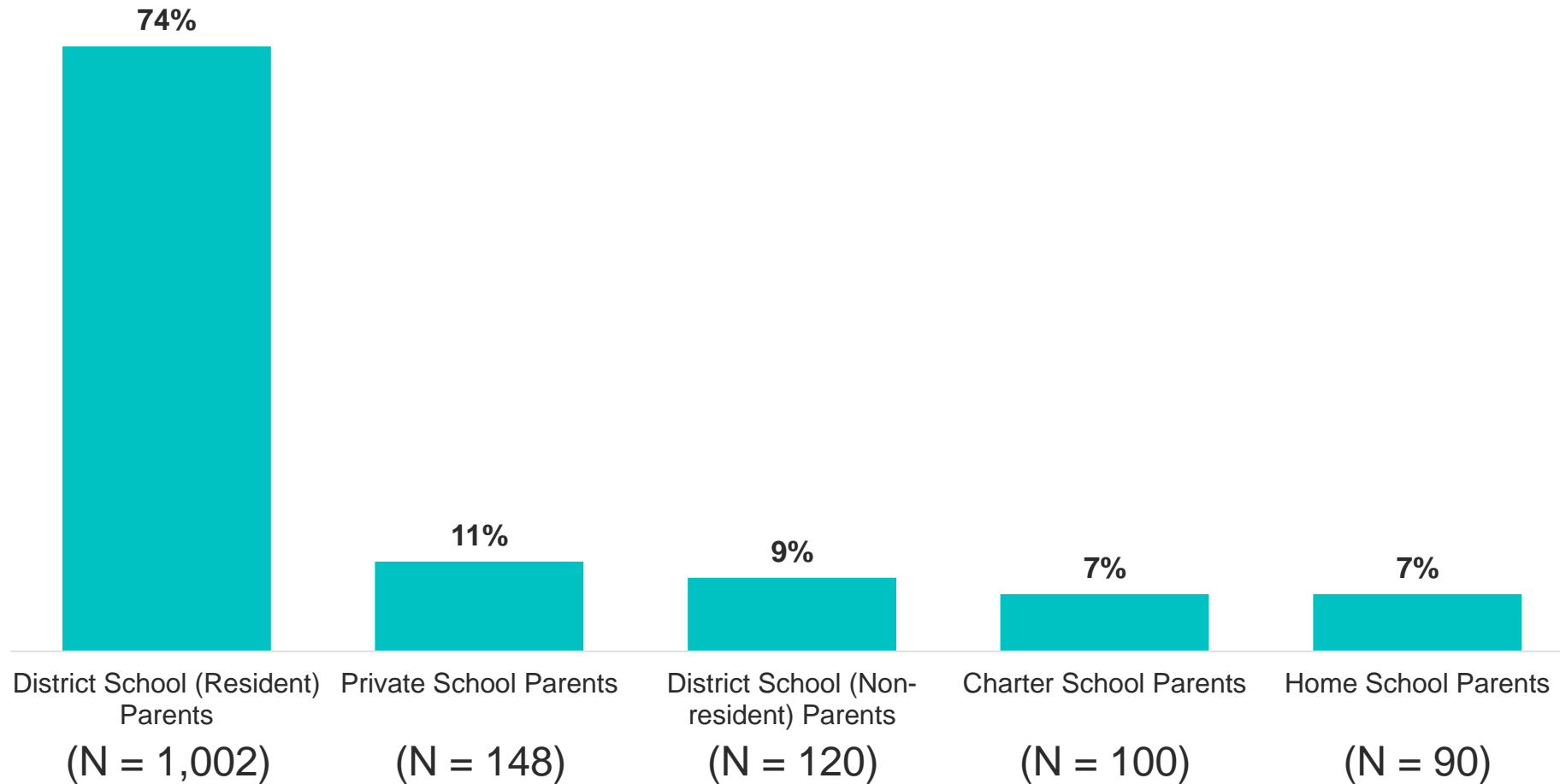
Demographics	Unweighted (N =)
Hispanic	233
Non-Hispanic White	1557
Black	426
Other	104
Generation Z	345
Millennial	629
Generation X	591
Boomers	684
Male	1090
Female	1235
< College	1503
College +	822
Northeast	432
Midwest	434
South	1049
West	410

Demographics	Unweighted (N =)
Total School Parents*	1358
K-4 Parents*	781
5-8 Parents*	562
9-12 Parents*	518
Non-Parents	963
Liberal	652
Moderate	755
Conservative	709
Democrat	877
Independent	631
Republican	672
Urban	665
Suburban	1002
Small Town	234
Rural	424
Low Income <\$35K	961
Middle Income \$35K to <\$75K	775
High Income \$75K+	589

* Denotes the sample came from school parents

Demographics	Unweighted	Weighted	Target (%)
Hispanic	10%	17%	16%
White	67%	62%	78%
Non-Hispanic White	67%	n/a	n/a
Black	18%	13%	12%
Other	5%	8%	9%
Age: 18-34	28%	29%	30%
Age: 35-54	33%	33%	31%
Age: 55+	39%	39%	40%
Age: 65+	23%	22%	20%
Male	47%	49%	48%
Female	53%	51%	52%
< College	65%	65%	69%
College +	35%	35%	31%
Northeast	19%	18%	18%
Midwest	21%	21%	21%
South	45%	38%	37%
West	18%	24%	24%

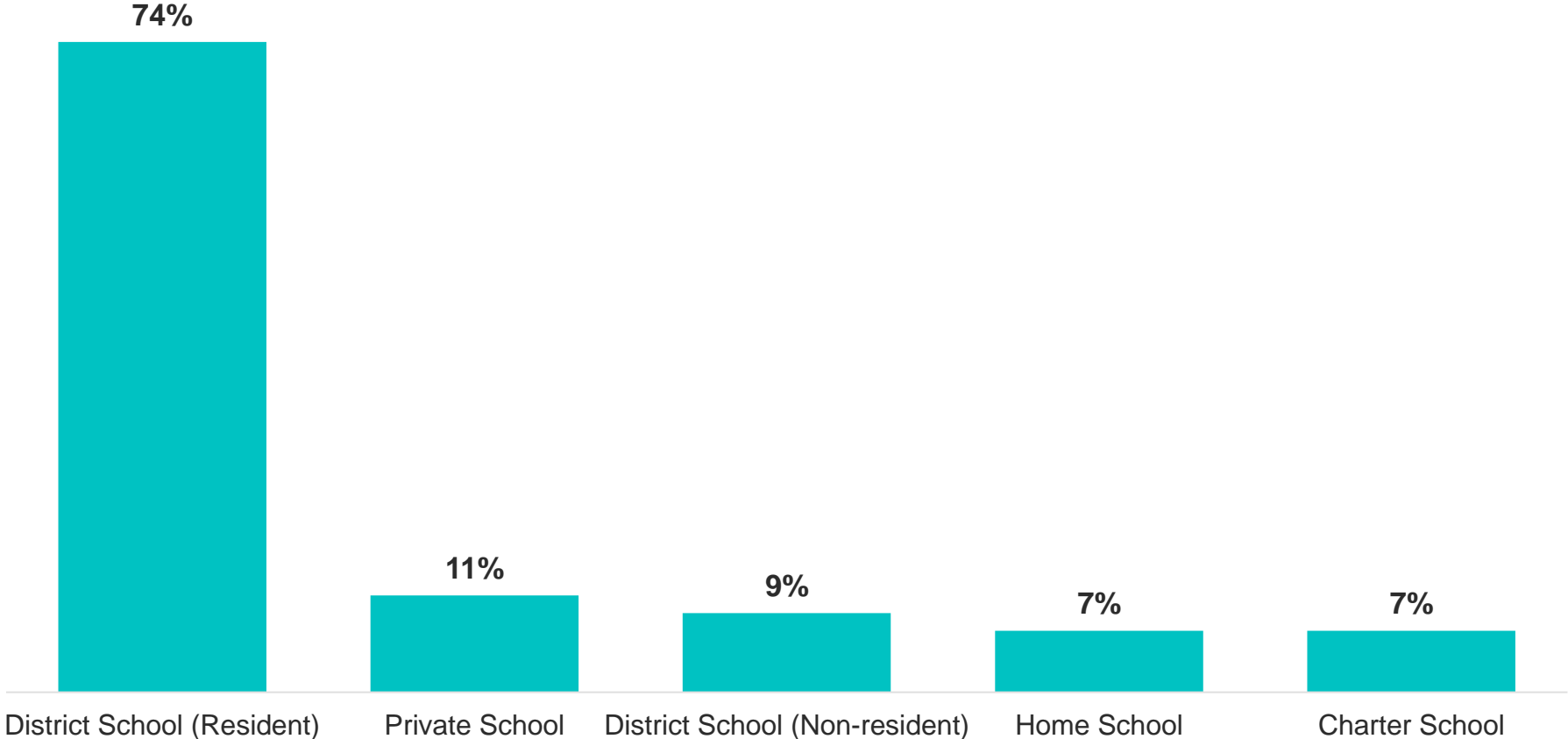
Parent groups based on estimated school type attendance for the 2022-2023 school year



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)



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