

ed CHOICE

THE PUBLIC, PARENTS,
AND K-12 EDUCATION

A National Polling Report

July 2023

KEY FINDINGS

1. More than 75 percent of school parents, as well as the general public, have heard “a lot” or “some” about artificial intelligence. High-income earners and college-educated or higher adults are the most likely to have heard of AI. Rural, low-income, and black adults are the least likely to have heard of it.
2. Almost 40 percent of school parents say they have used AI, while less than one-third of the public say the same thing. Younger adults are most likely to have used it, while older adults and female adults are least likely.
3. Parents are by far most likely to get information about their child’s education, and K-12 education generally, directly from their school. About one-fourth of parents receive such information from friends and relatives. About 70 percent of parents find their child’s school a “trustworthy” source of information on K-12 issues. They also see churches and email newsletters as highly trustworthy sources. They see news articles/stories and television/radio as the least reliable sources.
4. School parents said a dedicated information website is the most useful tool when it comes to their child’s education and schooling. A dedicated hotline is seen as the least useful resource.
5. Forty percent of parents reported their child participating in athletics-focused programs in July – the highest participation out of any program listed. Culture-based programs and those related to career preparation had the lowest levels of participation. Parents who paid for career-focused activities for their children report spending the most amount of money. Those who paid for community-focused activities report spending the least.
6. About half of school parents are concerned about a violent intruder entering their child’s school. This proportion has fallen slightly since June.
7. The general public and school parents continue to greatly underestimate per-student spending in public schools. The median estimate is \$5,000, but the range of FY2021 state actual per-student expenditures starts with a minimum of \$9,014 and a maximum of \$26,097. The FY21 state average is \$14,025.
8. 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. Those who have a child who has switched schools are most likely to indicate that their child experienced excessive stress or anxiety and bullying at their former school compared to other difficulties.
9. Overall support levels for school choice policies remain high among school parents and the general public, holding steady since June.
 - Education savings accounts (ESAs) – 79% / 68%
 - School vouchers – 74% / 60%
 - Charter schools – 70% / 63%
 - Open enrollment – 73% / 66%

Methodology

This poll was conducted between July 7-17, 2023 among a sample of 2,256 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 2.43 percentage points..

AGENDA

WELLBEING AND HAPPINESS

VIEWS ON K-12 EDUCATION

VIEWS ON SCHOOLING

TUTORING AND EXTRACURRICULARS

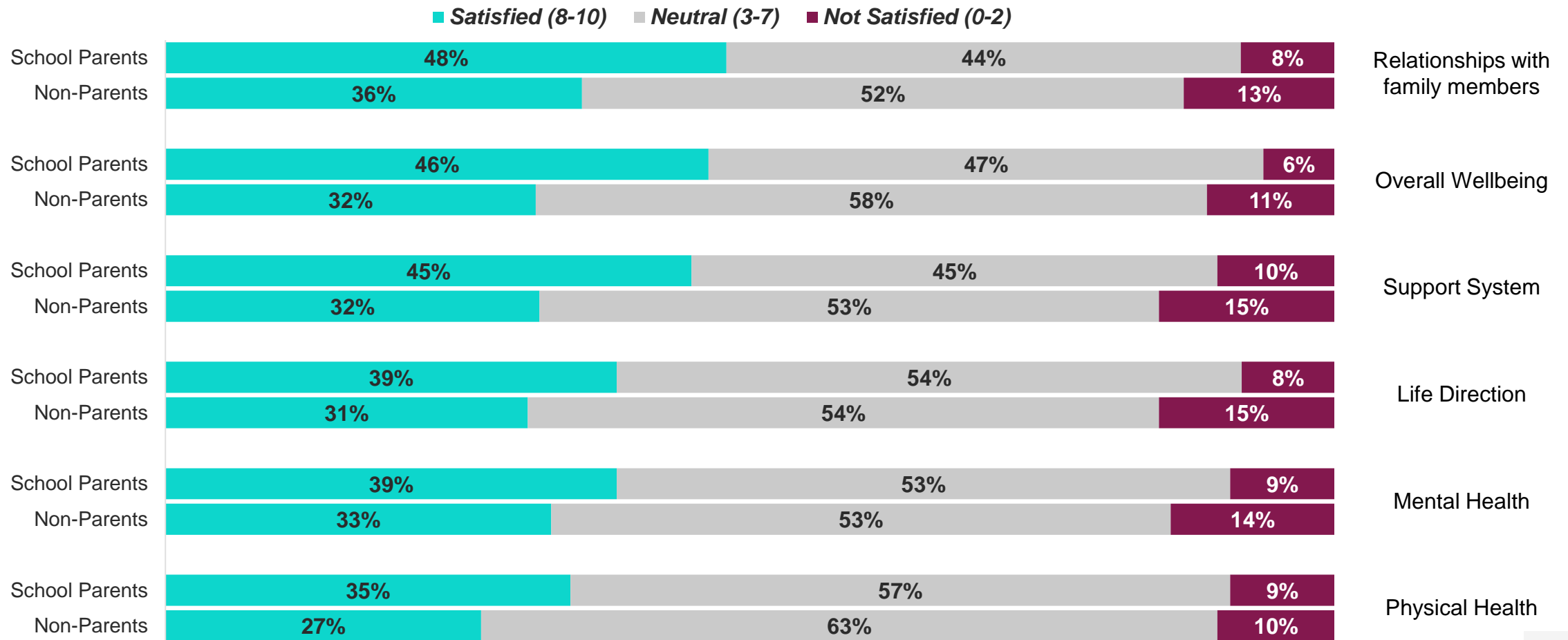
SCHOOL CHOICE POLICIES

SURVEY PROFILE AND DEMOGRAPHICS



School parents are more personally satisfied across all areas of wellbeing compared to non-parents. Both groups continue to be 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.



Six out of 10 parents feel “hopeful” about the future, and at least half feel “a sense of purpose” and “optimistic.”

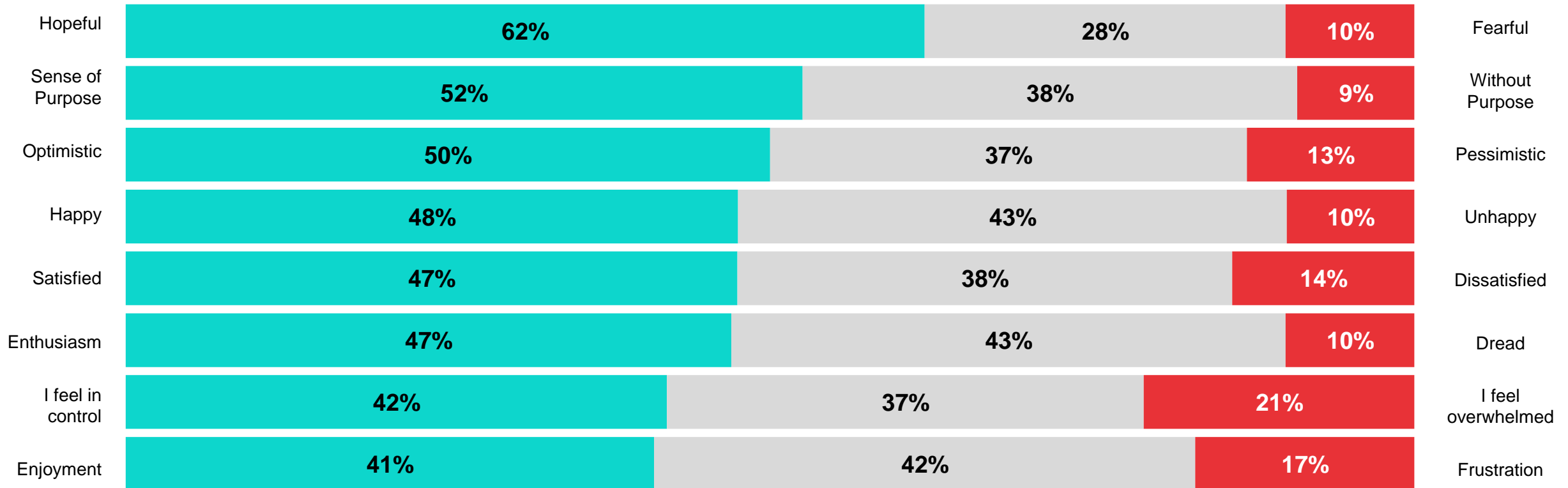
When thinking about the future, please select which of these words best describes how you feel right now?

School Parents

Agree more with this statement ←

Neutral

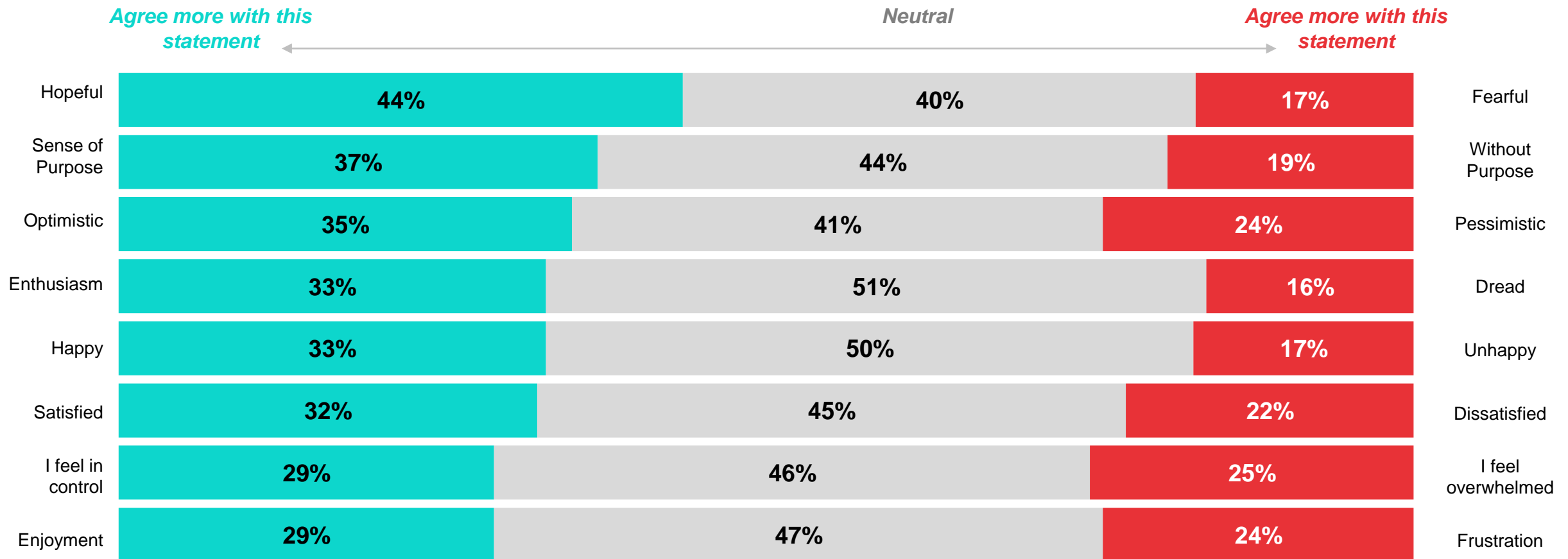
→ Agree more with this statement



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

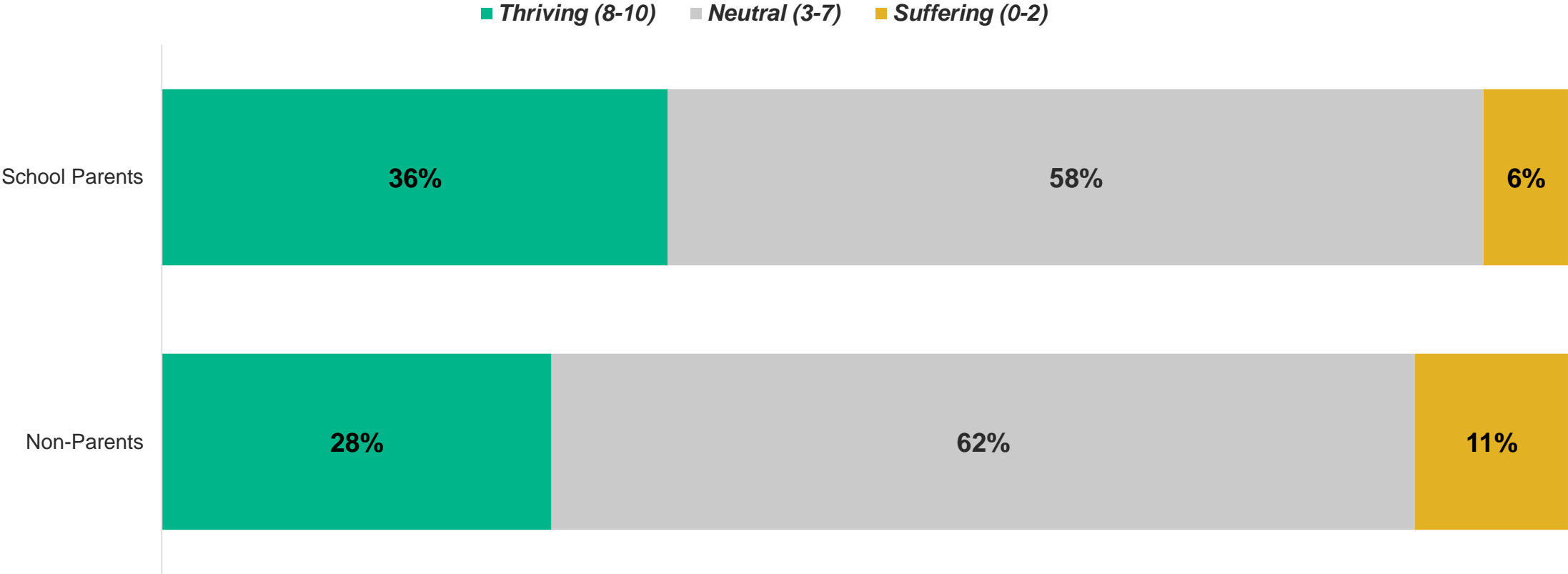
When thinking about the future, please select which of these words best describes how you feel right now?

Non-Parents



A 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 July 7, 2023 – July 17, 2023, among U.S. adults

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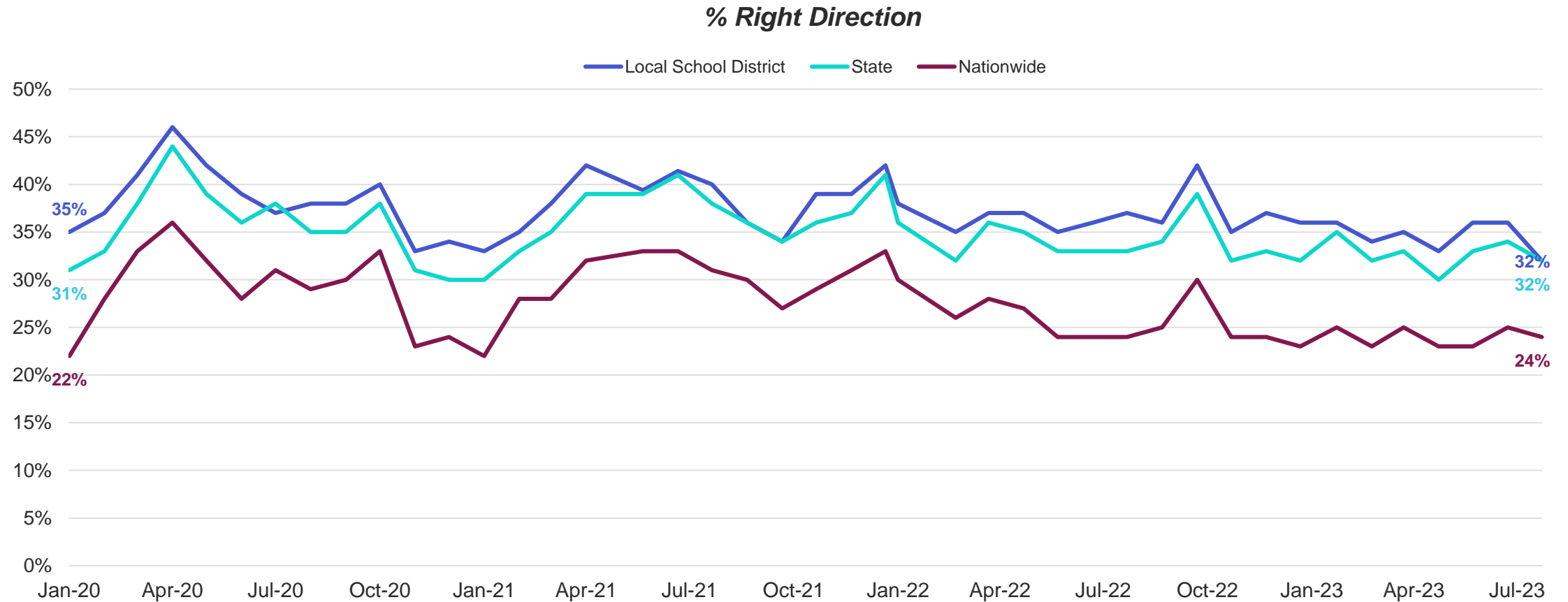
SURVEY PROFILE AND DEMOGRAPHICS



The public's views about the direction of K-12 education at the local and state levels have ticked downward since June but remain at similar levels as recent months.

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

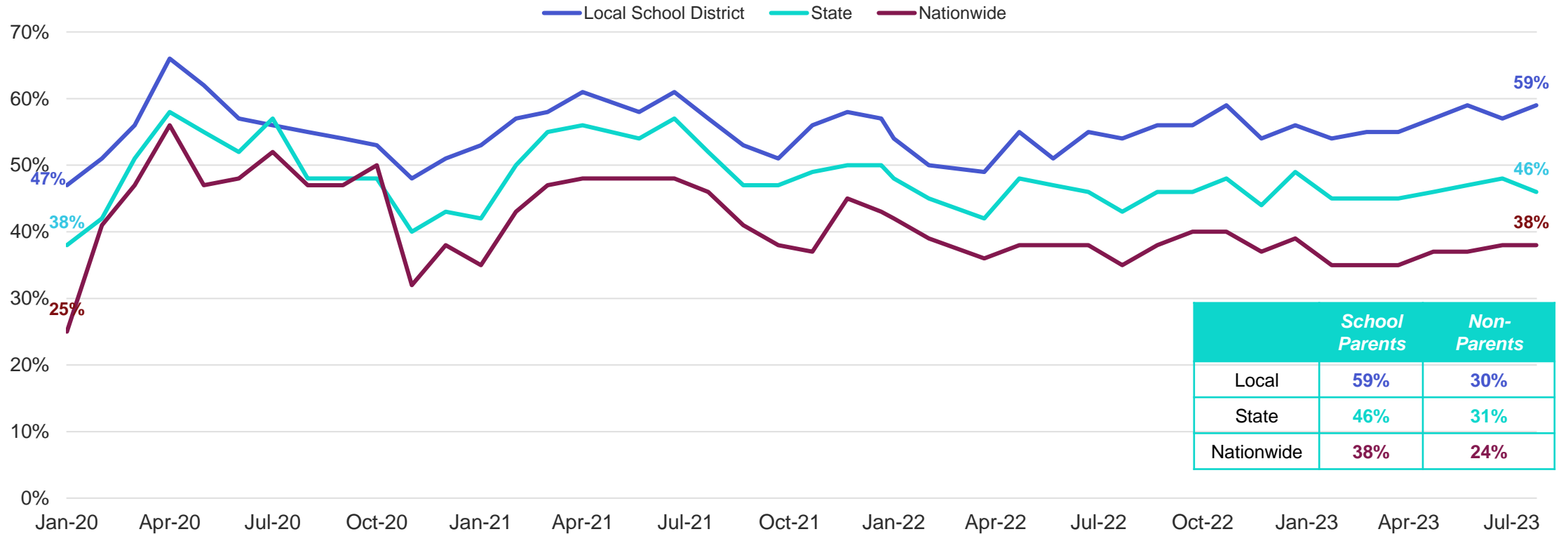


Parents' opinions have remained fairly stable since the beginning of this year regarding how they see the direction of K-12 education.

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



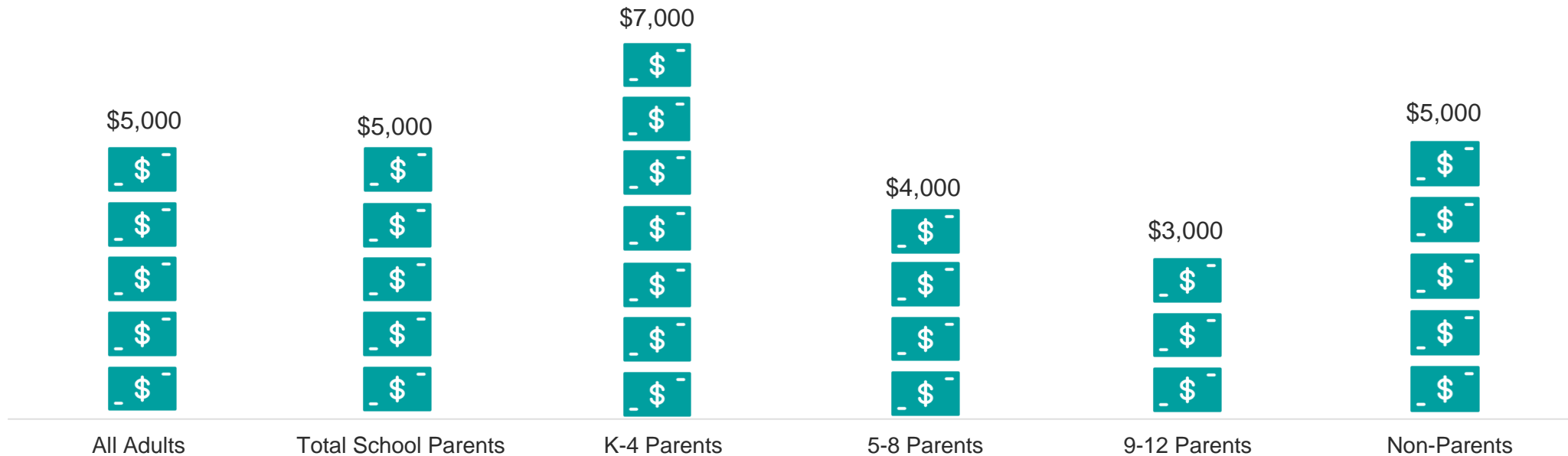
The general public and school parents greatly underestimate per-student spending in public schools.

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 **38%**

-  Core academic subjects (54%)
-  How to be good citizens (43%)
-  Socialization (41%)
-  Skills for future employment (41%)
-  To become independent thinkers (40%)
-  Values, moral character, religious virtues (32%)
-  To fix social problems (16%)

Grades 9-12

Average % selected Extremely Important **40%**

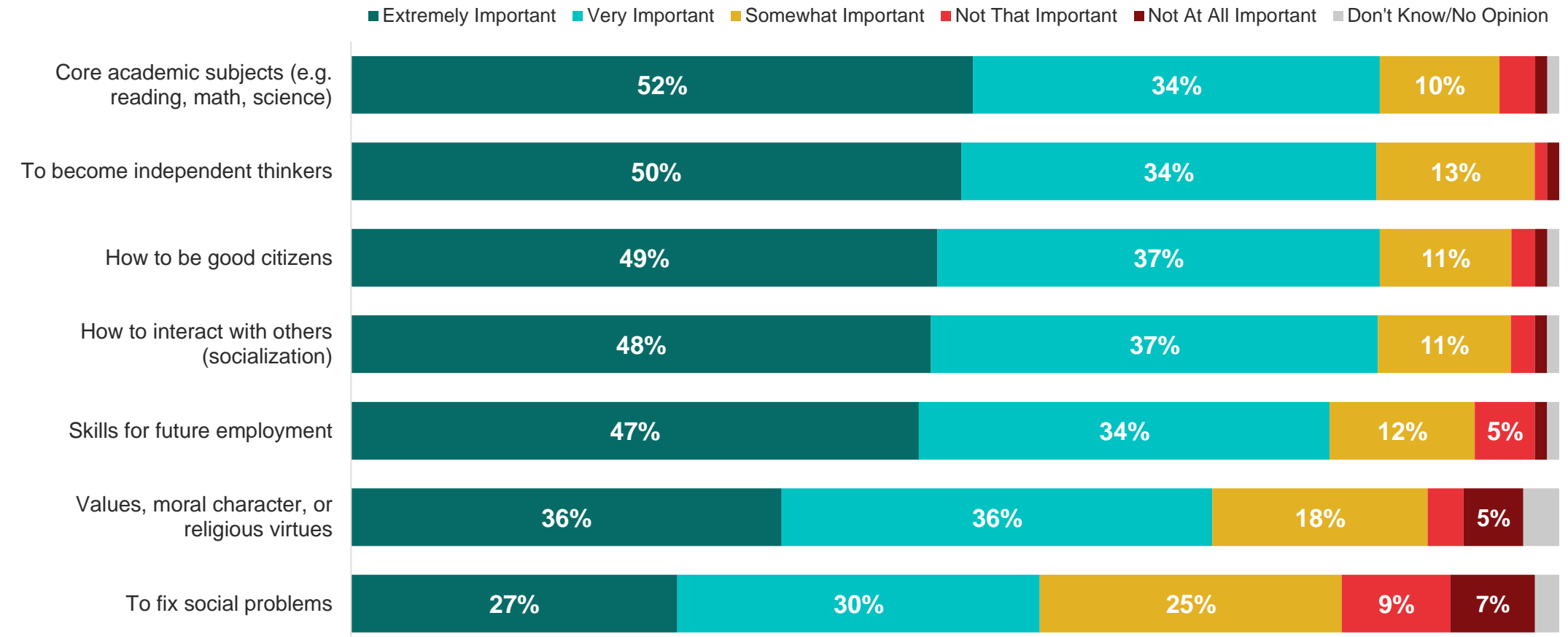
-  Skills for future employment (57%)
-  Core academic subjects (52%)
-  Become independent thinkers (46%)
-  How to be good citizens (43%)
-  Socialization (37%)
-  Values, moral character, religious virtues (32%)
-  To fix social problems (16%)

Source: Survey conducted July 7, 2023 – July 17, 2023, among U.S. adults

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

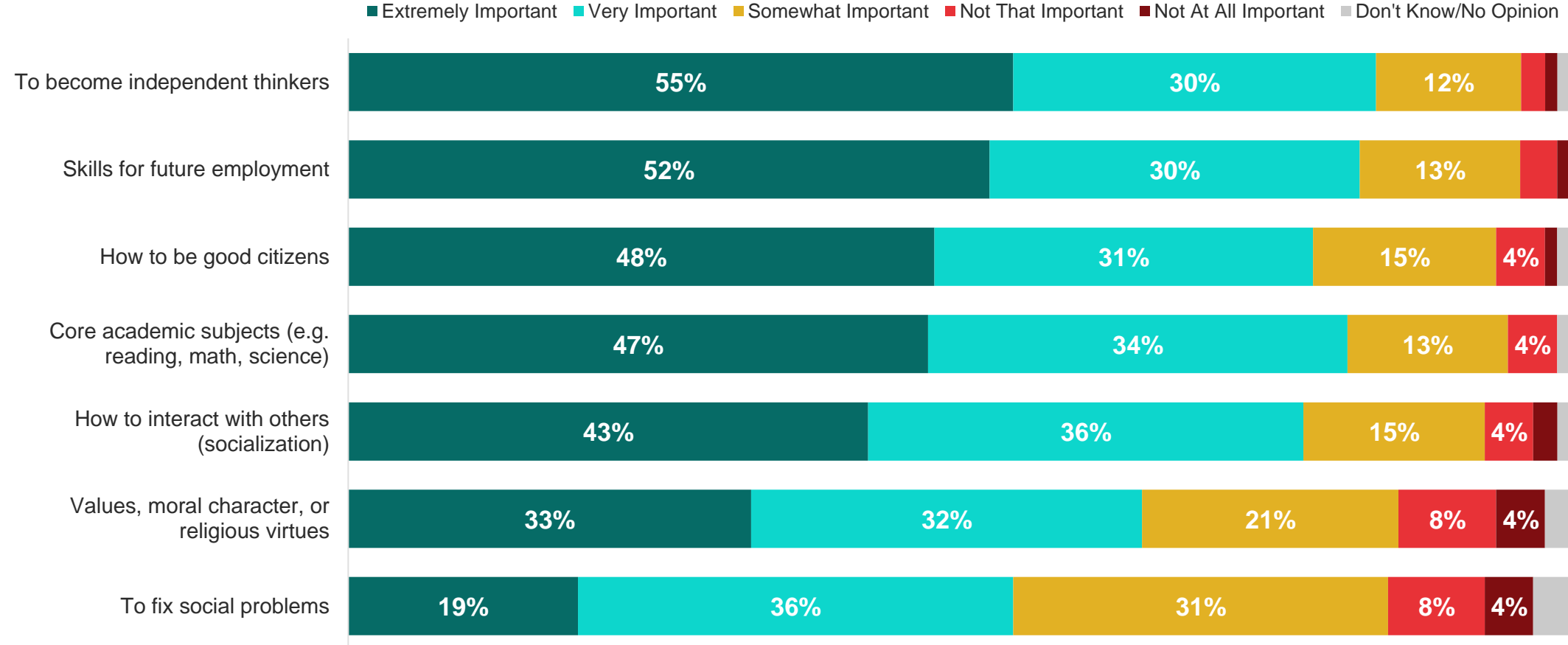


Source: Survey conducted July 7, 2023 – July 17, 2023, among U.S. adults

School parents are most likely to rate becoming independent thinkers as the most important purpose of high school. They view fixing social problems as a much 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



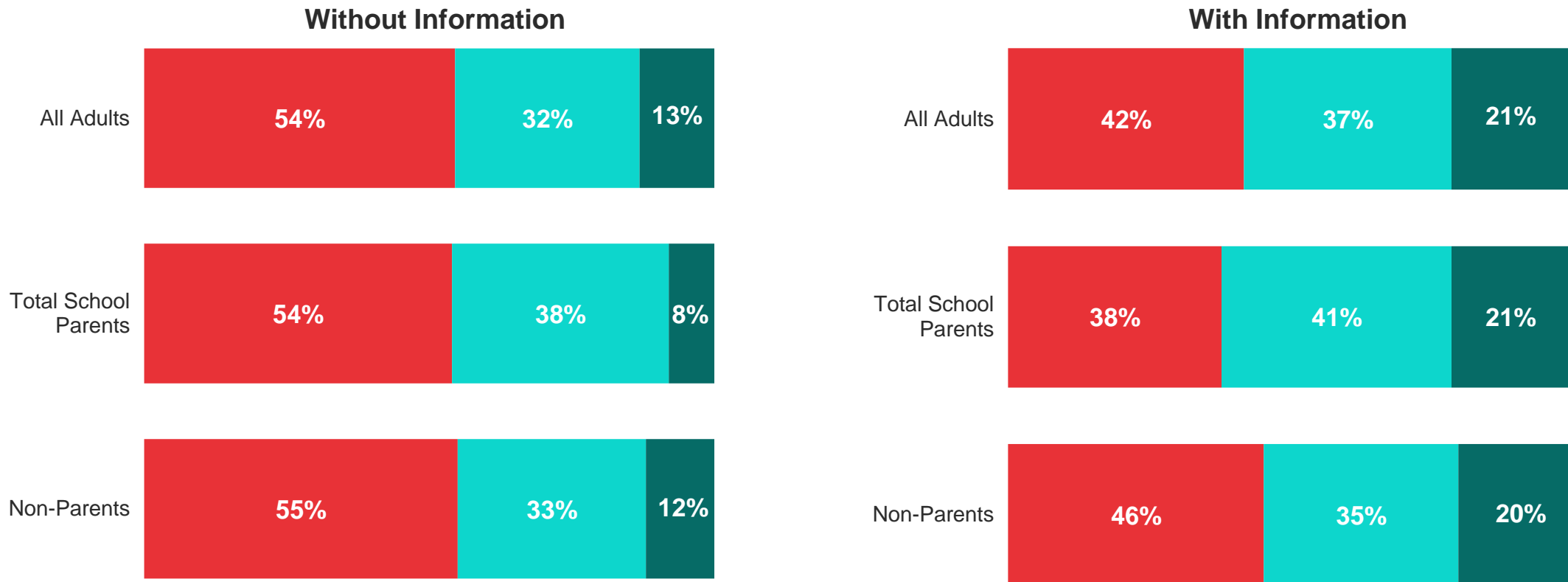
Source: Survey conducted July 7, 2023 – July 17, 2023, among U.S. adults

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



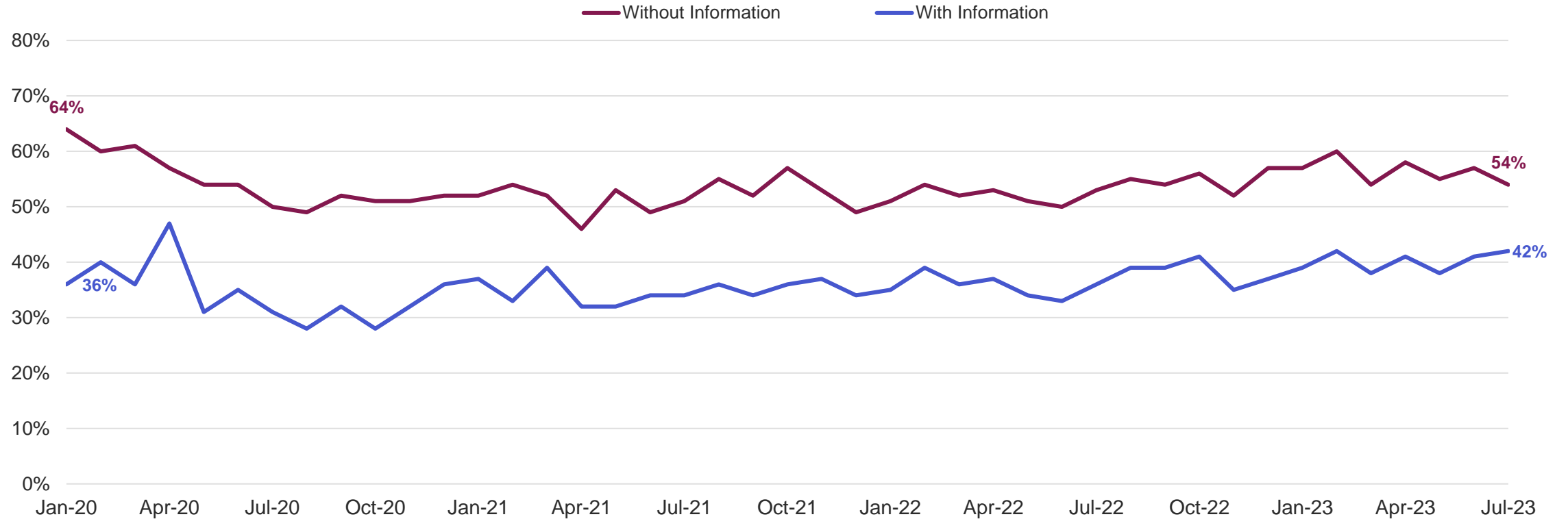
The proportion of Americans who indicated school funding is too low without seeing a publicly reported statistic decreased slightly in July.

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

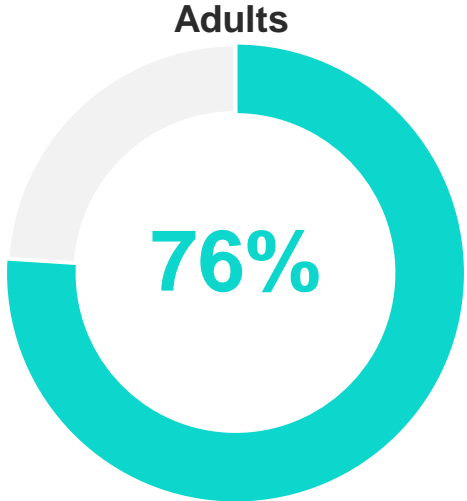
% Too Low



About three-fourths of adults have heard “a lot” or “some” about artificial intelligence. High-income earners and college-educated or higher adults are the mostly likely to have heard of AI. Rural, low-income, and black adults are the least likely to have heard of it.

To what extent, if at all, have you ever heard of artificial intelligence, also called AI?

All Adults



% Heard a lot/Some About Artificial Intelligence

To what extent, if at all, have you ever heard of Artificial Intelligence, also called AI?

A lot	31%
Some	45%
Not much	15%
Not at all	3%

Top % Have heard a lot/Some

High Income	87%
Education: Bachelors +	86%
Liberal	85%
Male	84%

Bottom % Have heard a lot/Some

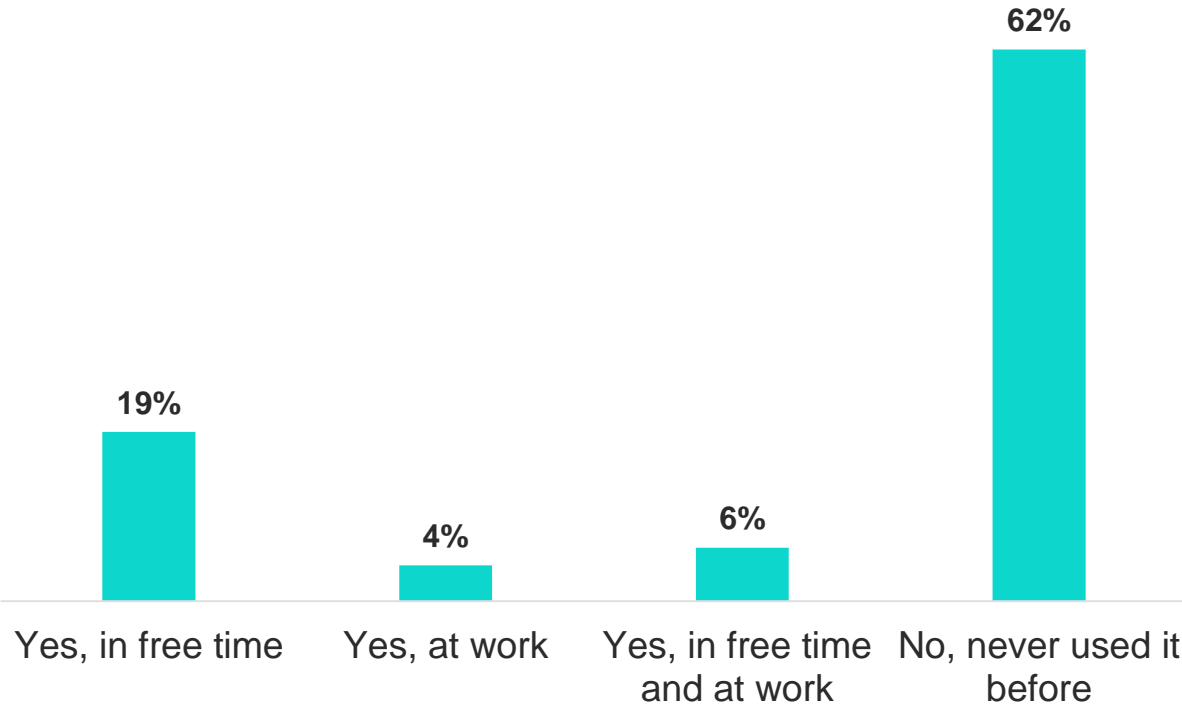
Low Income	70%
Female	69%
Black	69%
Rural	64%

Source: Survey conducted July 7, 2023 – July 17, 2023, among U.S. adults

Over 60 percent of adults say they have never used artificial intelligence. Younger adults are most likely to have used it, while older adults and female adults are least likely.

Have you ever used artificial intelligence before in your free time or at work? Examples include ChatGPT, ChatSonic, and Bloom.

All Adults



% Yes, have used

School Parents	37%
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**Top %
Yes, have used**

Gen Z	51%
Age 18-34	46%
Millennials	40%
Hispanic	39%

**Bottom %
Yes, have used**

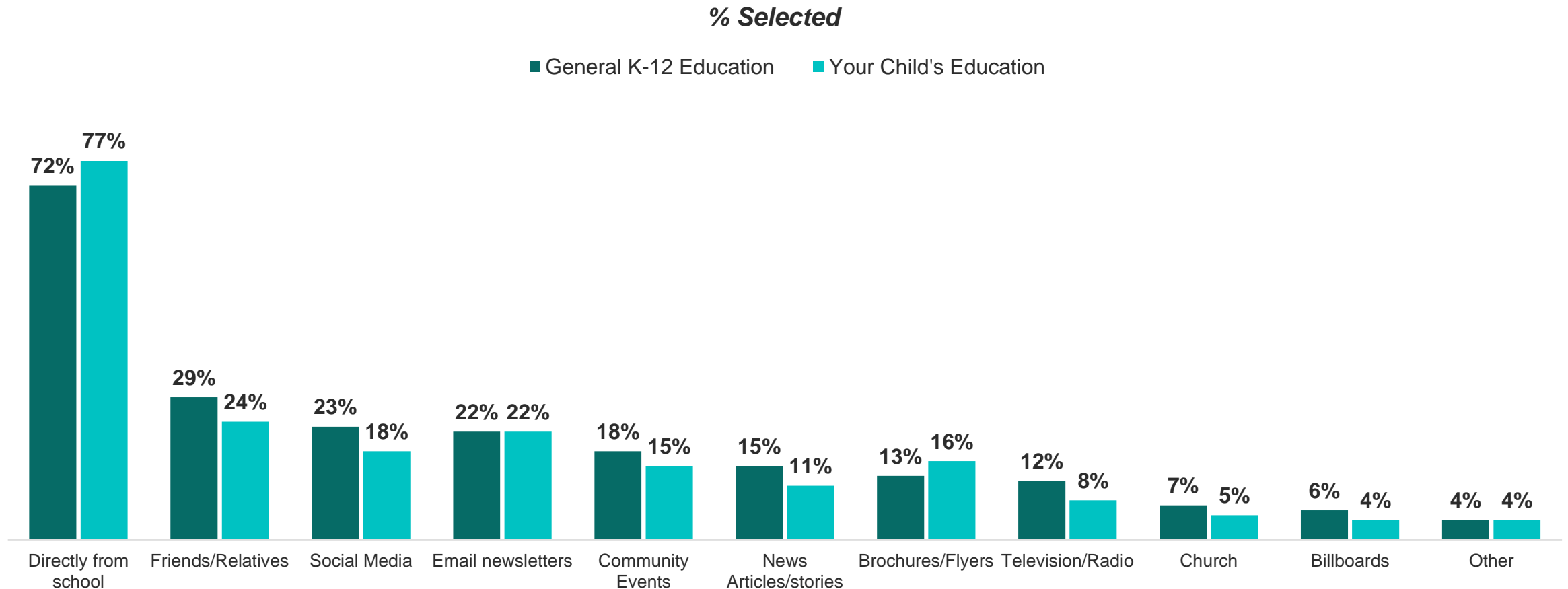
Small Town	24%
Female	23%
Gen X	22%
Baby Boomers	15%

Source: Survey conducted July 7, 2023 – July 17, 2023, among U.S. adults
 Note: Right-hand side data showing % “Yes, have used” includes “Yes, in free time”, “Yes, at work”, and “Yes, in free time and at work”

Parents are by far most likely to get information about their child’s education, and K-12 education generally, directly from their school. About one-fourth of parents receive such information from friends and relatives.

From what sources do you typically receive information about K-12 education generally and the education of your child/children specifically?

School Parents

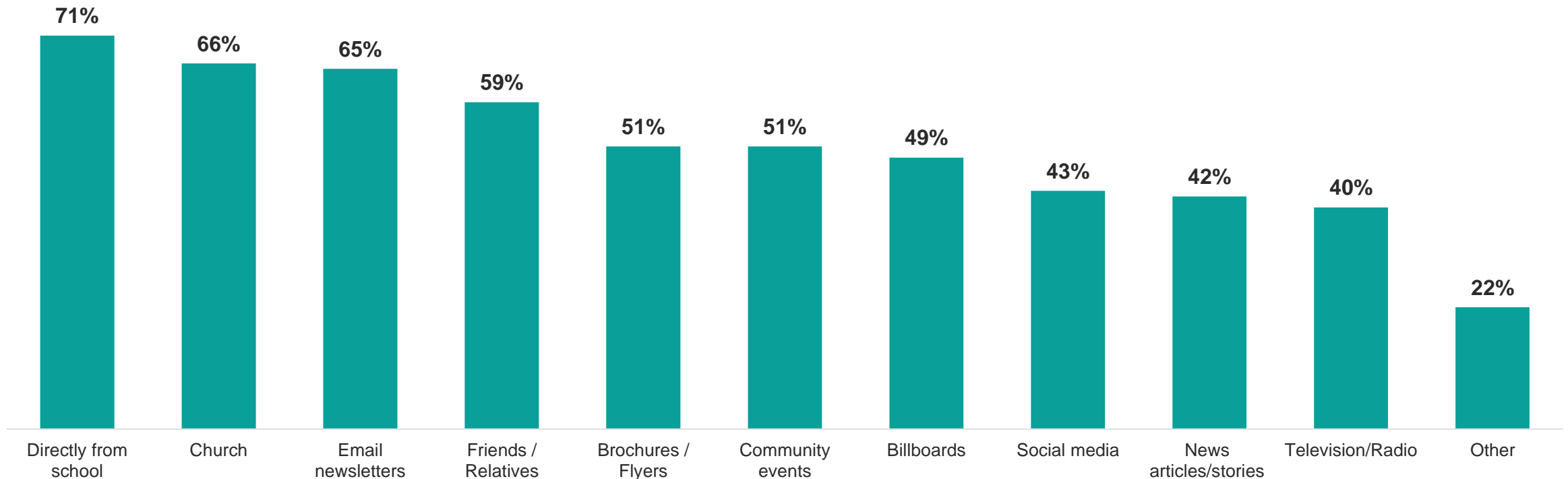


Seven out of 10 parents find their child’s school a “trustworthy” source of information on K-12 issues. They also find churches and email newsletters highly trustworthy sources. They see news articles/stories and television/radio as the least reliable sources.

Of the sources you just selected, rate each on a scale from 0 to 10, where 0 means not at all trustworthy and 10 means extremely trustworthy how you think each is for you, personally, as a source of information about K-12 education issues.

School Parents

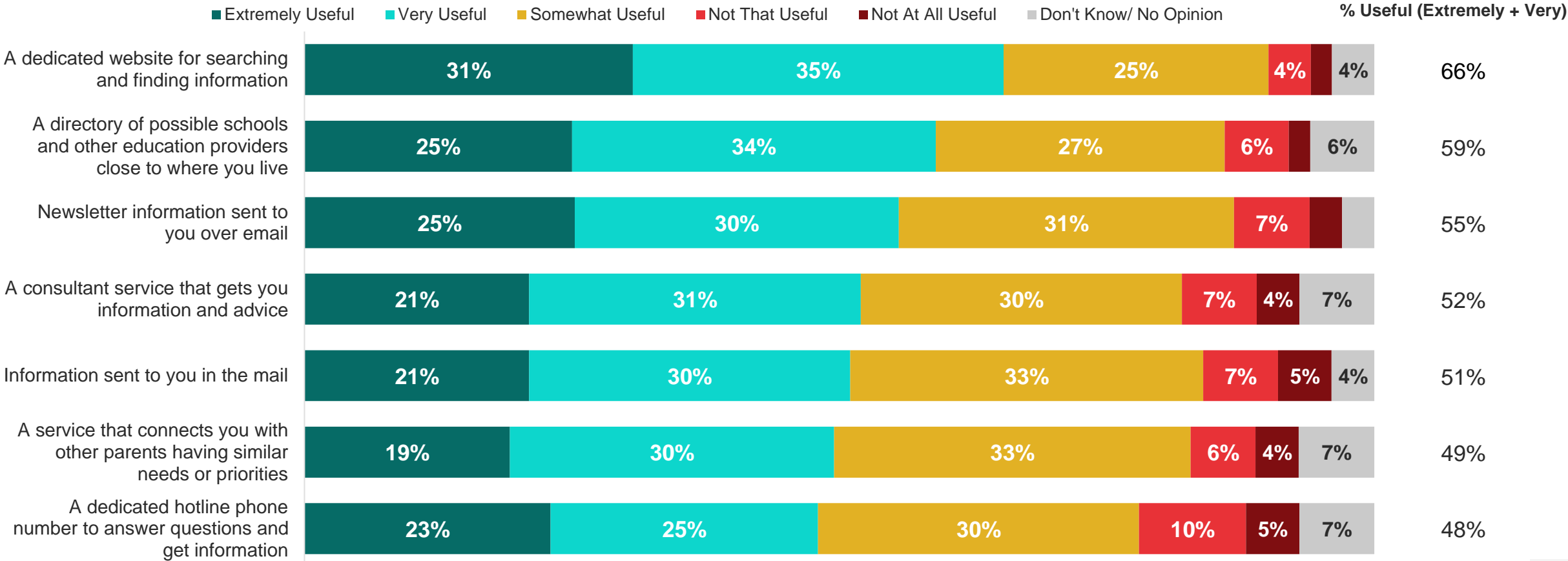
% Trustworthy 8-10



School parents would find a dedicated information website the most useful tool when it comes to their child’s education and schooling. A dedicated hotline would be the least useful resource.

There are different things that might be done to help you get the information that you need to consider for your child's education and schooling. Please indicate how useful each would be for you personally.

School Parents



Source: Survey conducted July 7, 2023 – July 17, 2023, among U.S. adults

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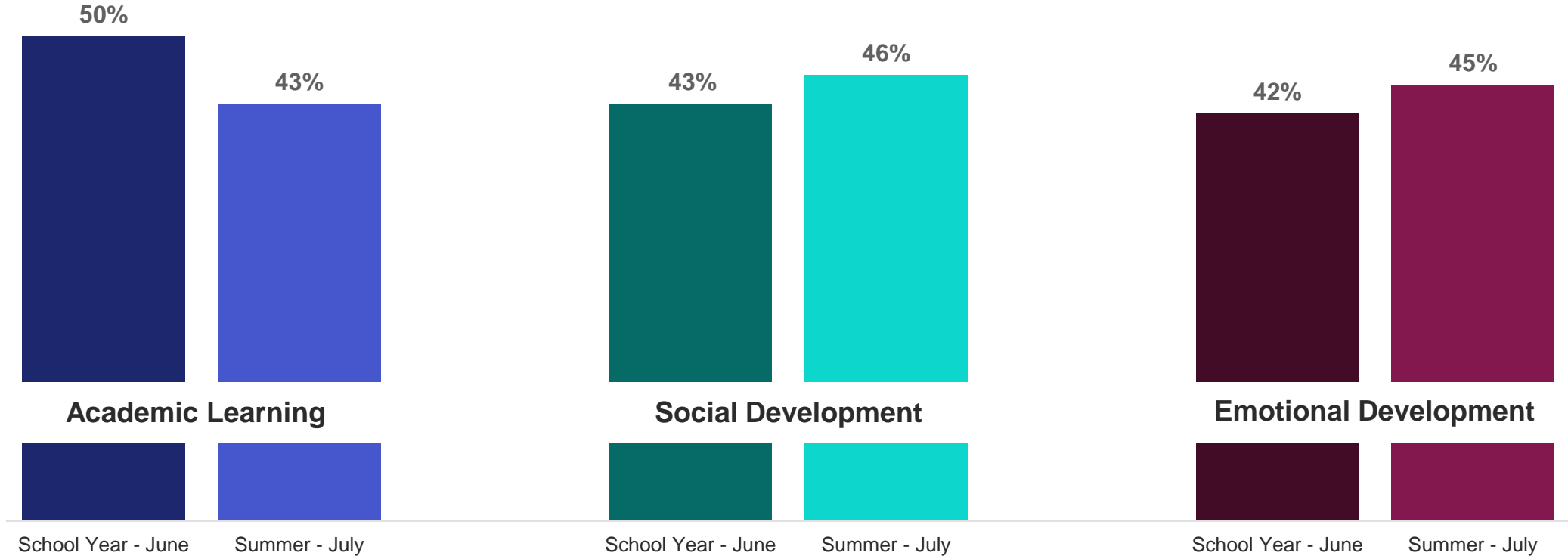


Parents feel more positive about the academic progress of their children during the school year compared to the summer. But in July, parents felt more positive about their kids' social and emotional development during the summer.

How do you feel your child/children is/are progressing on the following **this school year**?
How do you feel your child/children has/have been doing **this summer** in each of the following?

School Parents

% Very Well

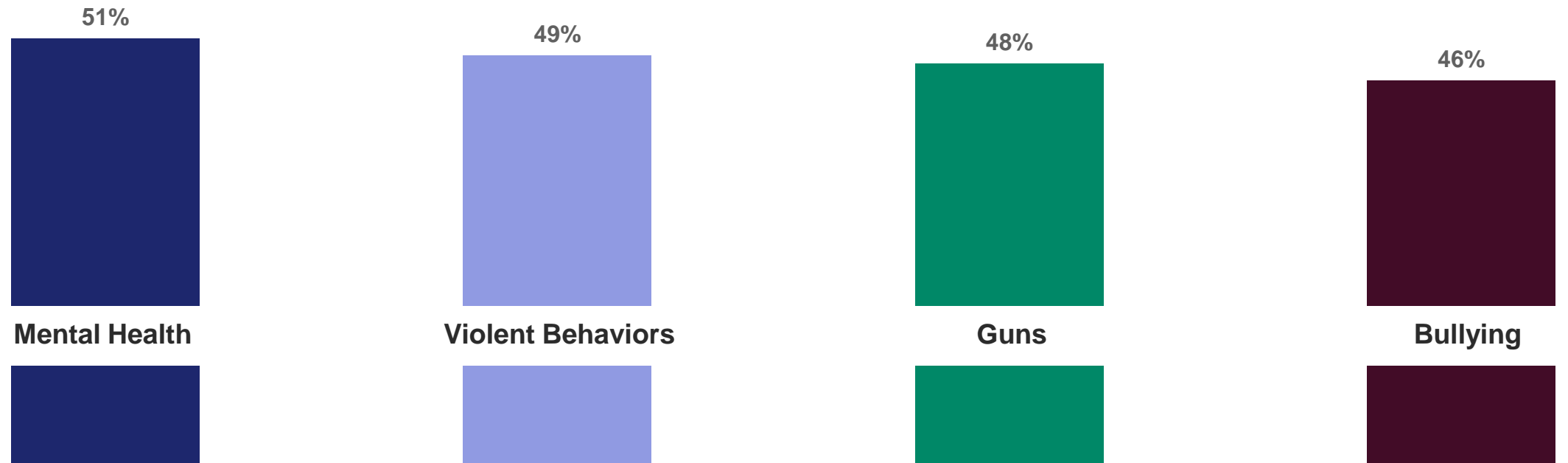


Roughly half of school parents feel their child's school handles the following four important issues at least very well.

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

School Parents

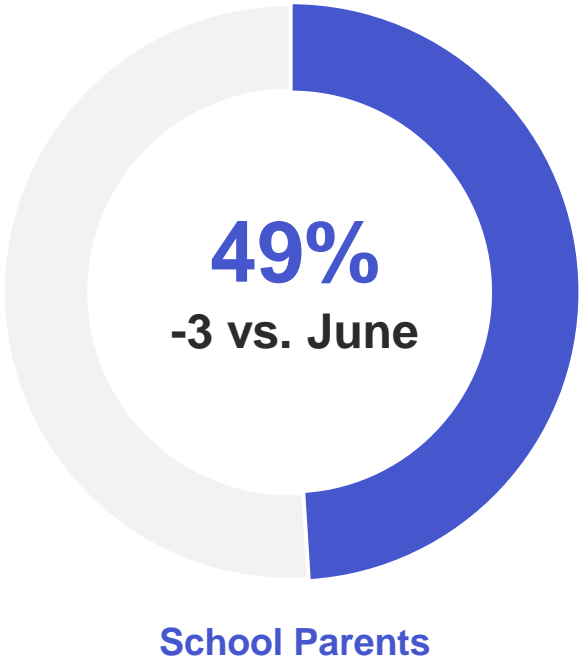
Total Well
(Extremely + Very Well)



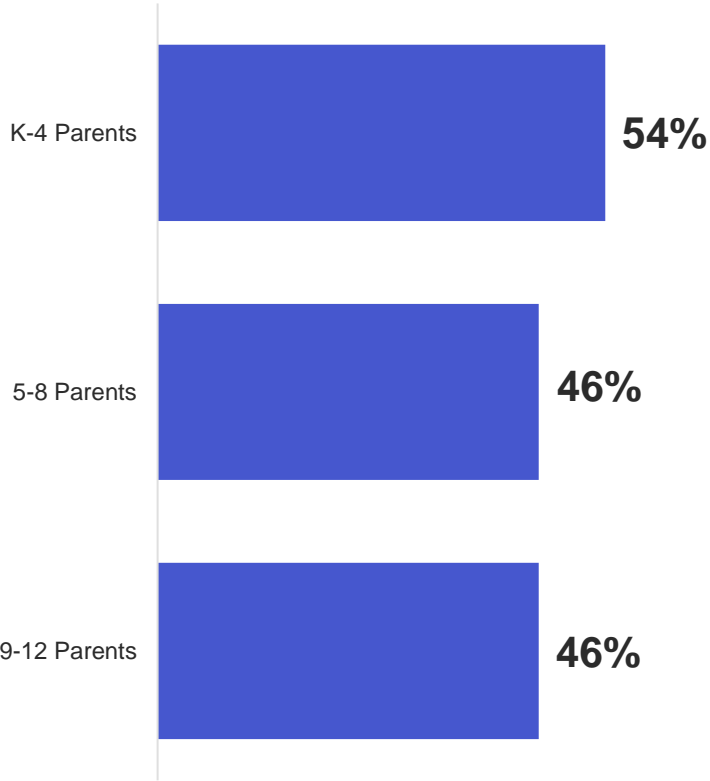
About half of school parents are concerned about a violent intruder entering their child’s school. This proportion has fallen slightly since June.

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)

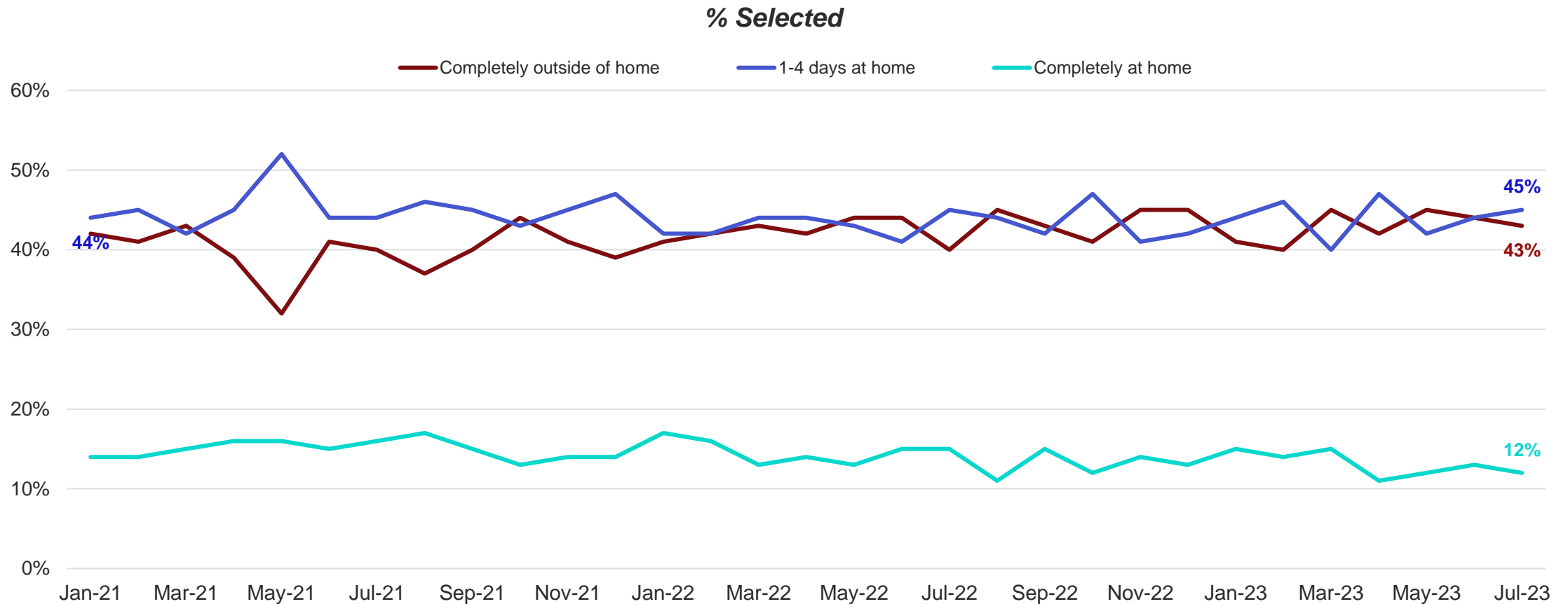


Source: Survey conducted July 7, 2023 – July 17, 2023, among U.S. adults

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



Private school parents are almost 30 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

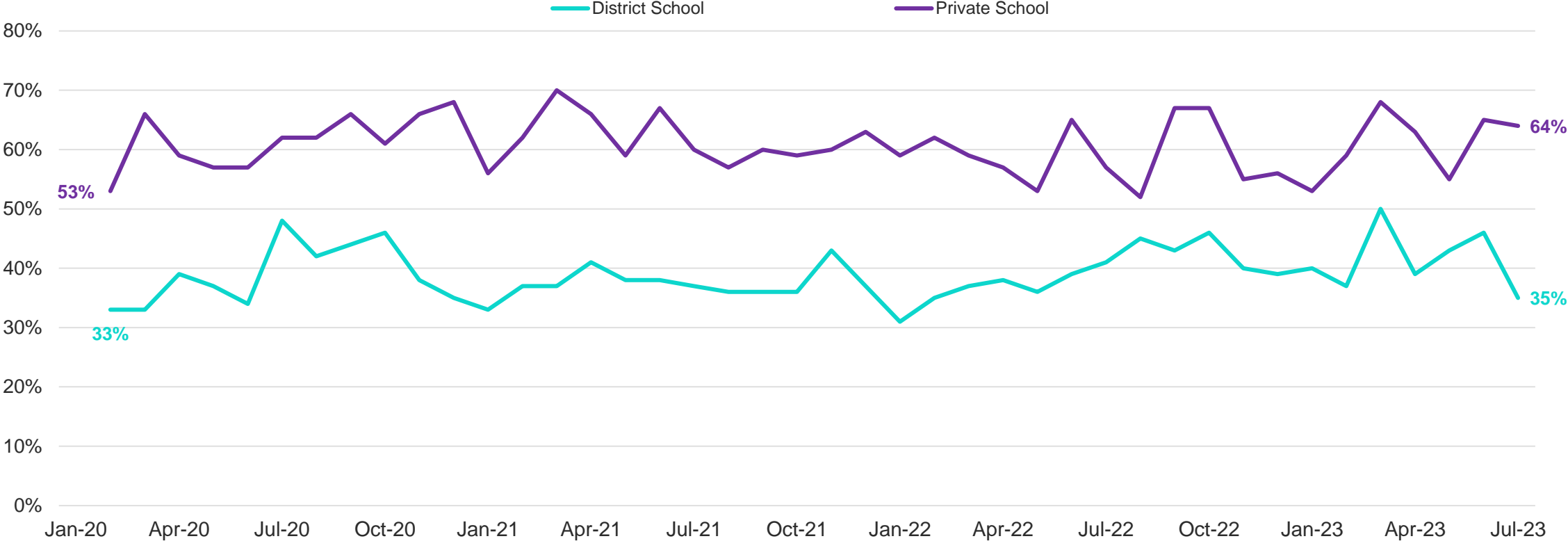


Parents are consistently more likely to say they are ‘very satisfied’ with private schools than public district schools. Strong district school satisfaction has fallen sharply since June.

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 is 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).

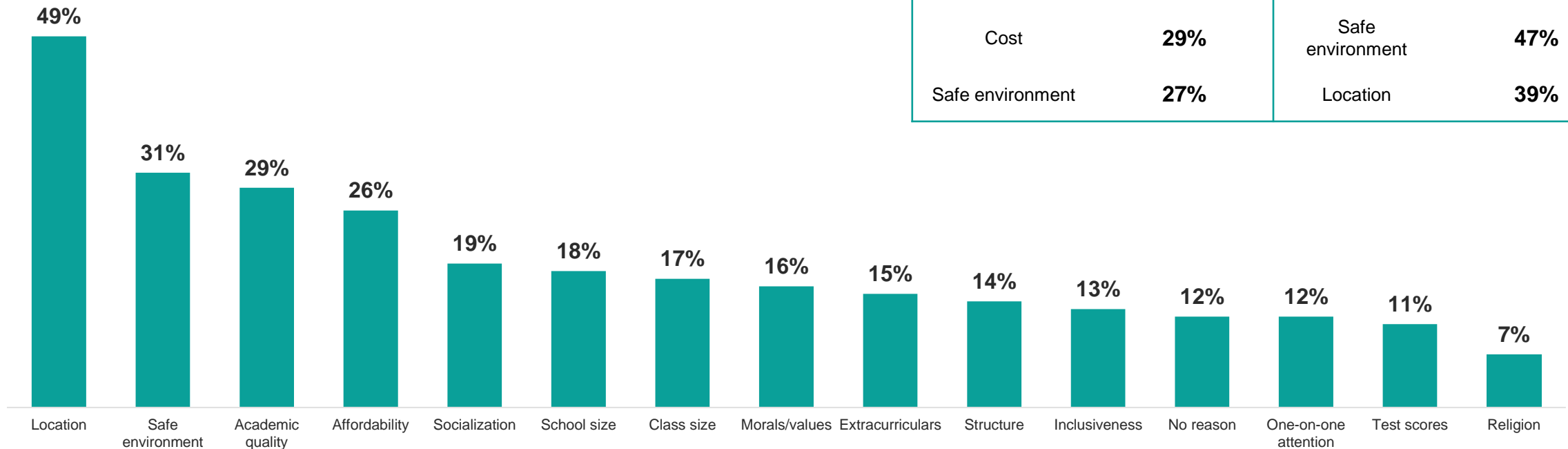
School Parents

% Selected

Top 3 Reasons

% Selected

District School Parents		Private School Parents	
Location	53%	Academic quality	57%
Cost	29%	Safe environment	47%
Safe environment	27%	Location	39%



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

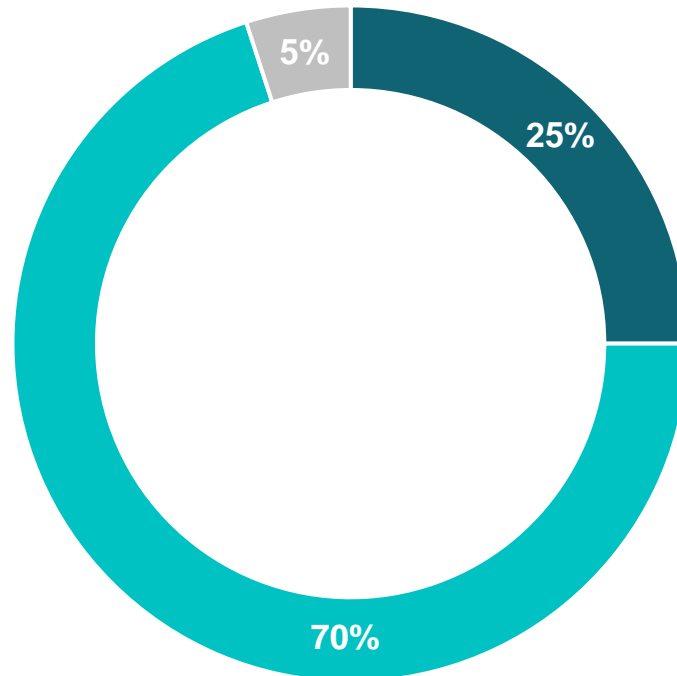
Source: Survey conducted July 7, 2023 – July 17, 2023, among U.S. adults

One-fourth of parents indicate that their child has switched from one school type to another. School switching is highest among special education parents and private school 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

Special Education	41%
Private School	36%
District School (Outside)	36%

Bottom % Yes

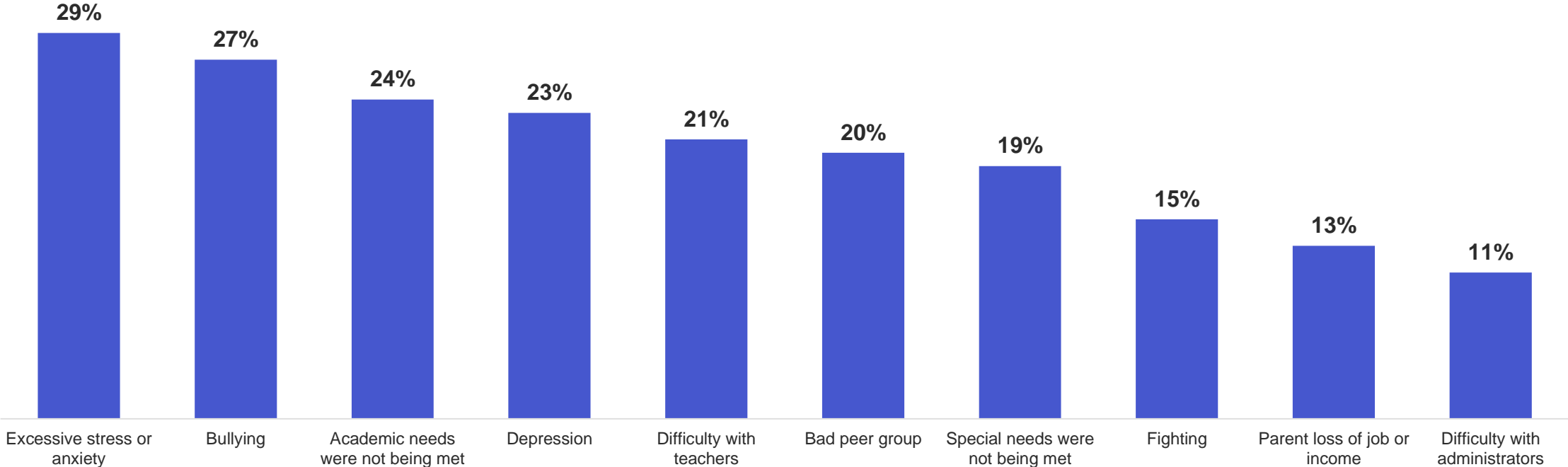
Conservative	21%
Midwest	18%
Small Town	16%

Those who have a child who has switched schools are most likely to indicate that their child experienced excessive stress or anxiety and 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

Most Frequently Cited Difficulties (%)



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.**

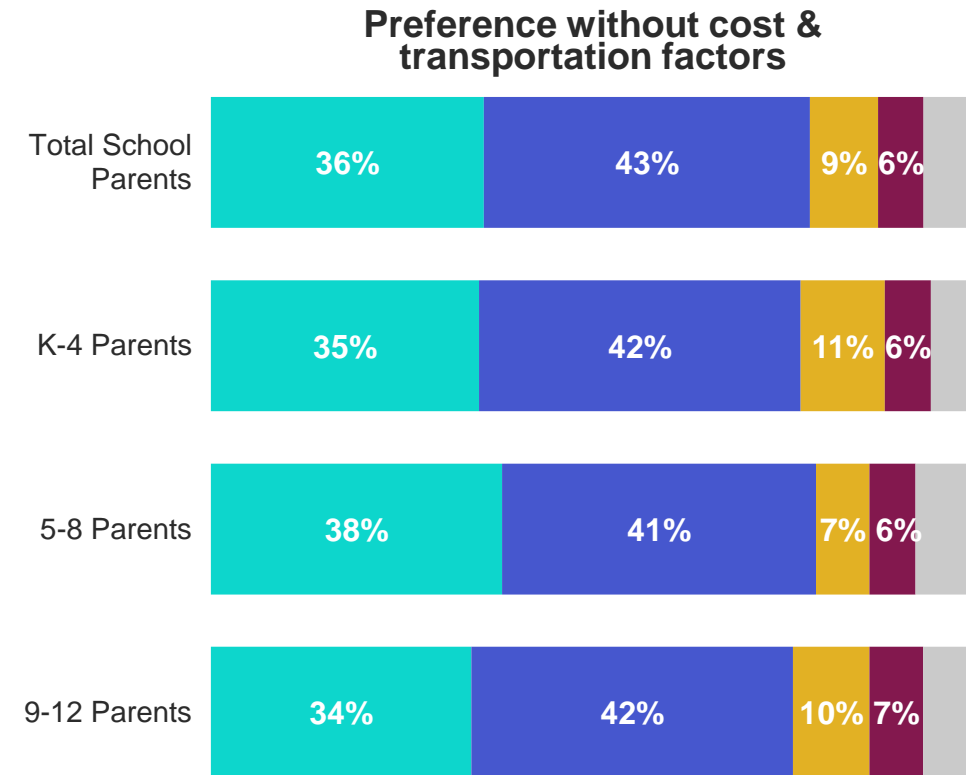
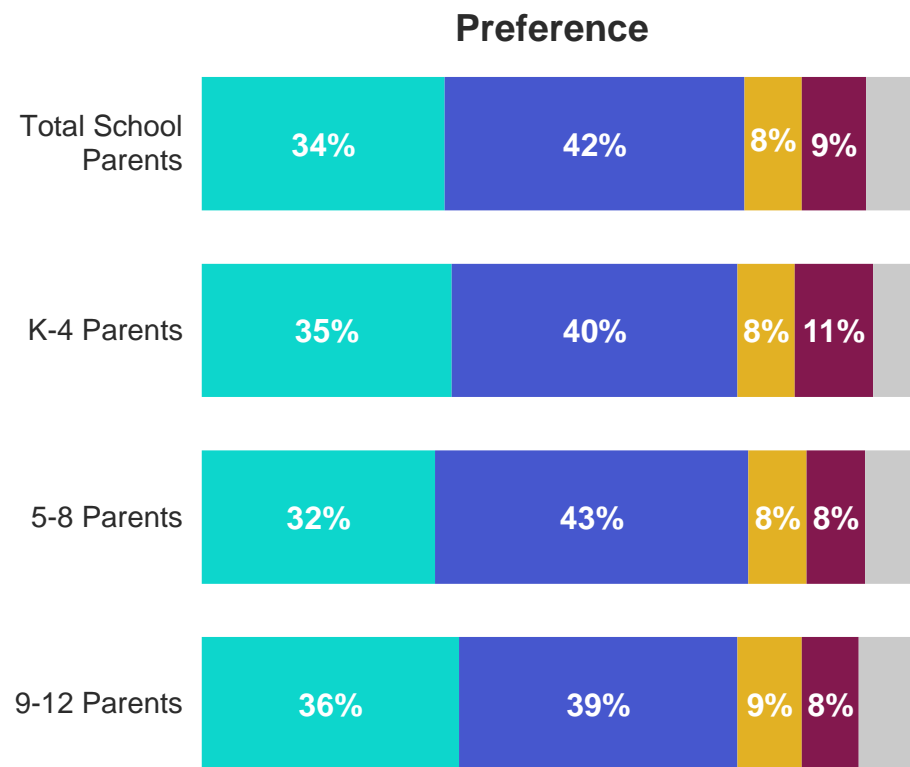
Source: Survey conducted July 7, 2023 – July 17, 2023, among U.S. adults

Parents have a diverse range of schooling preferences. They are slightly more likely to prefer regular public schools over 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 60 percent of parents have a favorable view of homeschooling, as overall favorability remained about the same as June.

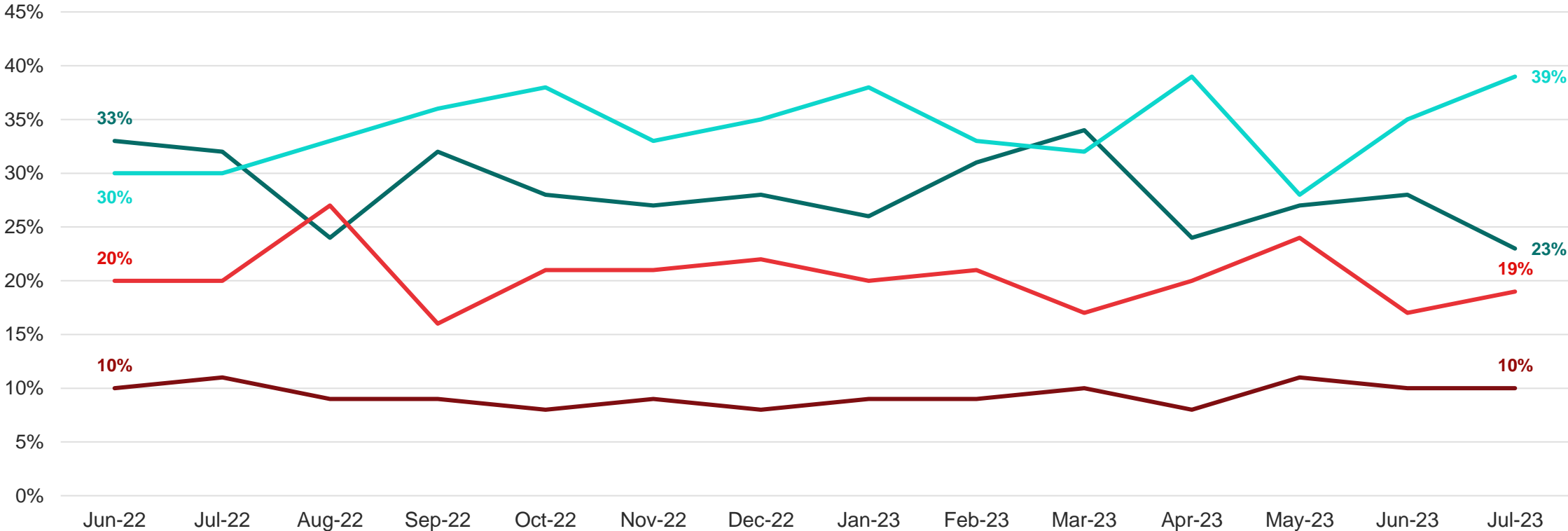
July 2023

In general, what is your opinion of homeschooling?

School Parents

Total Favorable	62%
Total Unfavorable	29%

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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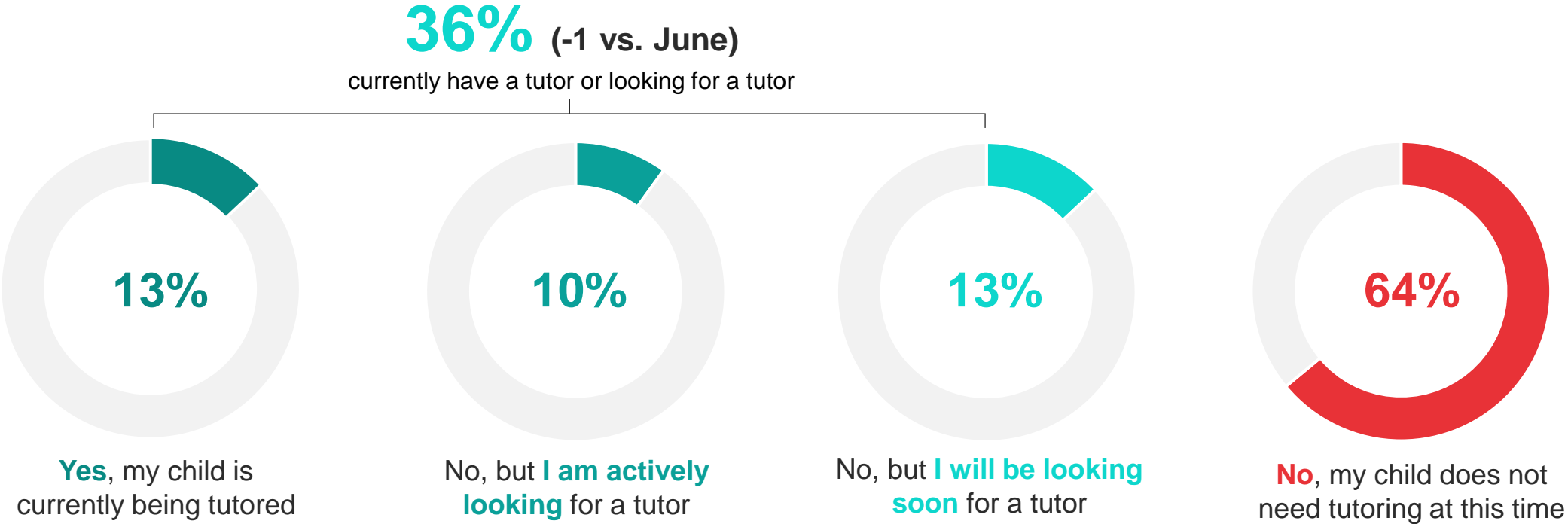
SURVEY PROFILE AND DEMOGRAPHICS



In July, more than one-third of parents indicated they are currently using a tutor or are interested in tutoring for their children – roughly level with June.

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

School Parents



Source: Survey conducted July 7, 2023 – July 17, 2023, among U.S. adults

In July, interest in tutoring was highest among private school parents, West region, and urban parents. It was lowest among rural and Midwest region 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	62%
West	50%
Urban	49%
Education: Bachelors or Postgrad	46%
Democrat	46%
Black	45%
Liberal	44%

Groups **least** likely to be looking for / already having tutoring

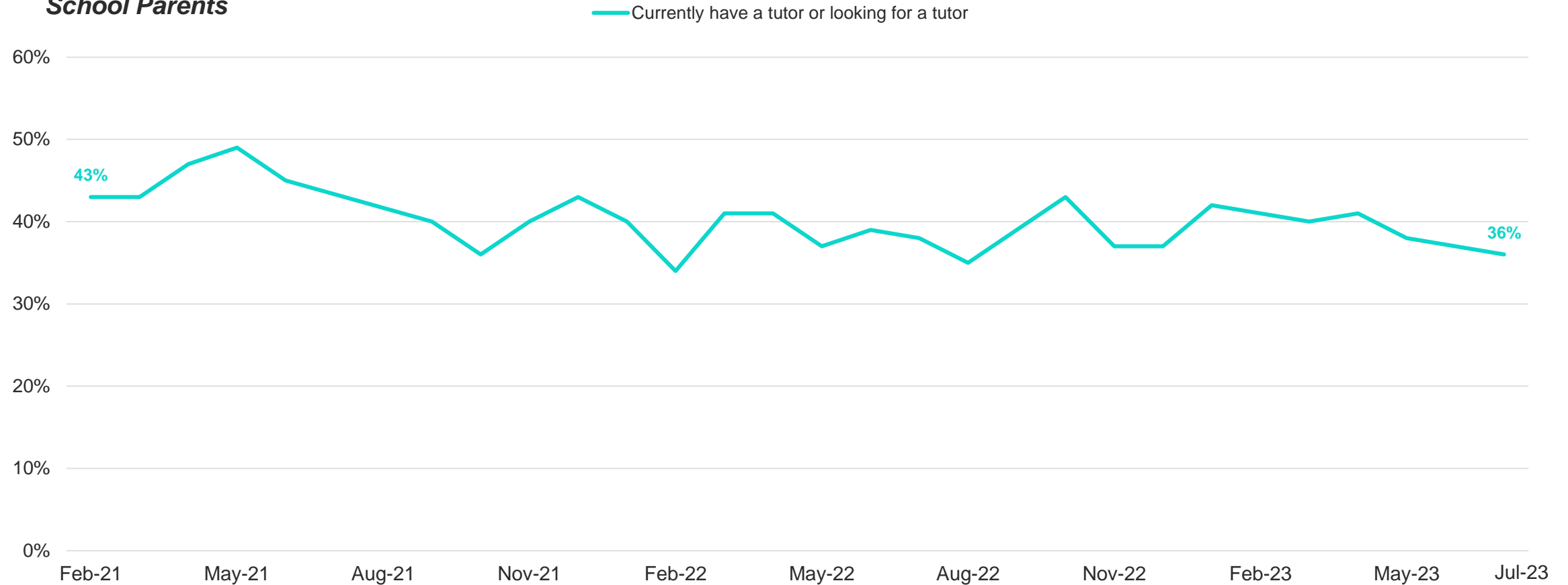
Republican	30%
Low Income <\$35K	29%
Female	29%
Education < College	28%
Small Town	28%
Midwest	23%
Rural	22%

Source: Survey conducted July 7, 2023 – July 17, 2023, among U.S. adults

School parents' interest in tutoring has continued to decline since April, and it has gone back to a similar level as November 2022.

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

School Parents

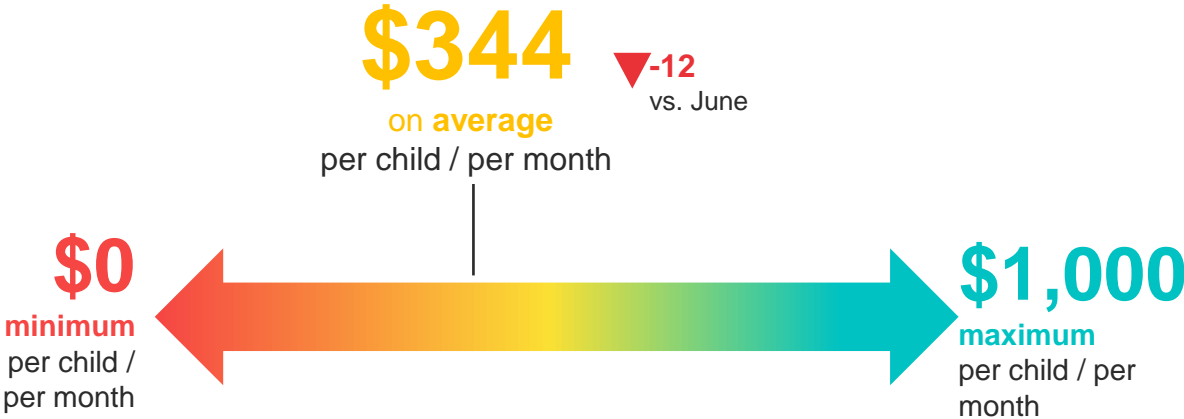


Note: Question was not asked in July 2021 and August 2021.

In July, the amount parents were willing to spend on tutoring fell to \$345 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



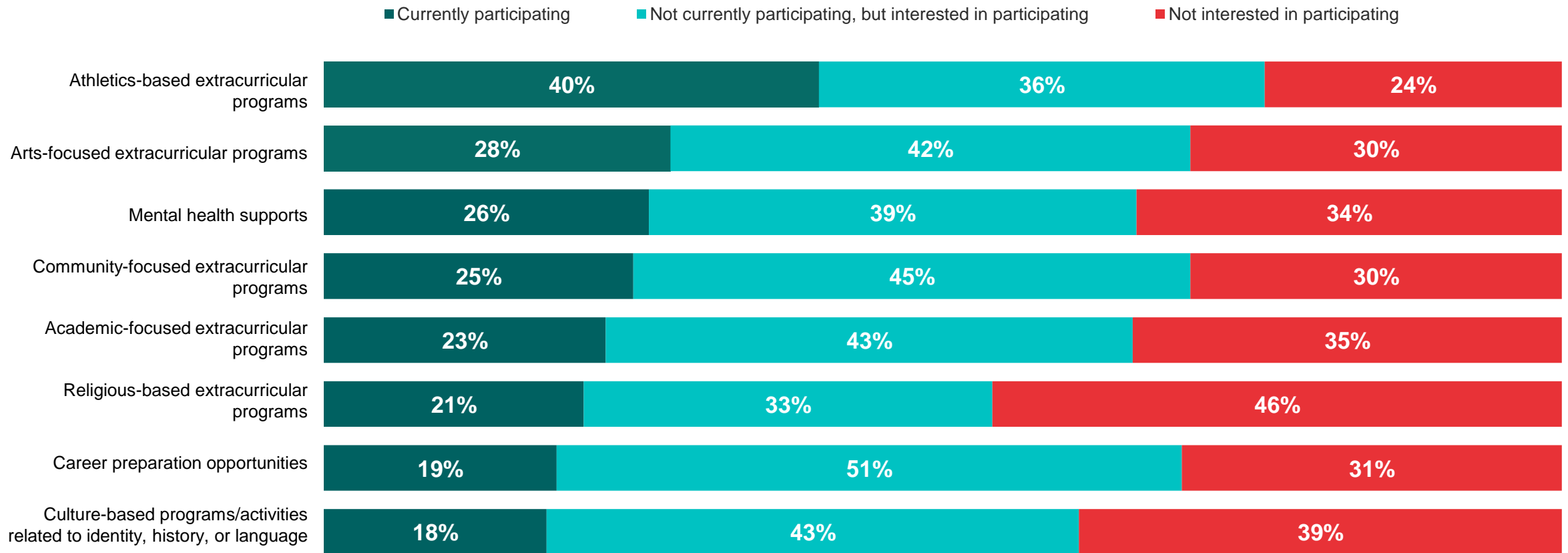
Average willing to spend per child/per month by demographic		
Income	*Low Income < \$35K	\$177
	Middle Income \$35K to < \$75K	\$262
	High Income \$75K+	\$455
Political Affiliation	Democrat	\$378
	*Independent	\$329
	Republican	\$329
Region	*West	\$354
	*Midwest	\$260
	South	\$367
	*Northeast	\$350

*indicates base size n= <100

Forty percent of parents reported their child participating in athletics-focused programs in July – the highest participation out of any program listed. Culture-based 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?

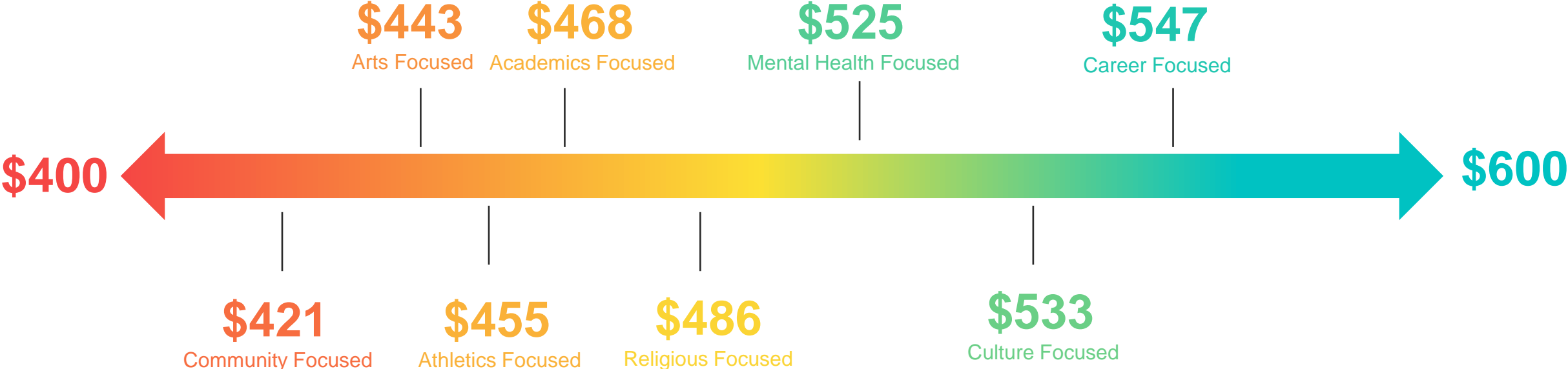
School Parents



Parents who paid for career-focused activities for their children report spending the most amount of money. Those who paid for community-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



Note: Respondents were asked to select a \$ amount from \$0 to \$2000+
Sample Sizes: Athletics focused: N=487, Religious focused: N=257, Community focused: N=307, Academics focused: N=280, Arts focused: N=337, Career focused: N=227, Mental health focused: N=319, Culture focused: N=219

Source: Survey conducted July 7, 2023 – July 17, 2023, among U.S. adults

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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

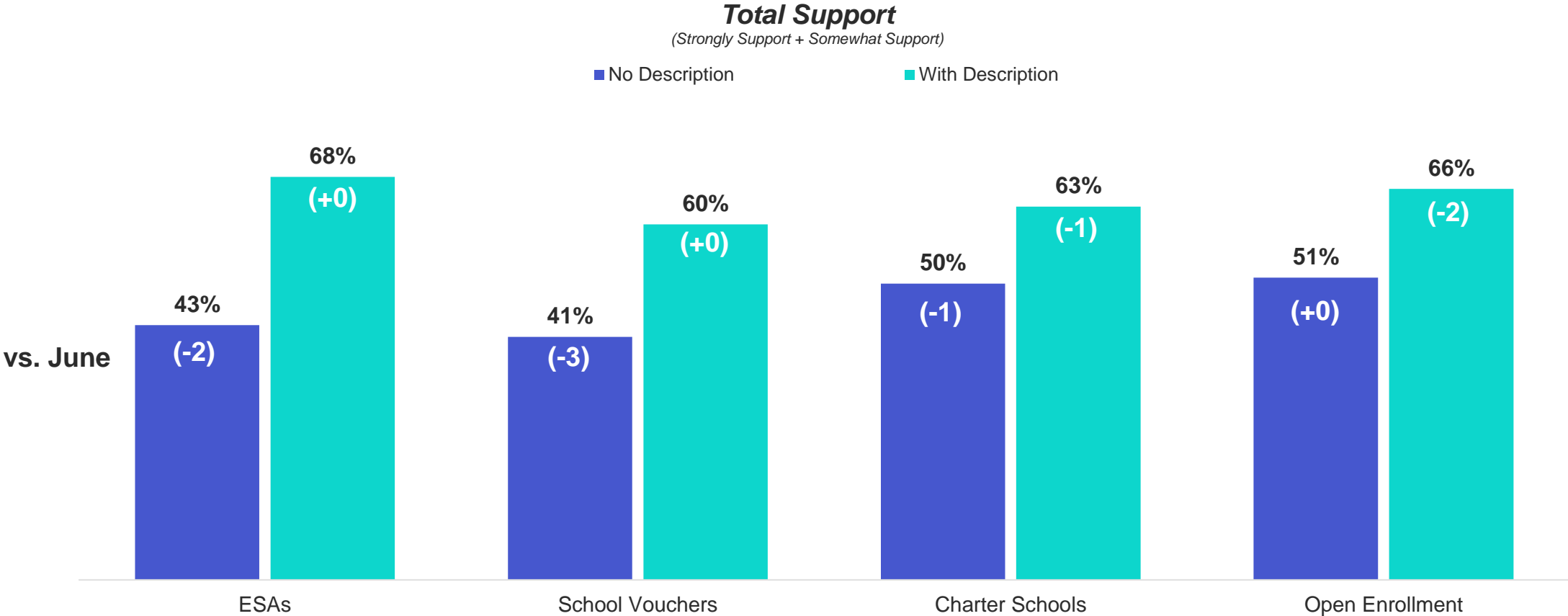
A school voucher system allows parents the option of sending their child to the school of their choice, whether that school is public or private, including both religious and non-religious schools. If this policy were adopted, tax dollars currently allocated to a school district would be allocated to 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 July 7, 2023 – July 17, 2023, among U.S. adults

In July, support for ESAs was highest among school parents, middle-income earners, and those identifying as liberal. Support was lowest among independents, 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	79%	Northeast	65%
Middle Income \$35k to \$75k	73%	Midwest	65%
Liberal	73%	Female	65%
Education: Bachelors or Postgrad	72%	Education: <College	65%
Hispanic	72%	Rural	65%
Age 18-34	71%	Independent	62%
Democrat	71%	Small Town	62%
Suburban	70%	Low Income <\$35k	60%

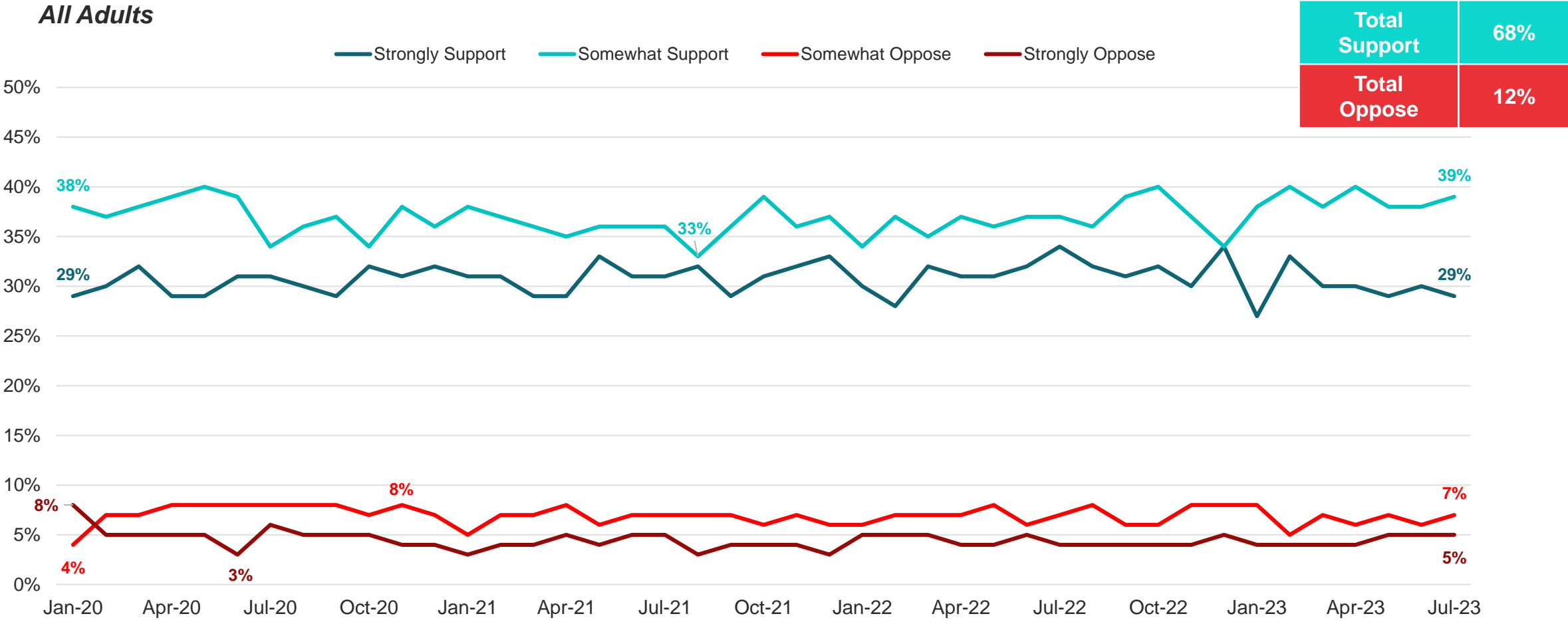
Source: Survey conducted July 7, 2023 – July 17, 2023, among U.S. adults

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

July 2023

All Adults



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

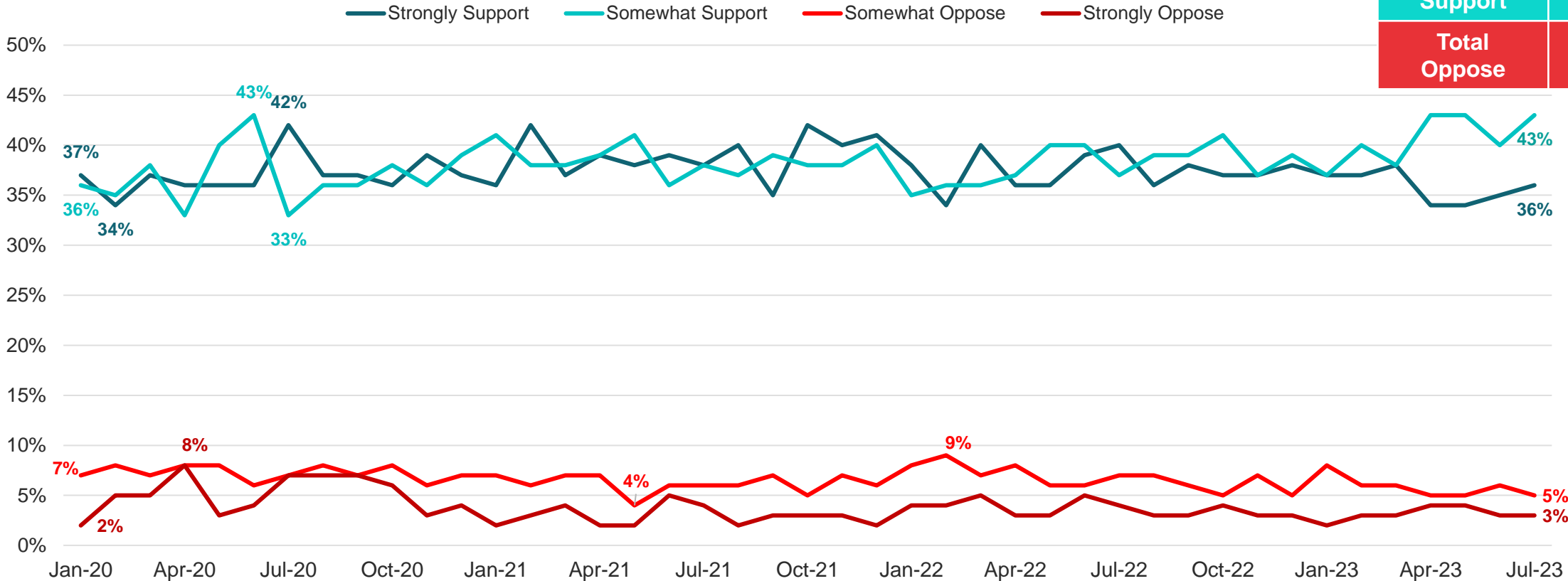
In July, school parents were almost ten times as likely to be strongly supportive of ESAs than strongly opposed. Total support increased this month.

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?

July 2023

School Parents

Total Support	79%
Total Oppose	8%



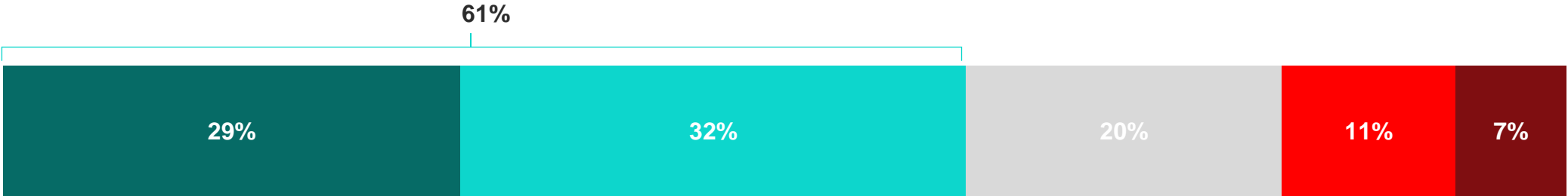
Note: Don't know/no opinion responses are not shown.

The general public is more supportive of making ESAs available to all families rather than limiting access based on financial or special needs.

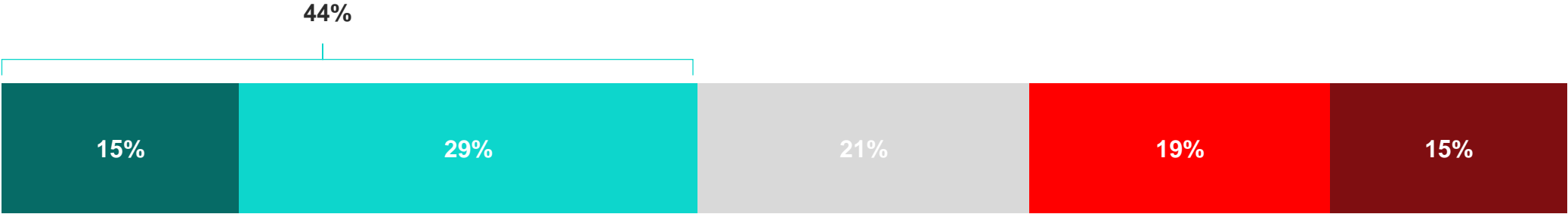
All Adults

■ Strongly Agree
 ■ Somewhat Agree
 ■ Don't Know / No Opinion
 ■ Somewhat Disagree
 ■ Strongly Disagree

Some people believe that ESAs should be **available to all families, regardless of incomes and special needs**. Do you agree or disagree with that statement?



Some people believe that ESAs should only be **available to families based on financial need**. Do you agree or disagree with that statement?



Source: Survey conducted July 7 – July 17, 2023, among U.S. adults

Support for school vouchers was highest among school parents, Republicans and Black adults. 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	74%	Female	59%
Republican	67%	Rural	59%
Black	67%	West	58%
Millennials	66%	Low Income <\$35k	57%
Conservative	66%	Hispanic	56%
High Income >\$75k	64%	Democrat	56%
Age:18-34	64%	Small Town	53%
Male	62%	Liberal	52%

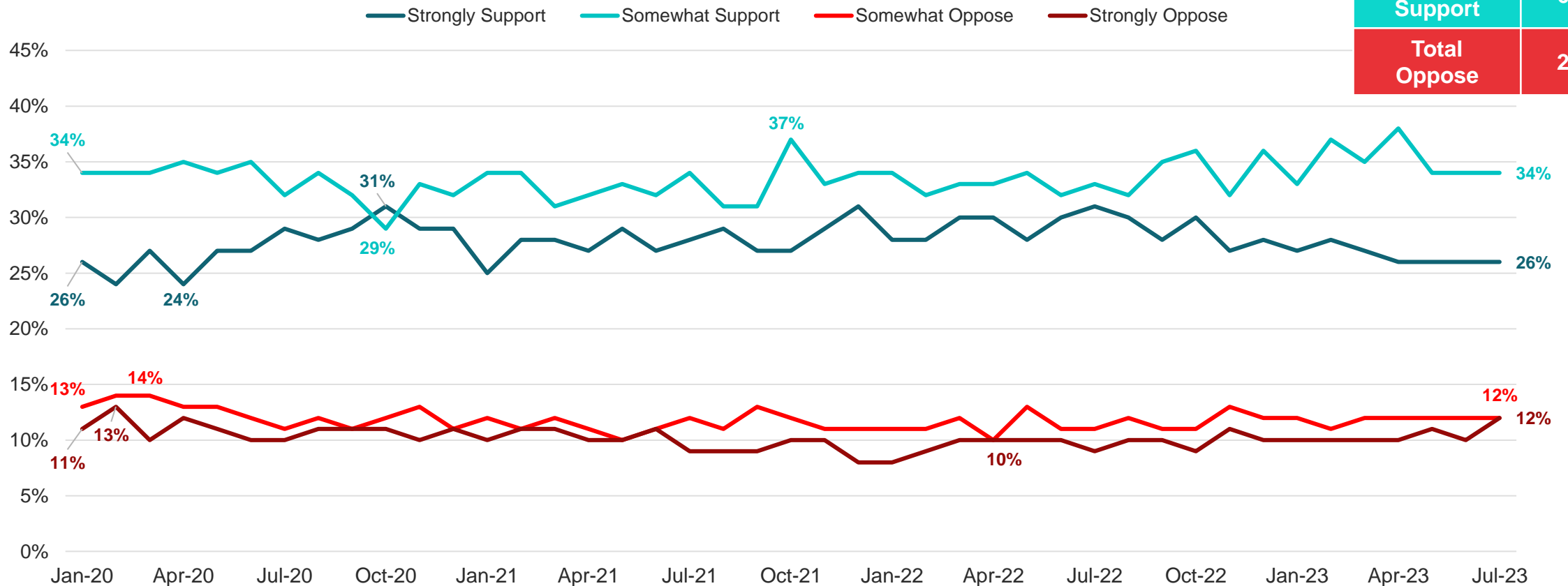
Source: Survey conducted July 7, 2023 – July 17, 2023, among U.S. adults

The public's overall support for school vouchers remained unchanged in July. Americans are still nearly three times as 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?

July 2023

All Adults



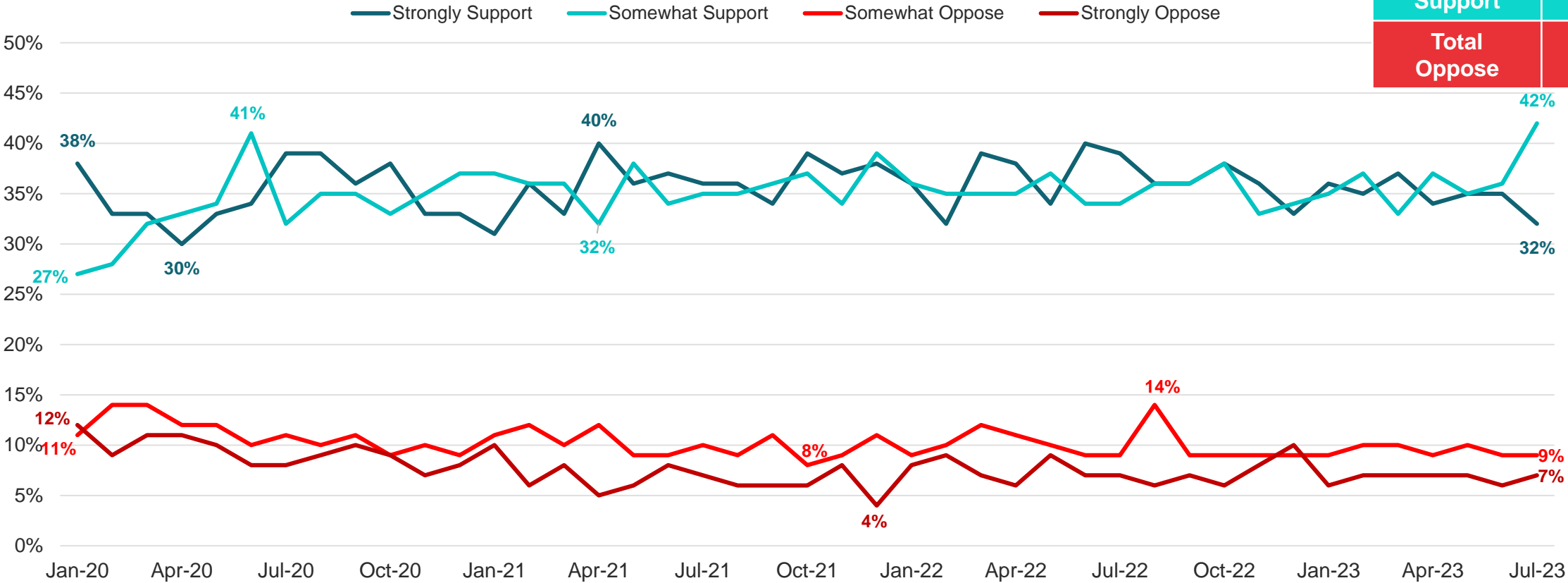
Note: Don't know/no opinion responses are not shown.

In July, support for school vouchers increased among school parents. Soft support jumped by 6 percentage points.

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?

July 2023

School Parents



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

Support for charter schools is greatest among conservatives, school parents, and Republicans. Those living in small towns support charters 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 63%

Groups most supportive		Groups least supportive	
Conservative	71%	Female	60%
School Parents	70%	Gen Z	59%
Republican	70%	Millennials	59%
High Income >\$75k	68%	Liberal	59%
Education: Bachelors or Postgrad	67%	Democrat	59%
Age 55+	67%	Hispanic	58%
Non-Hispanic White	66%	Low Income <\$35k	58%
Middle Income \$35k to \$75k	66%	Small Town	52%

Source: Survey conducted July 7, 2023 – July 17, 2023, among U.S. adults

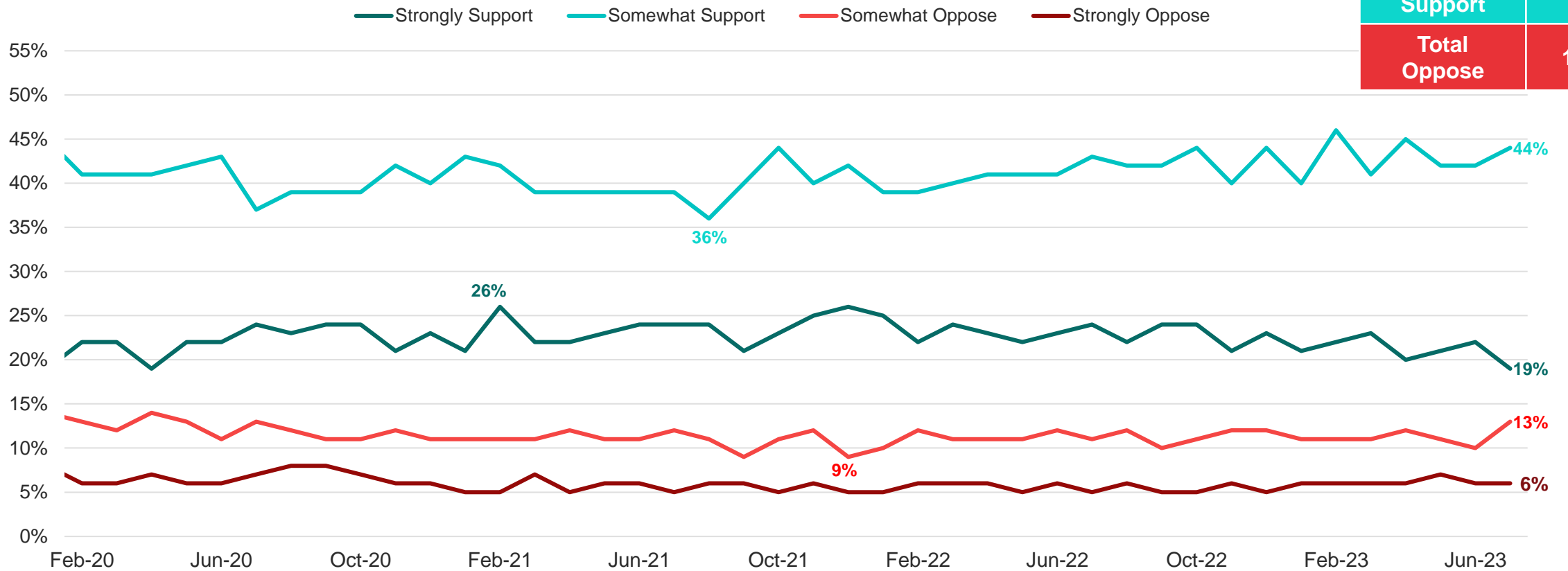
Americans' overall support for charter schools was relatively unchanged in July.

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?

July 2023

Total Support	63%
Total Oppose	19%

All Adults



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

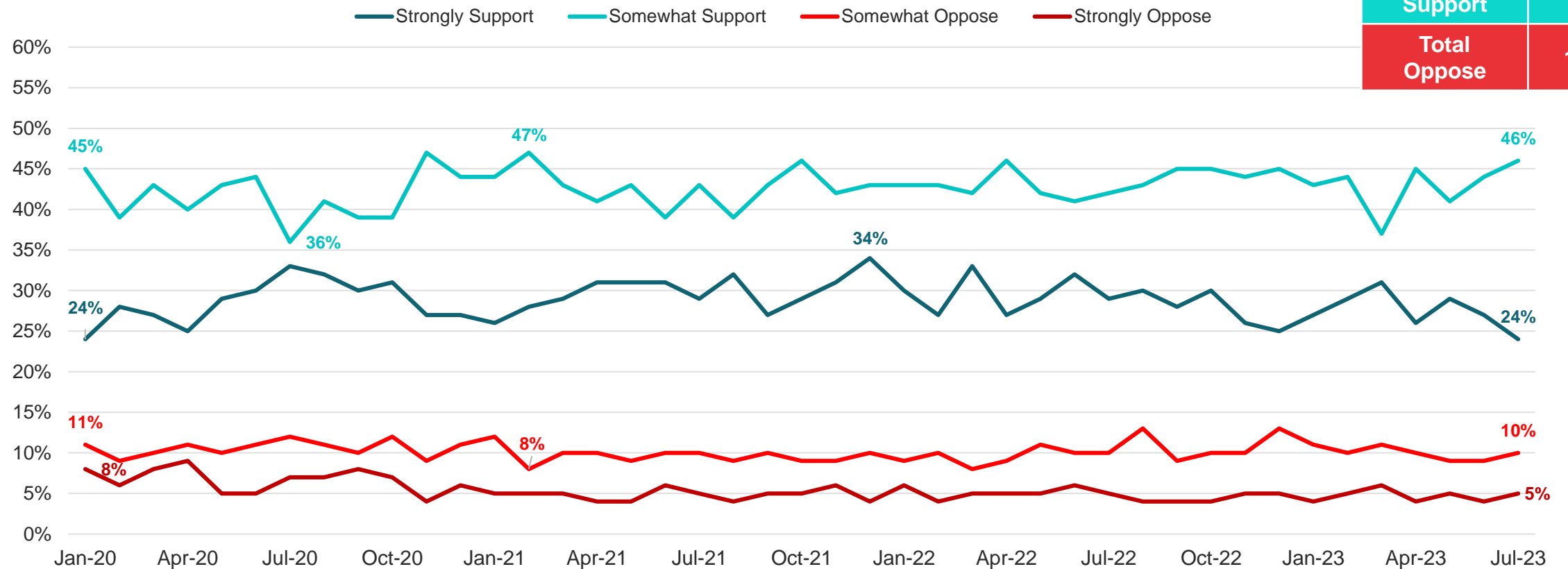
Parent support for charter schools was stable in July. They are almost five times as likely to support charter schools rather than oppose them.

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?

July 2023

School Parents

Total Support	70%
Total Oppose	15%



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

School parents, college-educated adults and Black adults support open enrollment the most. Northeastern adults 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 66%

Groups most supportive		Groups least supportive	
School Parents	73%	Small Town	66%
Education: Bachelors or Postgrad	70%	Republican	65%
Black	70%	Education < College	65%
Midwest	70%	Rural	65%
High Income >\$75k	69%	Low Income <\$35k	63%
Democrat	69%	Age: 35-54	63%
Moderate	69%	Hispanic	63%
Middle Income \$35k to \$75k	68%	Northeast	60%

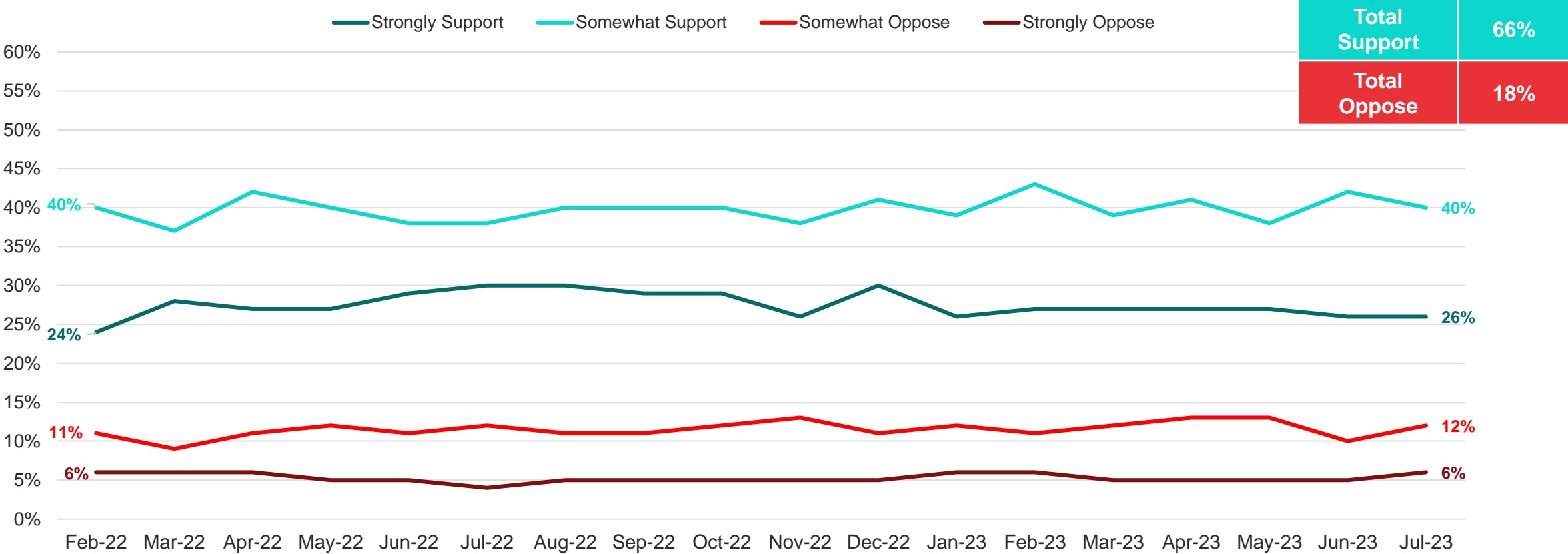
Source: Survey conducted July 7, 2023 – July 17, 2023, among U.S. adults

The public’s overall support for inter-district open enrollment fell slightly in July.

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.

July 2023

All Adults

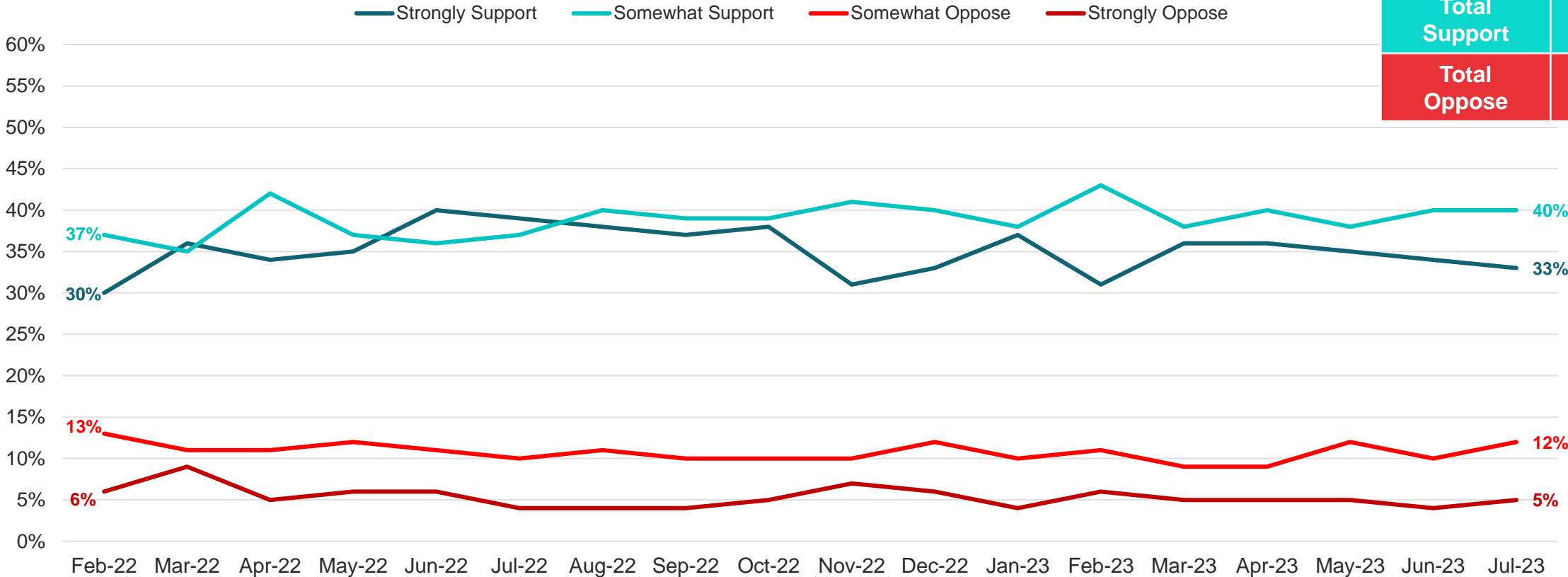


Note: Don't know/no opinion responses are not shown.

Among school parents, overall support of open enrollment remained level in July.

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



July 2023	
Total Support	73%
Total Oppose	17%

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

AGENDA

WELLBEING AND HAPPINESS

VIEWS ON K-12 EDUCATION

VIEWS ON SCHOOLING

TUTORING AND EXTRACURRICULARS

SCHOOL CHOICE POLICIES

SURVEY PROFILE AND DEMOGRAPHICS



Survey Profile, 1

Dates	July 7-17, 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 = 9.97 minutes Oversample Median = 14.70 minutes
Sample Size	N = 2,256 General Population N= 1,224 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)	± 2.43 percentage points (Gen Pop), ± 3.82 percentage points (Oversample)
Participation Rate	28.82% (Gen Pop), 7.62% (Oversample)
Methods Page	https://edchoice.morningconsultintelligence.com/methodology
Project Contact	Paul DiPerna, paul@edchoice.org

Total Sample Demographics

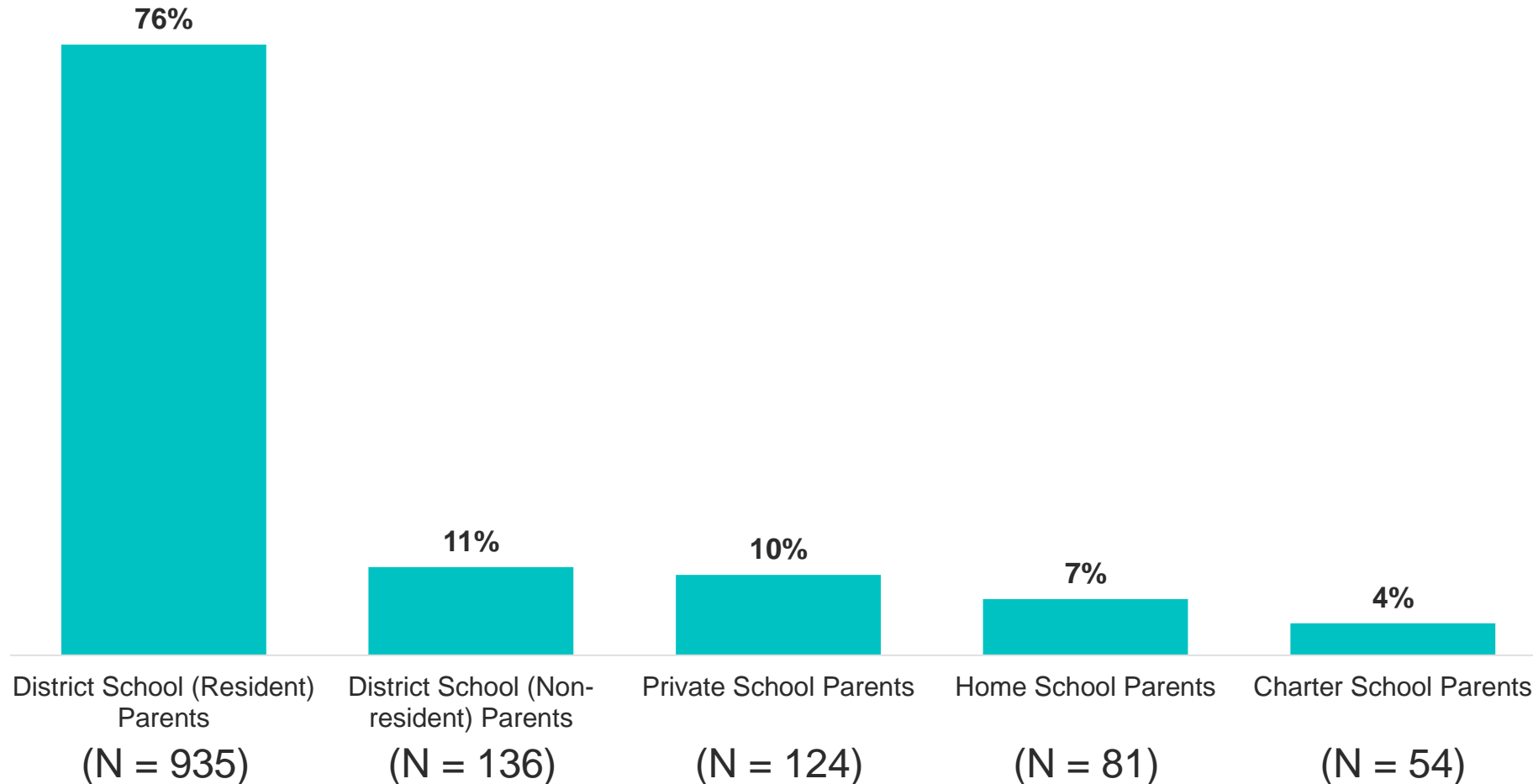
Demographics	Unweighted (N =)
Hispanic	221
Non-Hispanic White	1558
Black	350
Other	110
Generation Z	333
Millennial	578
Generation X	571
Boomers	711
Male	1031
Female	1225
< College	1452
College +	804
Northeast	415
Midwest	471
South	1021
West	349

Demographics	Unweighted (N =)
Total School Parents*	1224
K-4 Parents*	600
5-8 Parents*	537
9-12 Parents*	542
Non-Parents	1114
Liberal	610
Moderate	727
Conservative	737
Democrat	764
Independent	657
Republican	685
Urban	611
Suburban	1010
Small Town	205
Rural	430
Low Income <\$35K	952
Middle Income \$35K to <\$75K	762
High Income \$75K+	542

* Denotes the sample came from school parents

Demographics	Unweighted	Weighted	Target (%)
Hispanic	10%	17%	16%
White	69%	62%	78%
Non-Hispanic White	69%	n/a	n/a
Black	16%	13%	12%
Other	5%	7%	9%
Age: 18-34	28%	29%	30%
Age: 35-54	32%	32%	31%
Age: 55+	41%	39%	40%
Age: 65+	24%	22%	20%
Male	46%	49%	48%
Female	54%	51%	52%
< College	64%	65%	69%
College +	36%	35%	31%
Northeast	18%	18%	18%
Midwest	21%	21%	21%
South	45%	38%	37%
West	15%	24%	24%

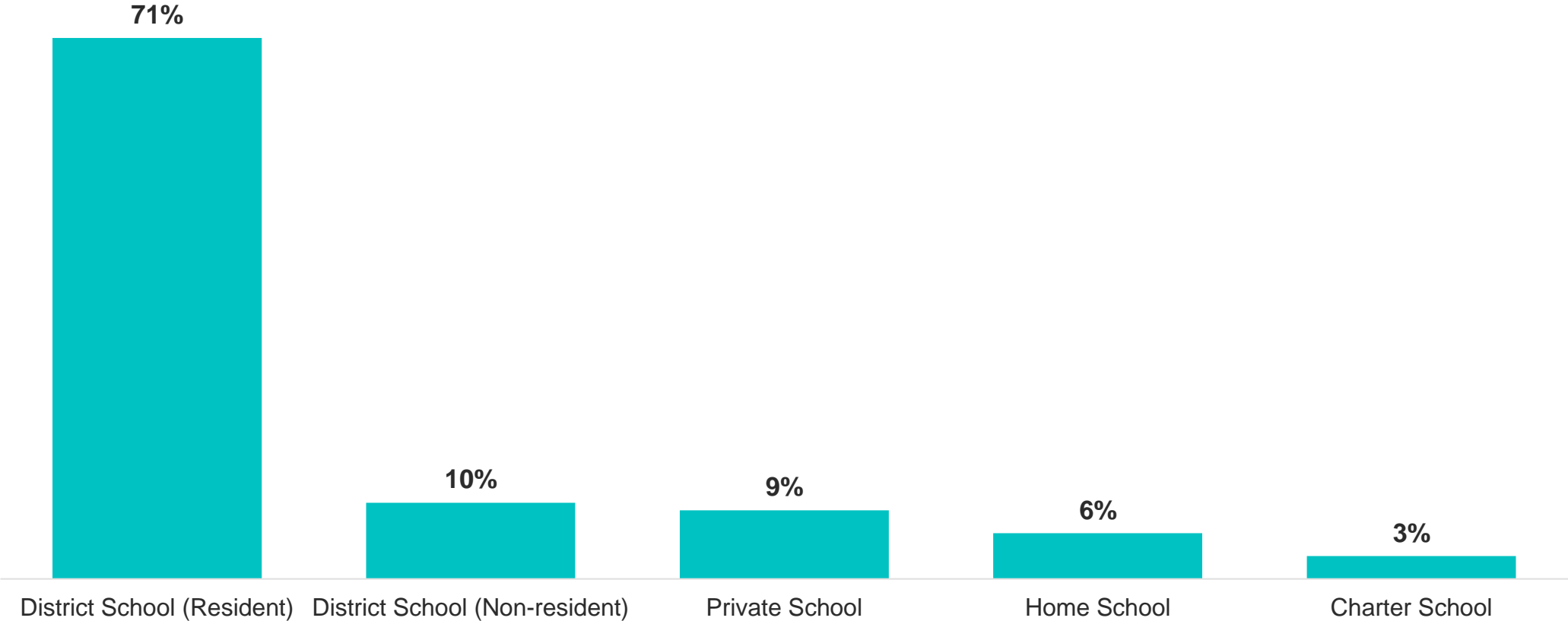
Parent groups based on estimated school type attendance for the 2023-2024 school year



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 2023-2024 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 2021 American Community Survey. Approximately 800 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 2021 American Community Survey on the following demographic variables: age, gender, region, race/ethnicity, and educational attainment.

Total School Parents	Have at least one child enrolled in grades K-12 for the 2023-2024 school year
Charter School Parents	Have at least one child enrolled in a charter school for the 2023-2024 school year
District/Public School Parents	Have at least one child enrolled in a district/public school for the 2023-2024 school year
Private School Parents	Have at least one child enrolled in a private school for the 2023-2024 school year
Home School Parents	Have at least one child enrolled in home school for the 2023-2024 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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