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ed CHOICE

THE PUBLIC, PARENTS, AND K–12 EDUCATION

A National Polling Report

August 2023

KEY FINDINGS

1. Parents want their kids' schools to prioritize values of honesty, respect, responsibility, and kindness. They are more likely to place importance on honesty than non-parents. Parents are least likely to want schools to emphasize competition, prudence, and moderation.

2. Parents most want their children's teachers to be "patient," "experienced," and "organized." They care the least about the gender of the teacher or if they are "strict."

3. For parents, most planning and decision-making on enrolling their children in school takes place in July and August.

4. Over three-fourths of adults have heard "a lot" or "some" about artificial intelligence. Liberal adults, high-income earners and college-educated are the mostly likely to have heard of AI. Rural and low-income adults are the least likely to have heard of it.

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

6. Half of school parents are concerned about a violent intruder entering their child's school. This proportion is nearly the same as July.

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 $14,295.

8. One-fourth of parents indicate at least one child has ever switched from one school type to another. School switching is highest among private school parents 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:

   - Education savings accounts (ESAs) – 76% / 69%

   - School vouchers – 72% / 63%

   - Charter schools – 70% / 61%

   - Open enrollment – 76% / 68%

WELLBEING AND HAPPINESS

VIEWS ON K-12 EDUCATION

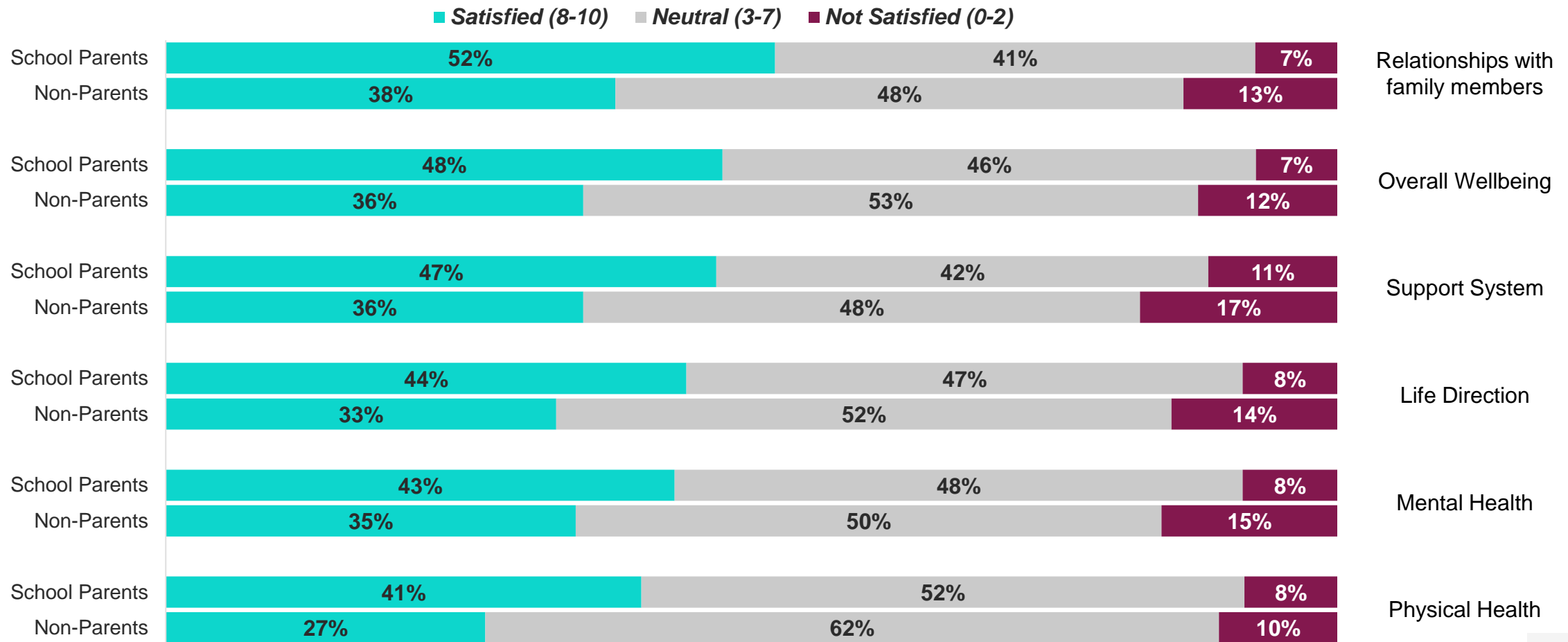VIEWS ON SCHOOLING

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.

Legend: ■ Satisfied (8-10) ■ Neutral (3-7) ■ Not Satisfied (0-2)

Relationships with family members
- School Parents: 52% | 41% | 7%
- Non-Parents: 38% | 48% | 13%

Overall Wellbeing
- School Parents: 48% | 46% | 7%
- Non-Parents: 36% | 53% | 12%

Support System
- School Parents: 47% | 42% | 11%
- Non-Parents: 36% | 48% | 17%

Life Direction
- School Parents: 44% | 47% | 8%
- Non-Parents: 33% | 52% | 14%

Mental Health
- School Parents: 43% | 48% | 8%
- Non-Parents: 35% | 50% | 15%

Physical Health
- School Parents: 41% | 52% | 8%
- Non-Parents: 27% | 62% | 10%

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More than 6 out of 10 parents feel "hopeful" about the future, and at least half feel "a sense of purpose," "optimistic," "happy," and "satisfied."
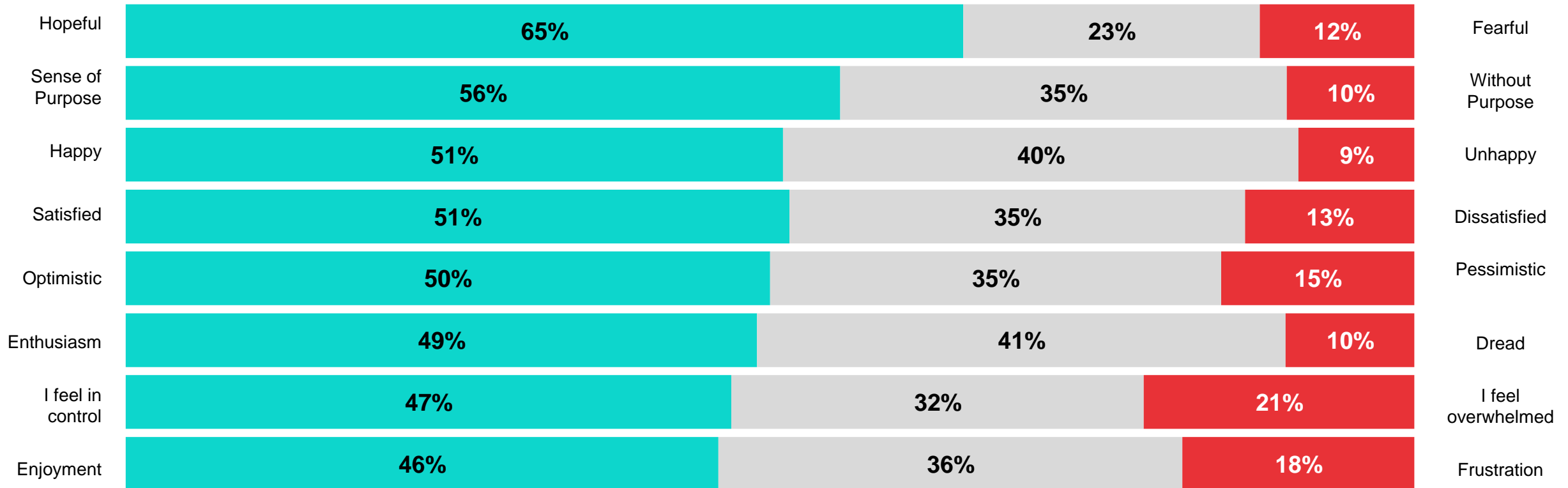
When thinking about the future, please select which of these words best describes how you feel right now?

School Parents

	Agree more with this statement	Neutral	Agree more with this statement	
Hopeful	65%	23%	12%	Fearful
Sense of Purpose	56%	35%	10%	Without Purpose
Happy	51%	40%	9%	Unhappy
Satisfied	51%	35%	13%	Dissatisfied
Optimistic	50%	35%	15%	Pessimistic
Enthusiasm	49%	41%	10%	Dread
I feel in control	47%	32%	21%	I feel overwhelmed
Enjoyment	46%	36%	18%	Frustration

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More than half of non-parents feel "hopeful" about the future. Over one-fourth feel "frustration," "dissatisfied," and "overwhelmed."
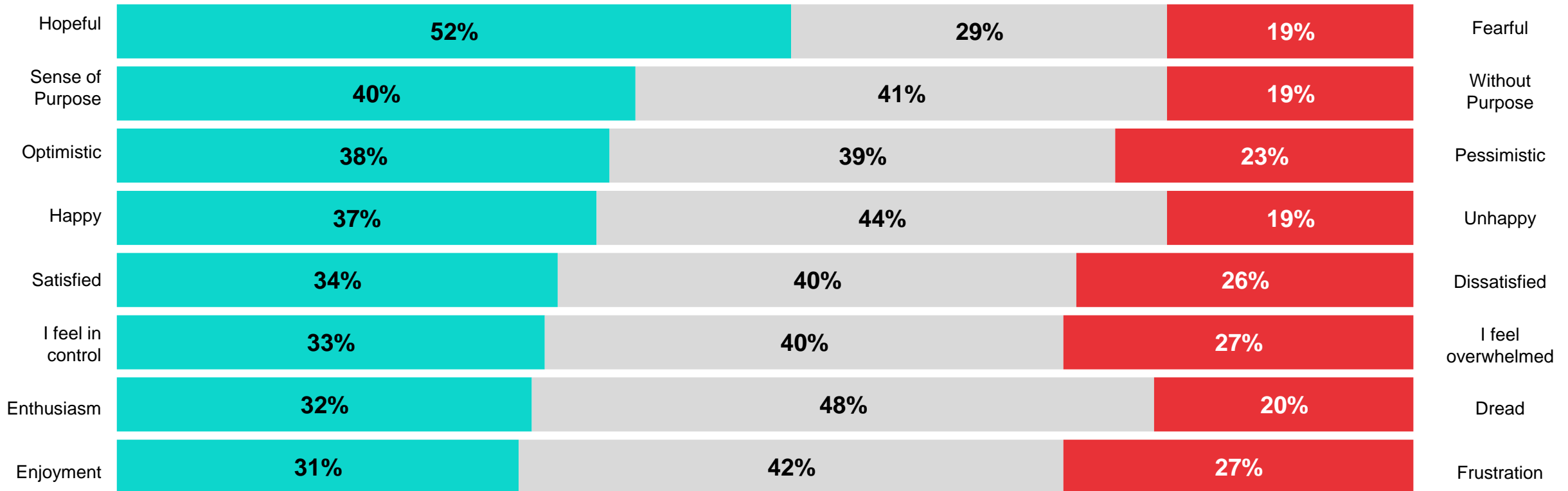
When thinking about the future, please select which of these words best describes how you feel right now?
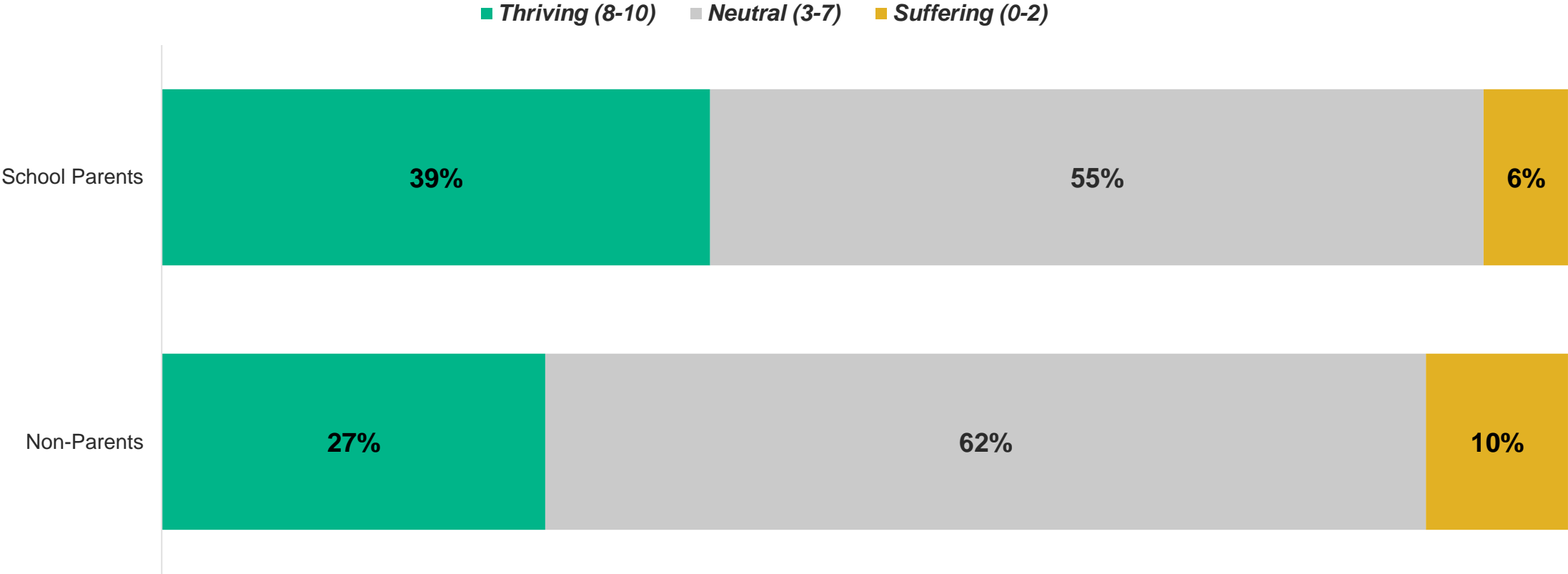
Non-Parents

	Agree more with this statement	Neutral	Agree more with this statement	
Hopeful	52%	29%	19%	Fearful
Sense of Purpose	40%	41%	19%	Without Purpose
Optimistic	38%	39%	23%	Pessimistic
Happy	37%	44%	19%	Unhappy
Satisfied	34%	40%	26%	Dissatisfied
I feel in control	33%	40%	27%	I feel overwhelmed
Enthusiasm	32%	48%	20%	Dread
Enjoyment	31%	42%	27%	Frustration

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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.

■ **Thriving (8-10)**   ■ **Neutral (3-7)**   ■ **Suffering (0-2)**

	Thriving (8-10)	Neutral (3-7)	Suffering (0-2)
School Parents	39%	55%	6%
Non-Parents	27%	62%	10%

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The public's positive views about the direction of K-12 education at the local and state levels have risen since July – especially towards local school districts.

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

% Right Direction


— Local School District   — State   — Nationwide
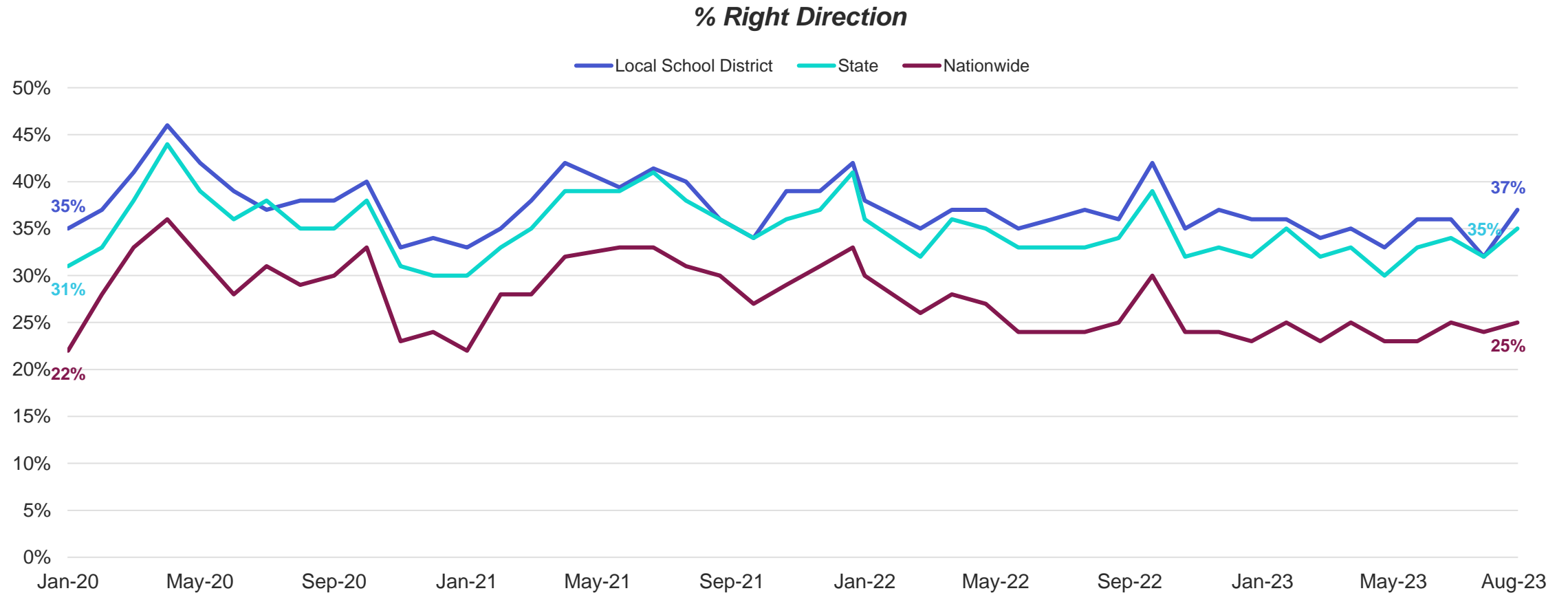
Parents' opinions have remained fairly stable since the beginning of this year regarding how they see the direction of K-12 education.

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

Legend: Local School District — State — Nationwide
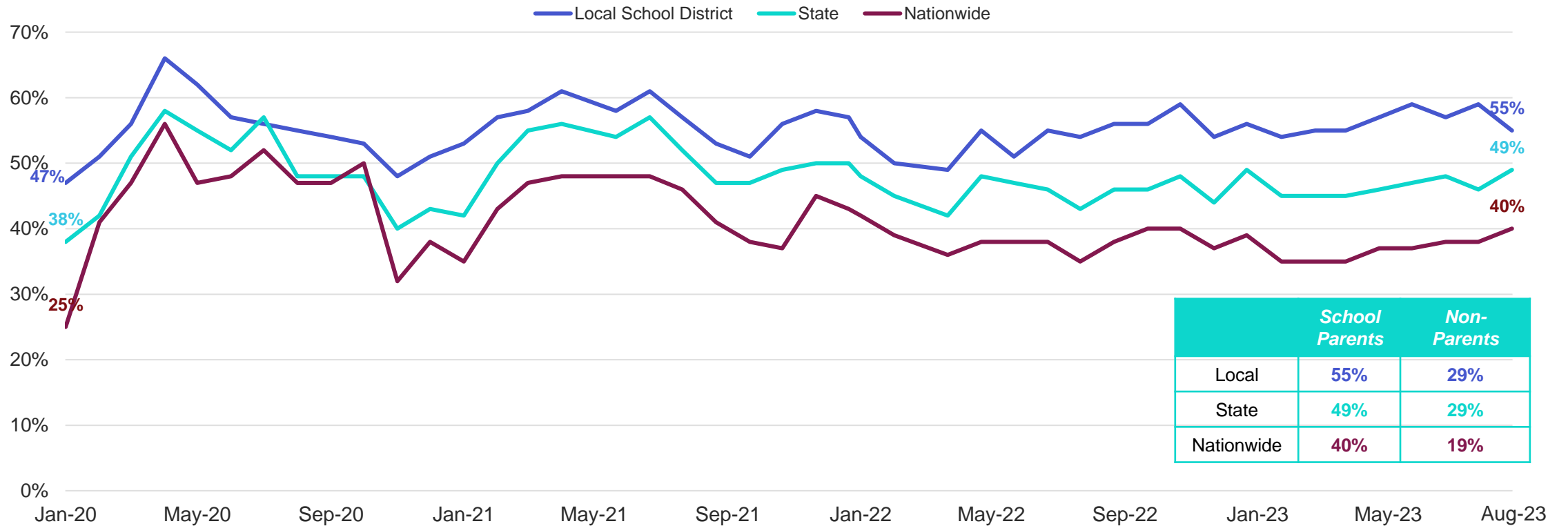
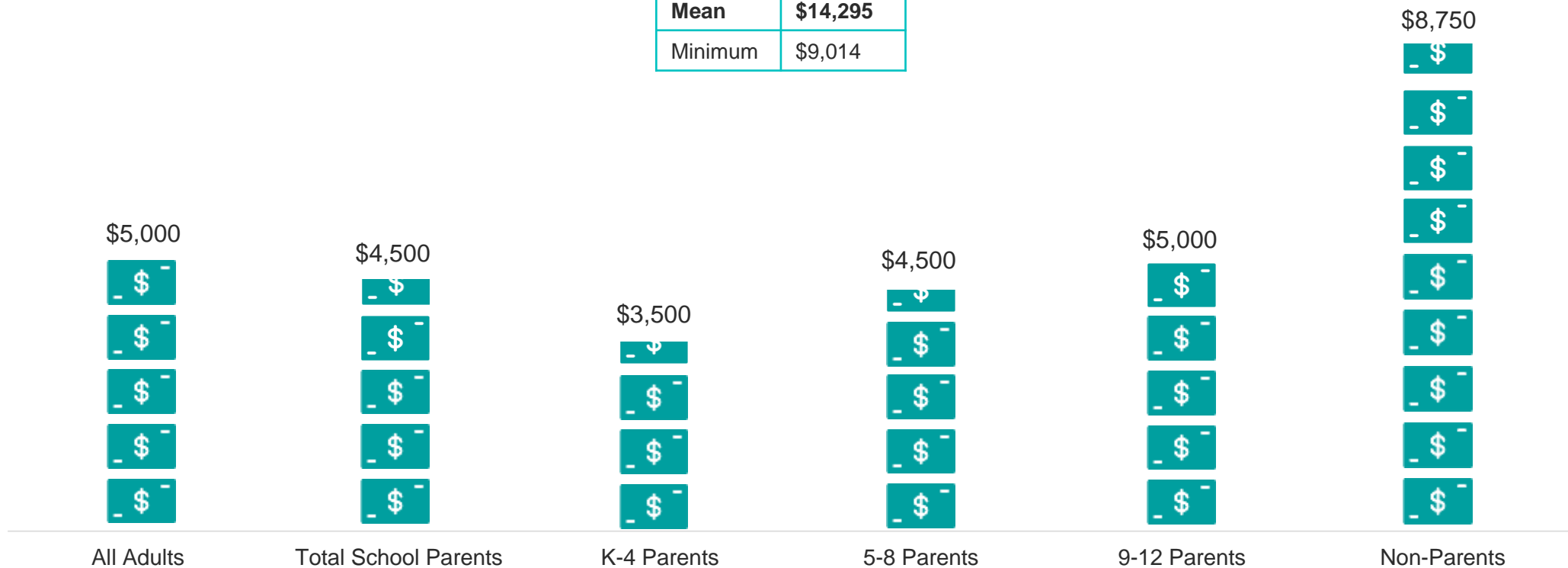|	School Parents	Non-Parents
Local	55%	29%
State	49%	29%
Nationwide	40%	19%

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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.

Median Estimate

= $1,000

FY21 State Actuals	
Maximum	$26,097
Mean	**$14,295**
Minimum	$9,014

$5,000
All Adults

$4,500
Total School Parents

$3,500
K-4 Parents

$4,500
5-8 Parents

$5,000
9-12 Parents

$8,750
Non-Parents

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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 (59%)
- To become independent thinkers (45%)
- How to be good citizens (43%)
- Socialization (43%)
- Skills for future employment (40%)
- Values, moral character, religious virtues (32%)
- To fix social problems (17%)

Grades 9-12

Average % selected Extremely Important   **41%**

- Skills for future employment (55%)
- Core academic subjects (51%)
- Become independent thinkers (45%)
- How to be good citizens (43%)
- Socialization (39%)
- Values, moral character, religious virtues (33%)
- To fix social problems (19%)

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School parents are most likely to say core academic subjects and independent thinking should be priorities for K-8 education. Fixing social problems ranks lowest.

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

Legend: ■ Extremely Important ■ Very Important ■ Somewhat Important ■ Not That Important ■ Not At All Important ■ Don't Know/No Opinion

Category	Extremely Important	Very Important	Somewhat Important	Not That Important	Not At All Important
Core academic subjects (e.g. reading, math, science)	58%	28%	10%		
To become independent thinkers	53%	35%	9%		
Skills for future employment	48%	30%	16%	4%	
How to interact with others (socialization)	46%	38%	13%		
How to be good citizens	44%	36%	16%		
Values, moral character, or religious virtues	35%	32%	19%	5%	6%
To fix social problems	23%	33%	27%	7%	6%

School parents are most likely to indicate skills for future employment and core academic subjects should be 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

Legend: ■ Extremely Important ■ Very Important ■ Somewhat Important ■ Not That Important ■ Not At All Important ■ Don't Know/No Opinion

Category	Extremely Important	Very Important	Somewhat Important	Not That Important	Not At All Important
Skills for future employment	56%	32%	7%		
Core academic subjects (e.g. reading, math, science)	55%	28%	12%		
To become independent thinkers	48%	35%	13%		
How to be good citizens	42%	38%	15%		
How to interact with others (socialization)	39%	39%	18%		
Values, moral character, or religious virtues	35%	32%	21%	5%	
To fix social problems	21%	34%	28%	9%	4%
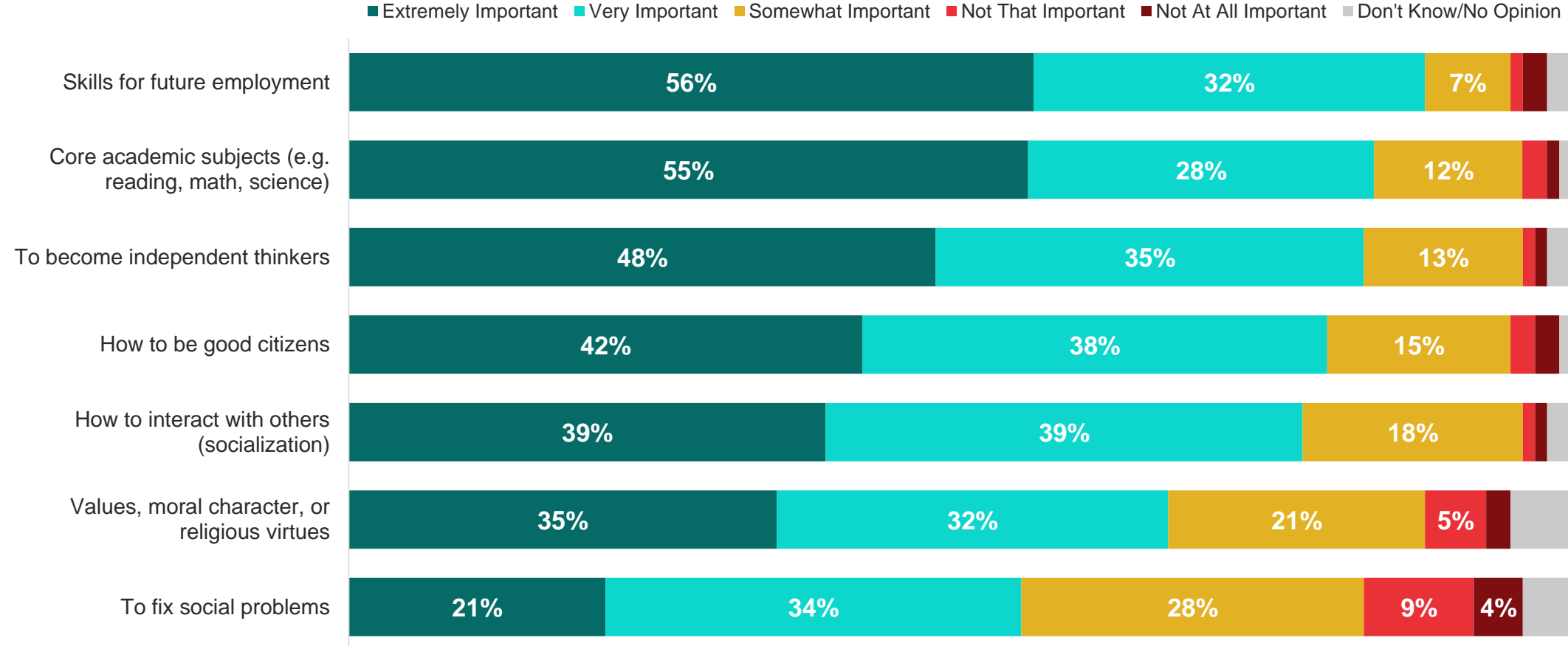
Americans and school parents are much less likely to say their state's per-student spending is "too low" when given a publicly reported statistic.

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

Without Information

	Too Low	About Right	Too High
All Adults	51%	35%	14%
Total School Parents	47%	39%	14%
Non-Parents	55%	31%	14%

With Information

	Too Low	About Right	Too High
All Adults	35%	41%	24%
Total School Parents	36%	44%	19%
Non-Parents	37%	40%	22%

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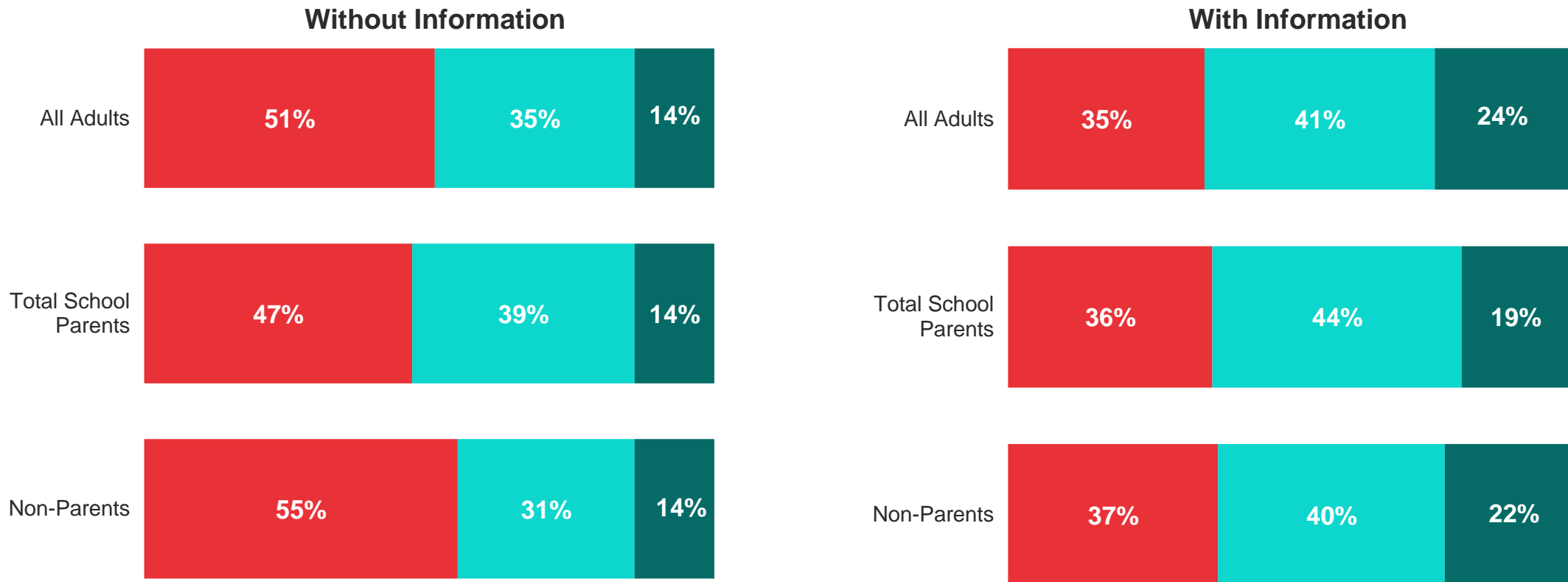
Fewer Americans indicated school funding is "too low" in August. Response levels are at their lowest points in more than a year — regardless of whether or not respondents received a government statistic.

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:

All Adults

% Too Low
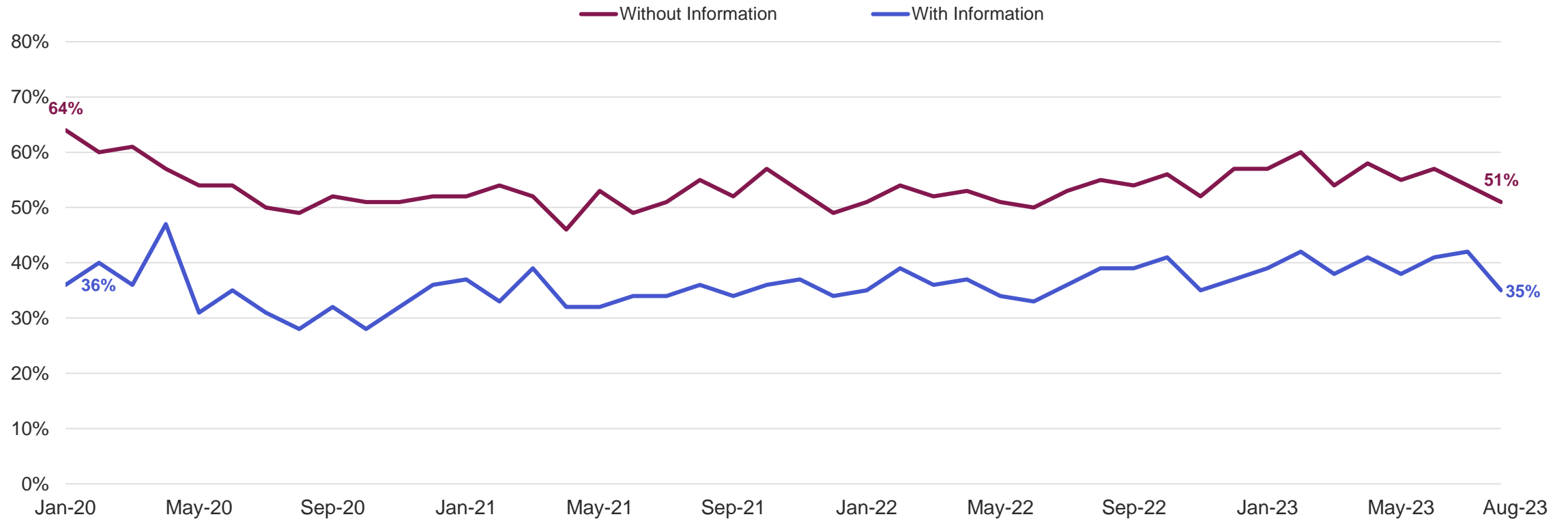
— Without Information   — With Information

Over three-fourths of adults have heard "a lot" or "some" about artificial intelligence. Liberal adults, high-income earners and college-educated are the mostly likely to have heard of AI. Rural and low-income 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

Adults

79%
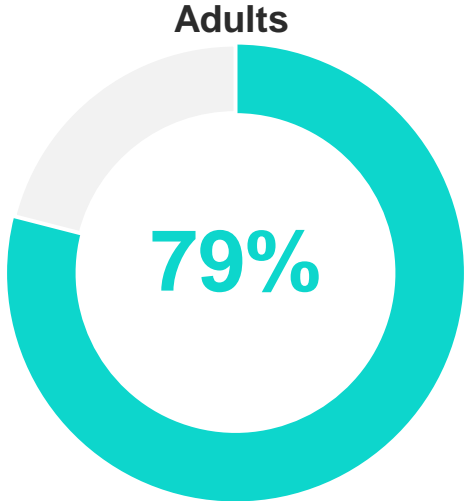
% Heard a lot/Some About Artificial Intelligence

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

A lot	**32%**
Some	**47%**
Not much	**14%**
Not at all	**4%**

**Top %
Have heard a lot/Some**

Liberal	**89%**
High Income	**88%**
Education: Bachelors +	**87%**
Male	**84%**

**Bottom %
Have heard a lot/Some**

Female	**74%**
Rural	**73%**
Small Town	**72%**
Low Income	**70%**

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Sixty percent of adults say they have never used artificial intelligence. Younger adults are most likely to have used it, while older, rural, 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

Bar chart values:
- Yes, in free time: 20%
- Yes, at work: 4%
- Yes, in free time and at work: 7%
- No, never used it before: 60%
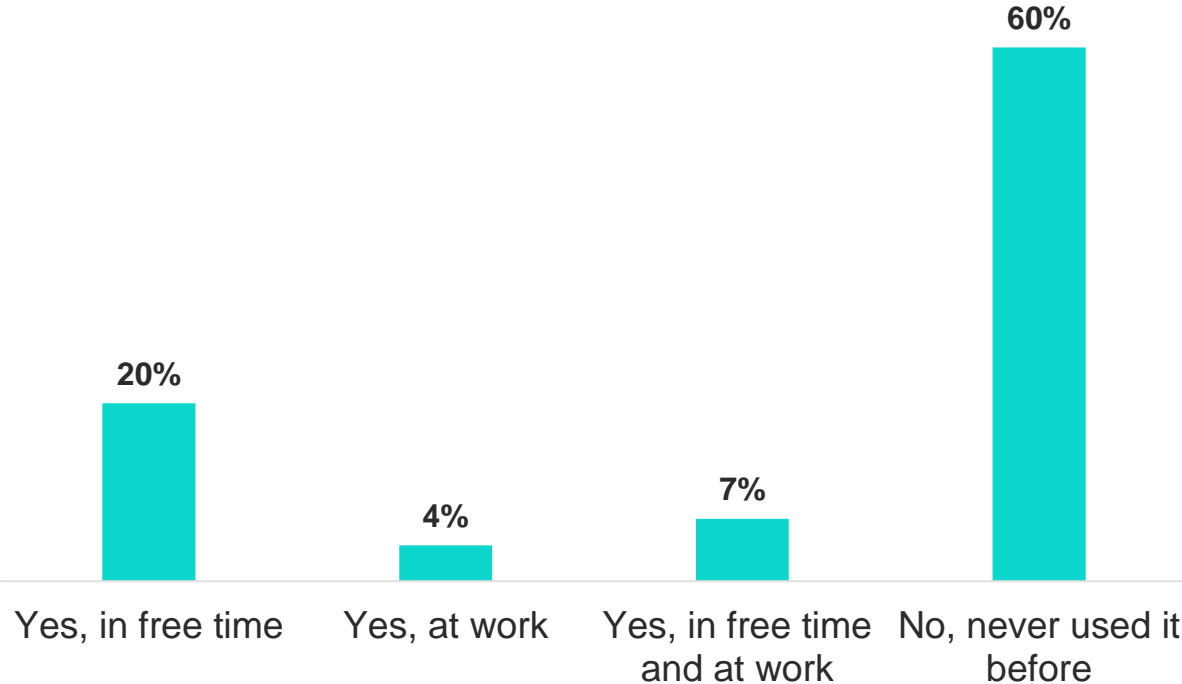
% Yes, have used

School Parents	38%

Top %
Yes, have used

Gen Z	50%
Age 18-34	48%
Urban	44%
Liberal	43%

Bottom %
Yes, have used

Low Income	24%
Female	23%
Rural	23%
Baby Boomers	15%

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Parents want their kids' schools to prioritize values of honesty, respect, responsibility, and kindness. Parents are more likely to place importance on honesty than non-parents.

For this upcoming school year, to what extent is it important that your **child/children's** school emphasizes the following values for students?

School Parents – Top 10 Values

■ Extremely important ■ Very important ■ Somewhat important ■ Not that important ■ Not at all important ■ Don't know/No opinion

Value	Extremely	Very	Somewhat	Not that
Honesty	64%	24%	9%	
Respect	55%	34%	7%	
Responsibility	53%	22%	14%	3%
Kindness	51%	22%	15%	
Perseverance	48%	33%	13%	4%
Courage	45%	24%	21%	4%
Gratitude	45%	23%	18%	3%
Ambition	41%	28%	29%	
Excellence	40%	37%	17%	4%
Generosity	39%	37%	20%	
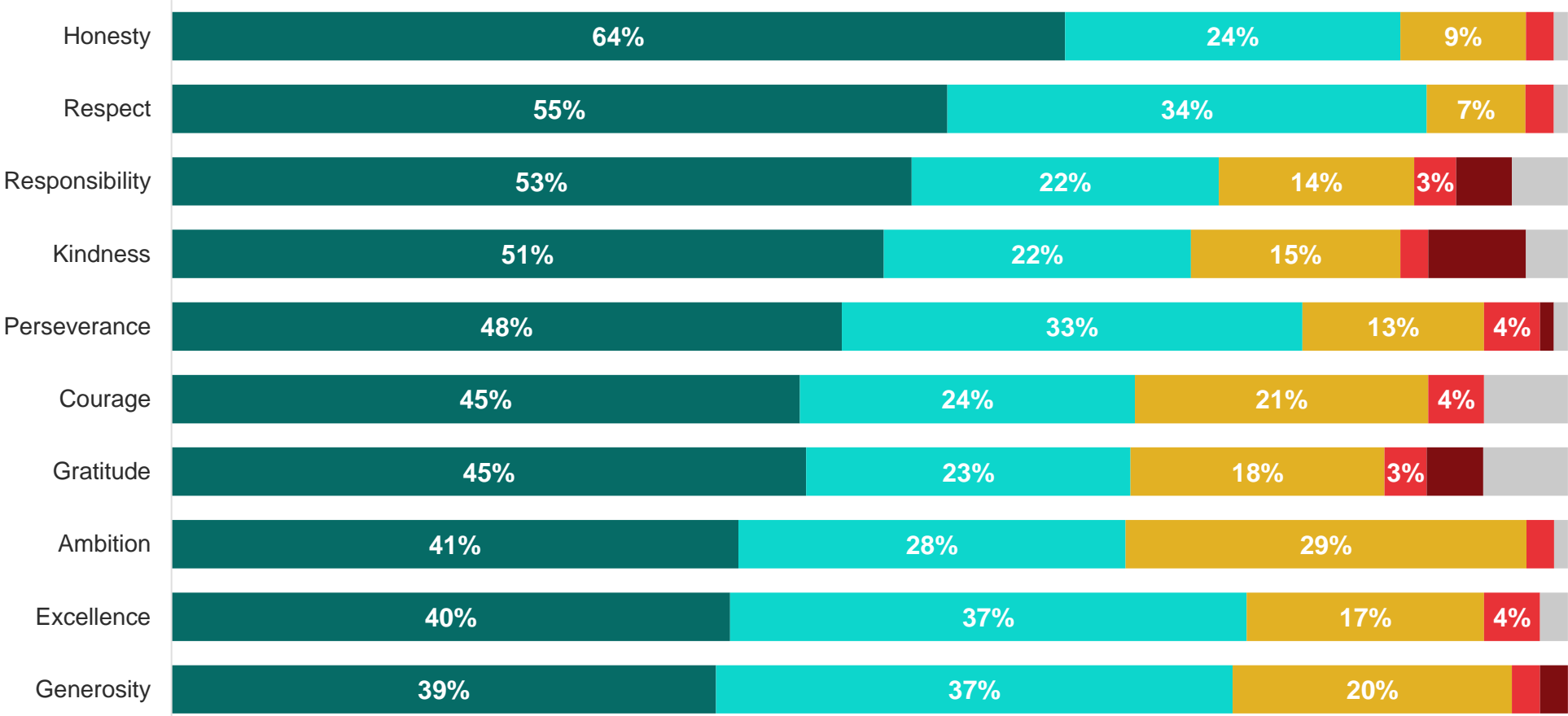
%Extremely Important

	Parents	Non-Parents	Diff.
Perseverance	48%	35%	+13
Courage	45%	34%	+11
Honesty	64%	54%	+10
Excellence	40%	30%	+10

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Parents are least likely to want schools to emphasize competition, prudence, and moderation for their children. These are also the bottom values for non-parents.

For this upcoming school year, to what extent is it important that your **child/children's** school emphasizes the following values for students?
For this upcoming school year, to what extent is it important that **schools in K-12 education** emphasize the following values for students?

School Parents – Bottom 10 Values

■ Extremely important　■ Very important　■ Somewhat important　■ Not that important　■ Not at all important　■ Don't know/No opinion

Value	Extremely important	Very important	Somewhat important	Not that important
Diligence	35%	27%	23%	
Diversity	35%	29%	21%	9%
Empathy	35%	28%	25%	11%
Inclusiveness	34%	34%	21%	5%
Justice	34%	36%	23%	6%
Humility	32%	30%	20%	5%
Faithfulness	31%	27%	21%	14%
Moderation	29%	27%	36%	
Prudence	24%	20%	24%	14%
Competition	16%	28%	25%	22%

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Parents most want their children's teachers to be "patient," "experienced," and "organized." They care the least about the gender of the teacher or if they are "strict."

For this upcoming school year, to what extent is it important that your child/children's classroom teachers have the following traits?

School Parents
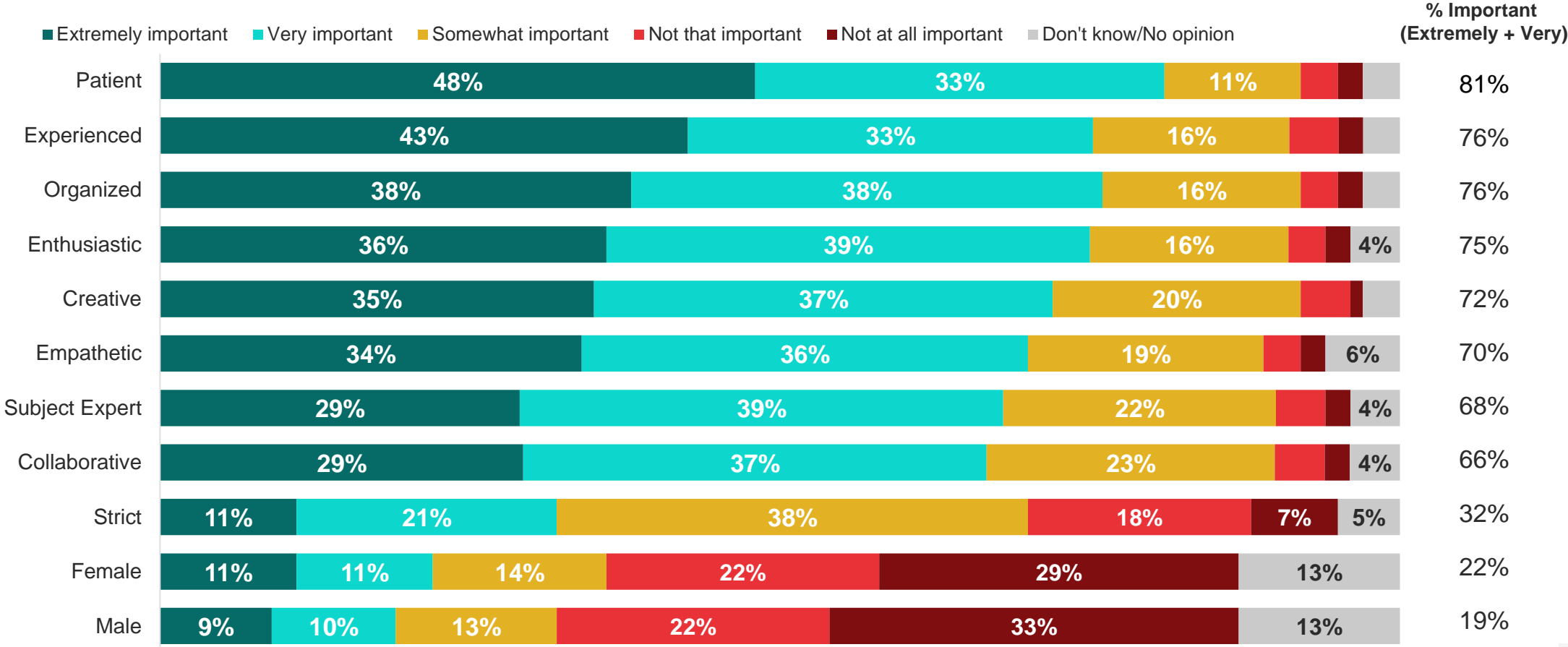
Legend: ■ Extremely important ■ Very important ■ Somewhat important ■ Not that important ■ Not at all important ■ Don't know/No opinion
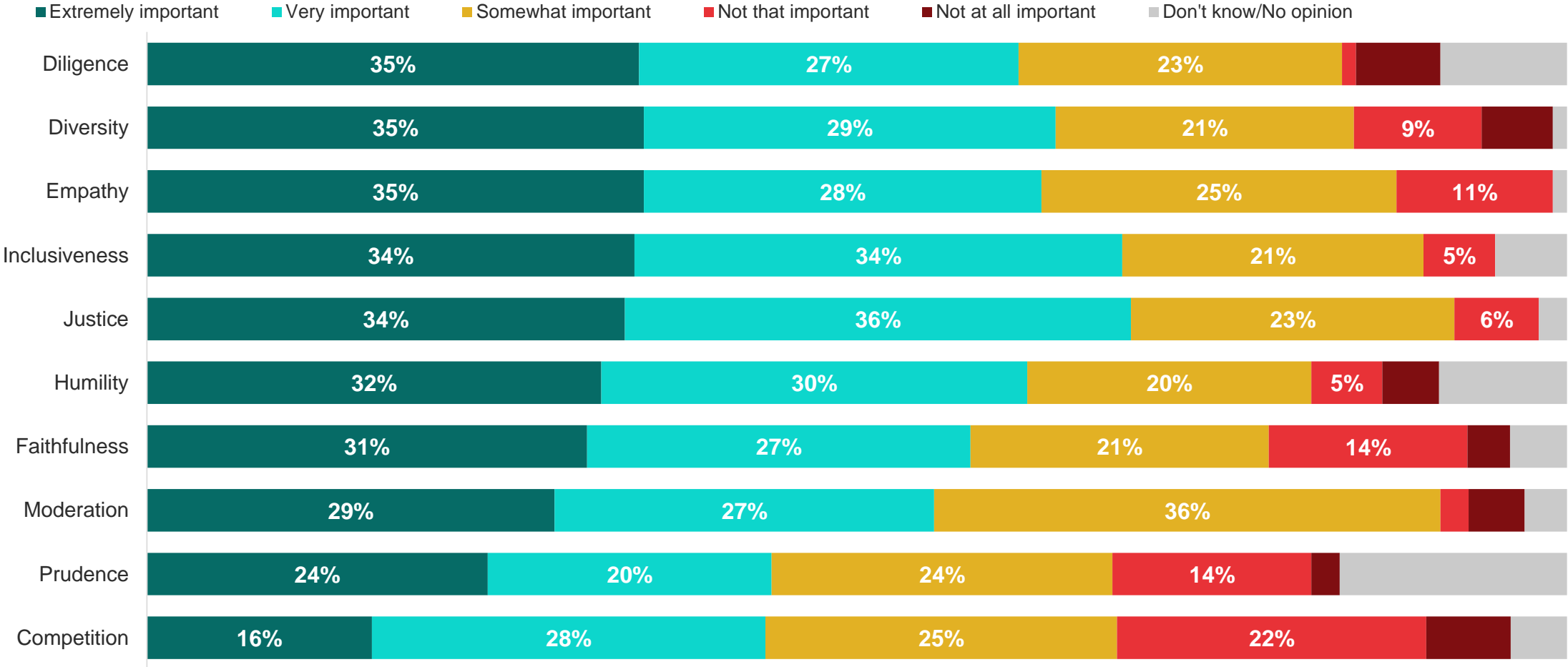
% Important (Extremely + Very)

Trait	Extremely important	Very important	Somewhat important	% Important
Patient	48%	33%	11%	81%
Experienced	43%	33%	16%	76%
Organized	38%	38%	16%	76%
Enthusiastic	36%	39%	16%	(4%)	75%
Creative	35%	37%	20%	72%
Empathetic	34%	36%	19%	(6%)	70%
Subject Expert	29%	39%	22%	(4%)	68%
Collaborative	29%	37%	23%	(4%)	66%
Strict	11%	21%	38%	18%	7%	5%	32%
Female	11%	11%	14%	22%	29%	13%	22%
Male	9%	10%	13%	22%	33%	13%	19%

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For parents, most planning and decision-making on enrolling their children in school takes place in July and August.

Generally speaking, in what month do you or your spouse/partner **BEGIN CONSIDERING** your child's/children's school enrollment for the NEXT school year?
Generally speaking, in what month do you or your spouse/partner **MAKE DECISIONS** on your child's/children's school enrollment for the NEXT school year?

School Parents
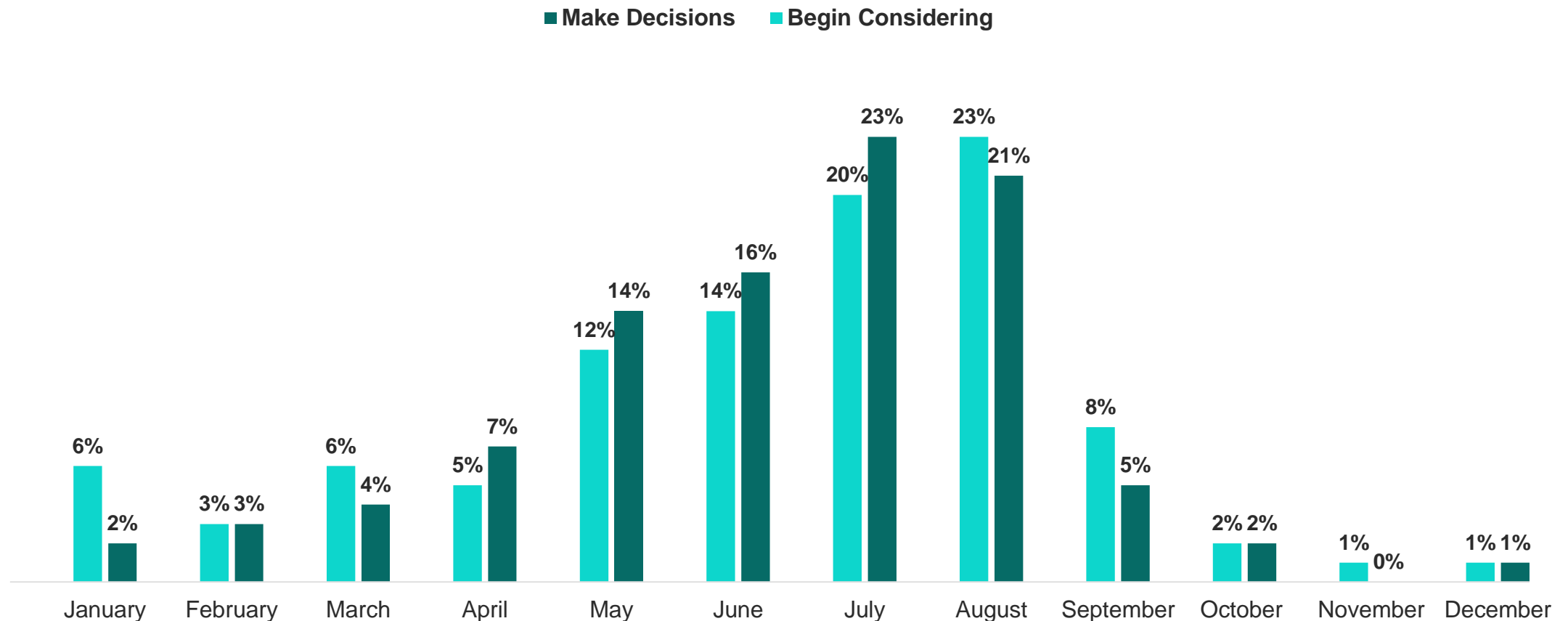
■ **Make Decisions**   ■ **Begin Considering**

Month	Begin Considering	Make Decisions
January	6%	2%
February	3%	3%
March	6%	4%
April	5%	7%
May	12%	14%
June	14%	16%
July	20%	23%
August	23%	21%
September	8%	5%
October	2%	2%
November	1%	0%
December	1%	1%

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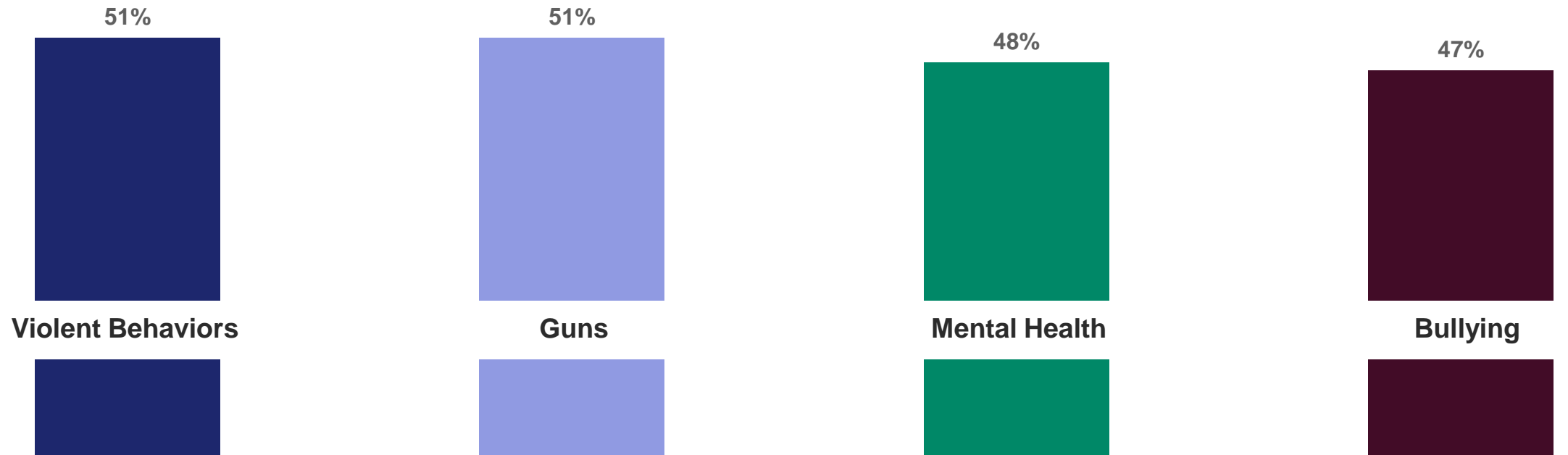# Roughly half of school parents feel their child's school handles the following four important issues at least very well.

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

School Parents

Total Well
(Extremely + Very Well)

Violent Behaviors	Guns	Mental Health	Bullying
51%	51%	48%	47%

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Half of school parents are concerned about a violent intruder entering their child's school. This proportion is nearly the same as July.

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

School Parents

■ Extremely concerned   ■ Very concerned

50%
+1 vs. July

School Parents
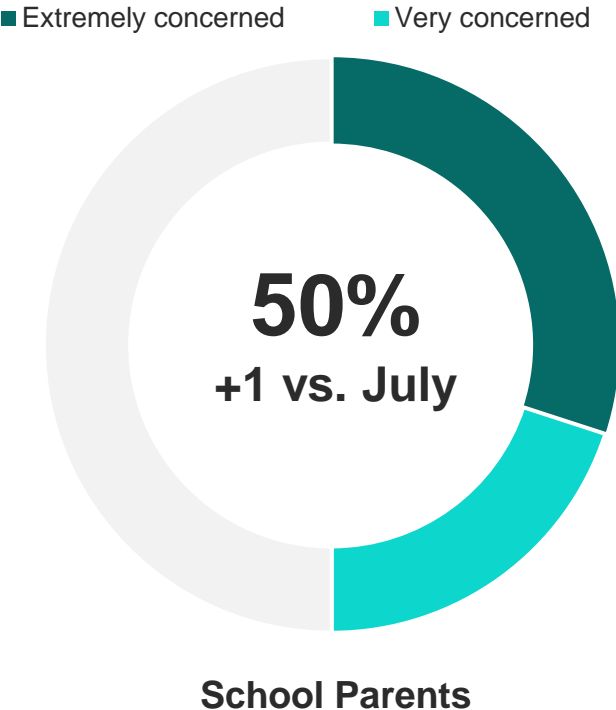
Total Concern
(Extremely + Very Concerned)

K-4 Parents	**32%**	51%
5-8 Parents	**28%**	48%
9-12 Parents	**28%**	49%

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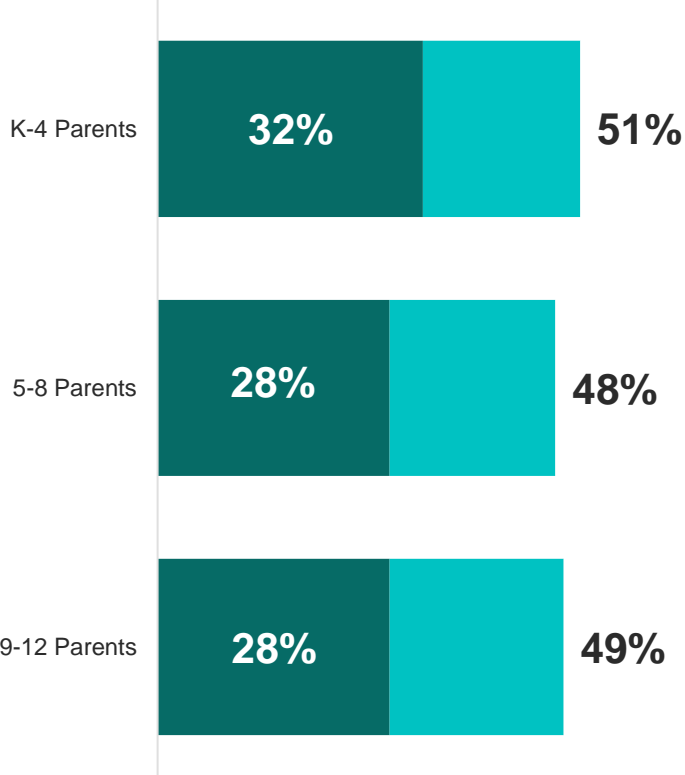
More than half of parents prefer having their child learn at home at least one day per week.

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

% Selected

Completely outside of home — 1-4 days at home — Completely at home
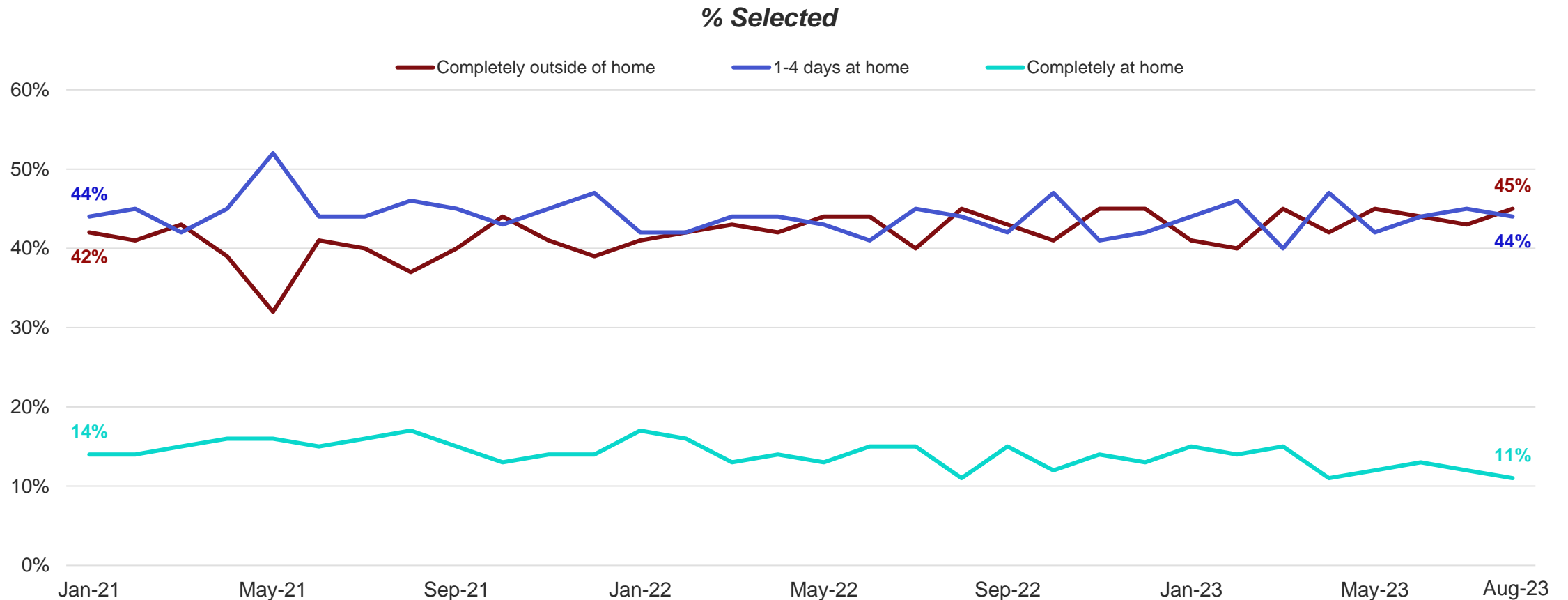
Private school parents are much more likely to say that they are 'very satisfied' with their child's/children's schooling experiences than district school parents.

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

School Parents

■ Very Satisfied　■ Somewhat Satisfied　■ Somewhat Dissatisfied　■ Very Dissatisfied　■ Don't Know / No Opinion

Total Satisfaction

Private School: 67% | 28% | 4% — **95%**

District School: 45% | 41% | 9% | 3% — **86%**

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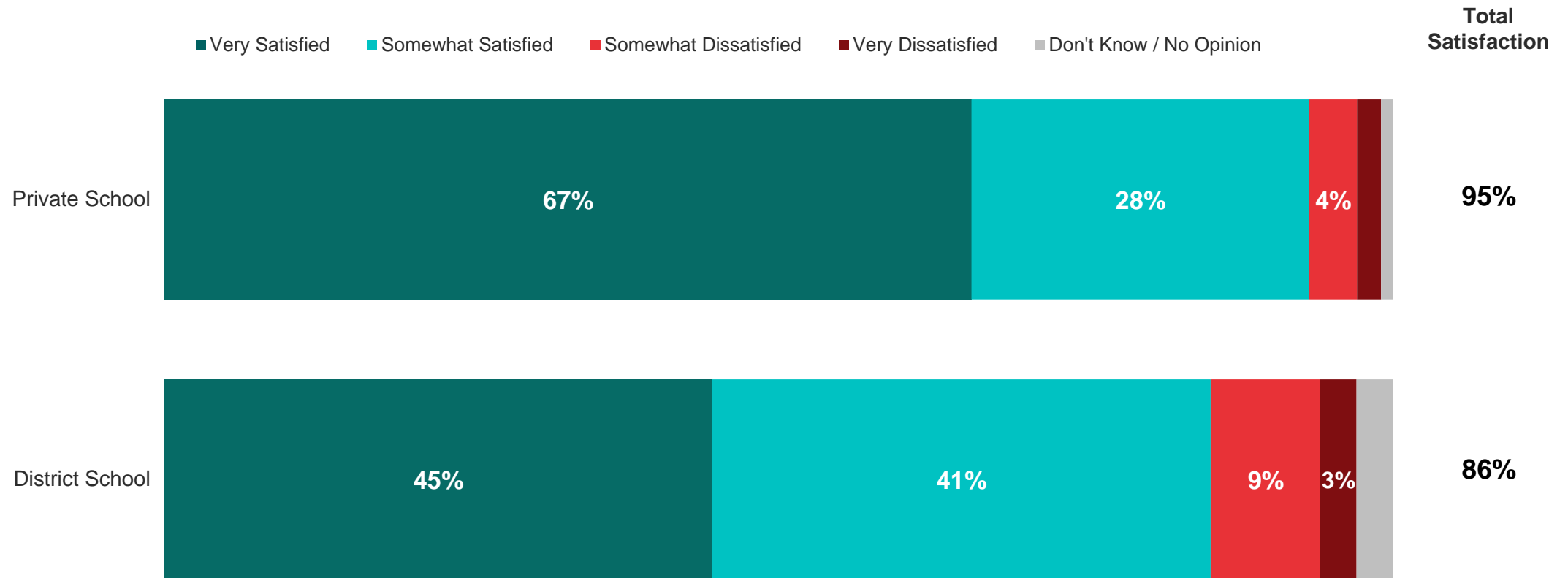
Parents are consistently more likely to say they are 'very satisfied' with private schools than public district schools. Strong district school satisfaction rose sharply from July to August.

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

—— District School   —— Private School

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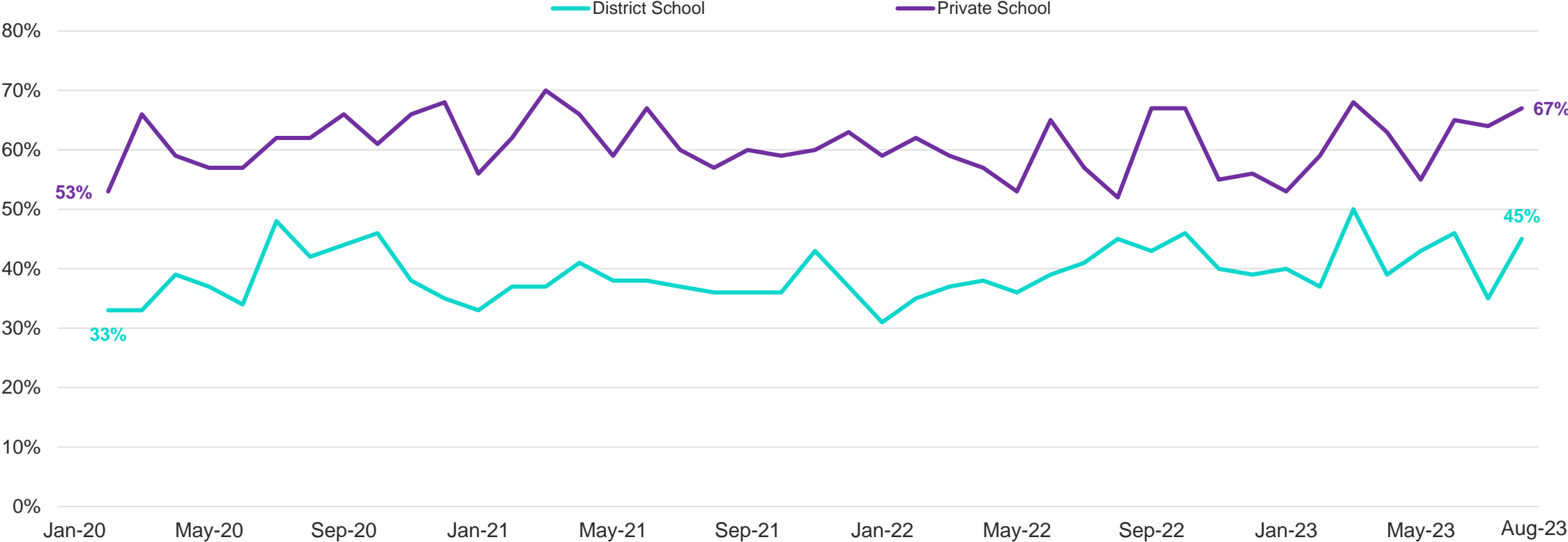# Location is the main reason why parents enroll their children in their respective school type. Of the reasons listed, parents were least likely to select religion.

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	**54%**	Academic quality	**56%**
Academic quality	**27%**	Safe environment	**52%**
Safe environment	**26%**	Morals/character	**44%**
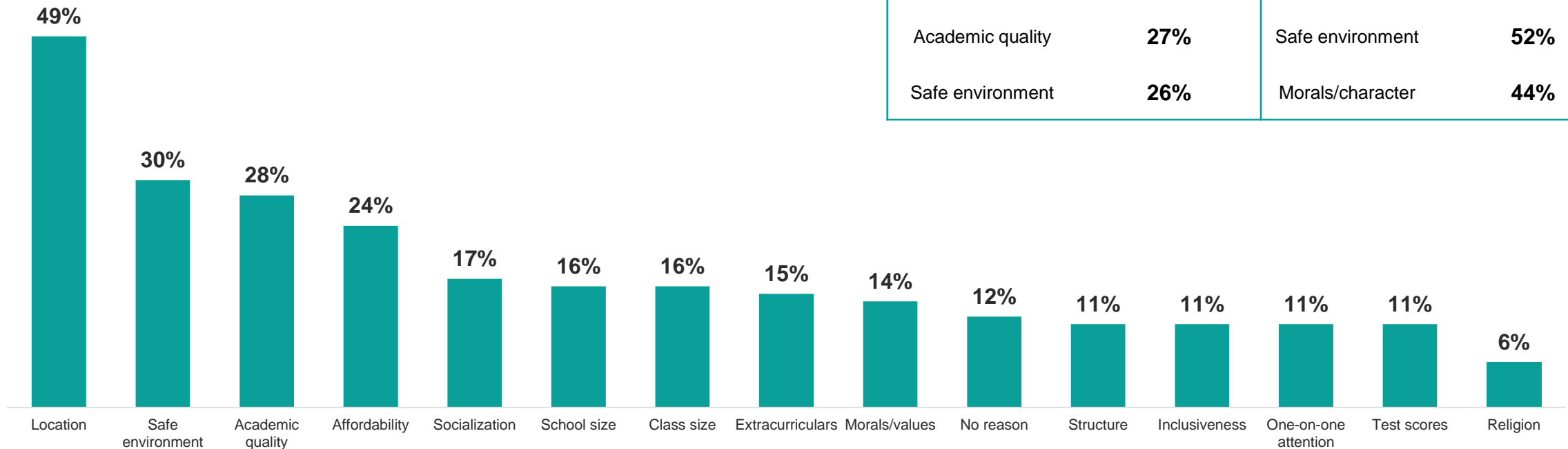
Bar chart values:
- Location: 49%
- Safe environment: 30%
- Academic quality: 28%
- Affordability: 24%
- Socialization: 17%
- School size: 16%
- Class size: 16%
- Extracurriculars: 15%
- Morals/values: 14%
- No reason: 12%
- Structure: 11%
- Inclusiveness: 11%
- One-on-one attention: 11%
- Test scores: 11%
- Religion: 6%

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One-fourth of parents indicate at least one child has ever switched from one school type to another. School switching is highest among private school parents 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

4%
26%
70%
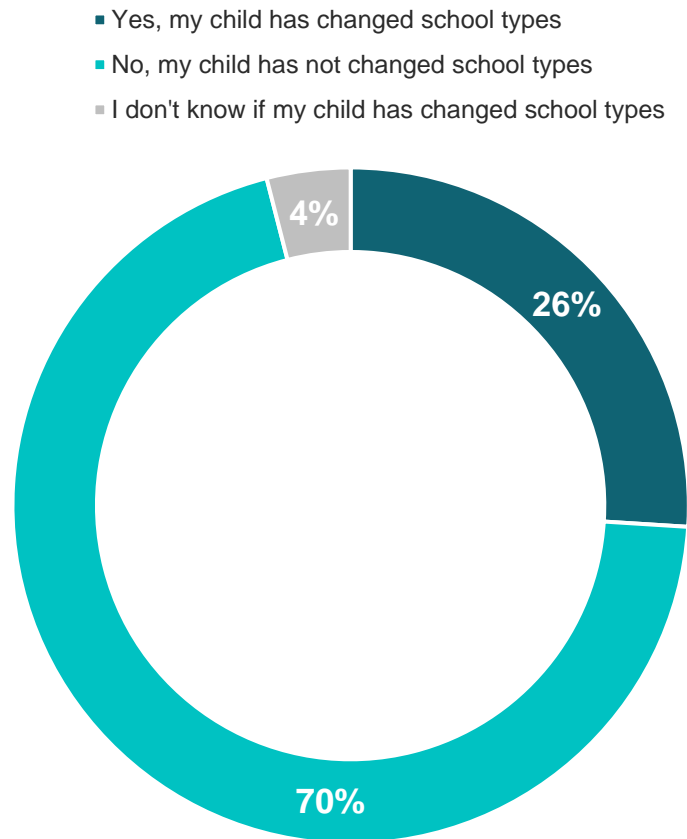
Top % Yes	
Private School	**45%**
Special Education	**41%**
Special Needs	**39%**

Bottom % Yes	
Hispanic	**23%**
Black	**21%**
Rural	**18%**

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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 (%)
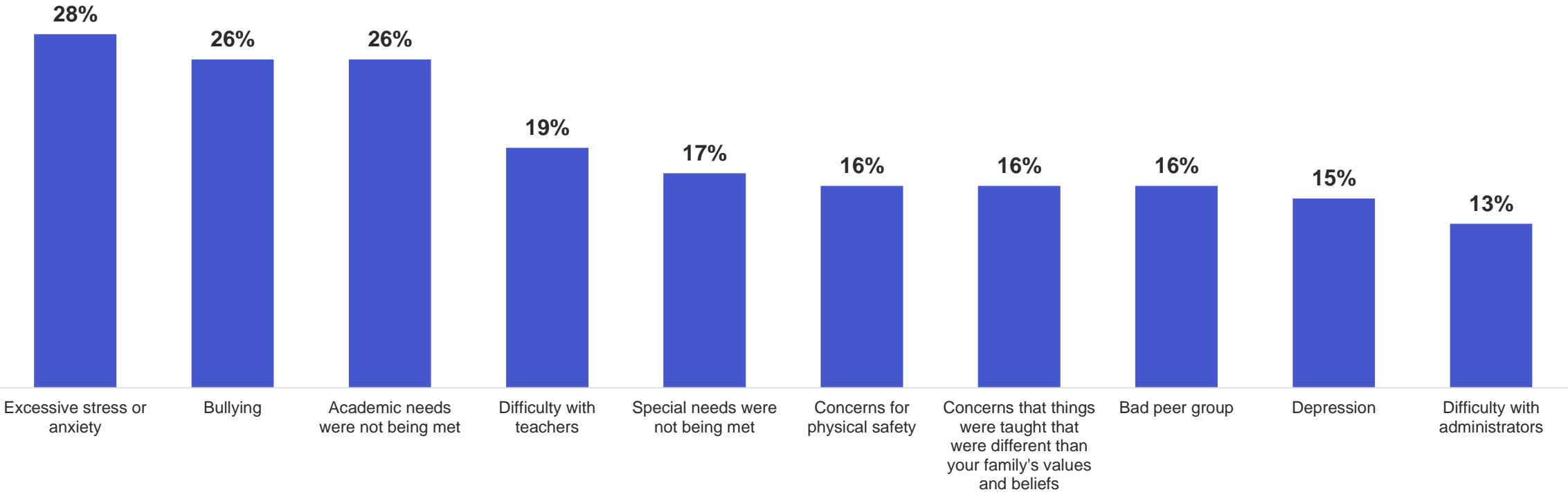
Excessive stress or anxiety	28%
Bullying	26%
Academic needs were not being met	26%
Difficulty with teachers	19%
Special needs were not being met	17%
Concerns for physical safety	16%
Concerns that things were taught that were different than your family's values and beliefs	16%
Bad peer group	16%
Depression	15%
Difficulty with administrators	13%

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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

Preference

	Private School	Regular Public School	Home School	Charter School
Total School Parents	31%	43%	9%	8%
K-4 Parents	29%	44%	9%	10%
5-8 Parents	31%	45%	9%	8%
9-12 Parents	32%	43%	11%	7%

Preference without cost & transportation factors

	Private School	Regular Public School	Home School	Charter School
Total School Parents	35%	44%	9%	5%
K-4 Parents	36%	42%	10%	5%
5-8 Parents	40%	40%	9%	5%
9-12 Parents	30%	49%	8%	7%

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More than 60 percent of parents have a favorable view of homeschooling. Although overall favorability remained the same as July, strong favorability rose sharply in August.

August 2023

In general, what is your opinion of homeschooling?

School Parents

Total Favorable	62%
Total Unfavorable	29%

Legend: — Very favorable — Somewhat favorable — Not that favorable — Not at all favorable
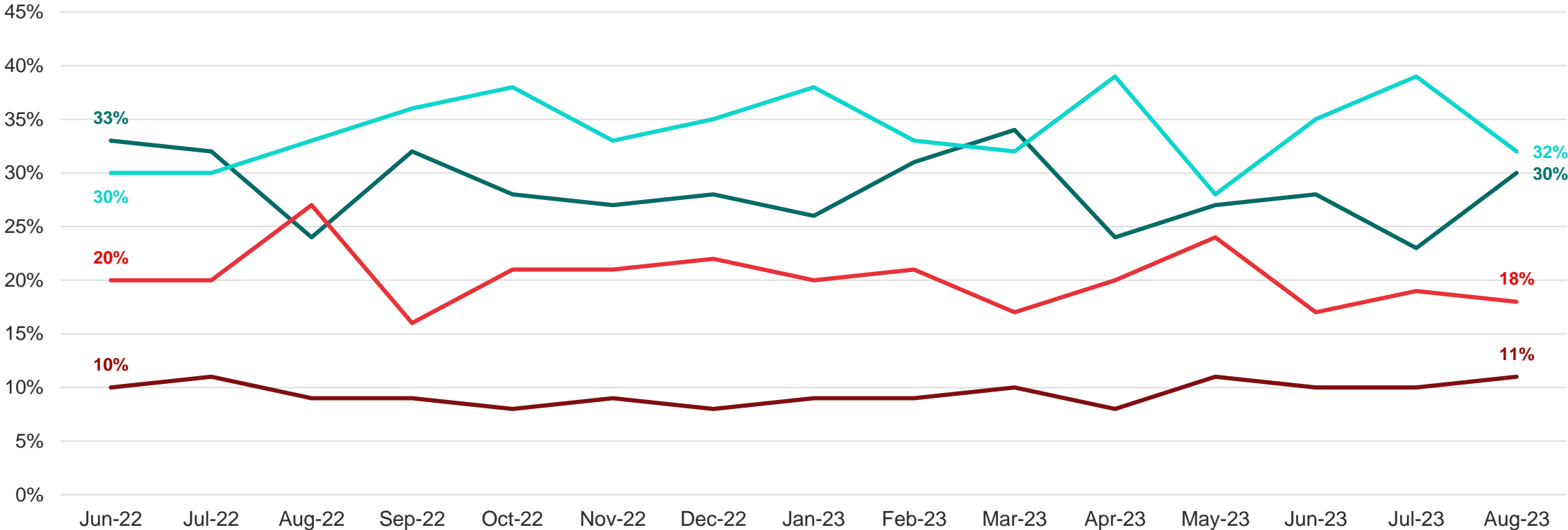
Chart data points (approximate, as labeled):
- Very favorable: Jun-22 33%, ..., Aug-23 30%
- Somewhat favorable: Jun-22 30%, ..., Aug-23 32%
- Not that favorable: Jun-22 20%, ..., Aug-23 18%
- Not at all favorable: Jun-22 10%, ..., Aug-23 11%

X-axis: Jun-22, Jul-22, Aug-22, Sep-22, Oct-22, Nov-22, Dec-22, Jan-23, Feb-23, Mar-23, Apr-23, May-23, Jun-23, Jul-23, Aug-23

Y-axis: 0% to 45%

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33

In August, approximately 2 out of 5 parents indicated they are currently using a tutor or are interested in tutoring for their children – a slight increase from July.

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

School Parents

38% **(+2 vs. July)**

currently have a tutor or looking for a tutor

17%

Yes, my child is currently being tutored

9%

No, but **I am actively looking** for a tutor

12%

No, but **I will be looking soon** for a tutor

62%

No, my child does not need tutoring at this time

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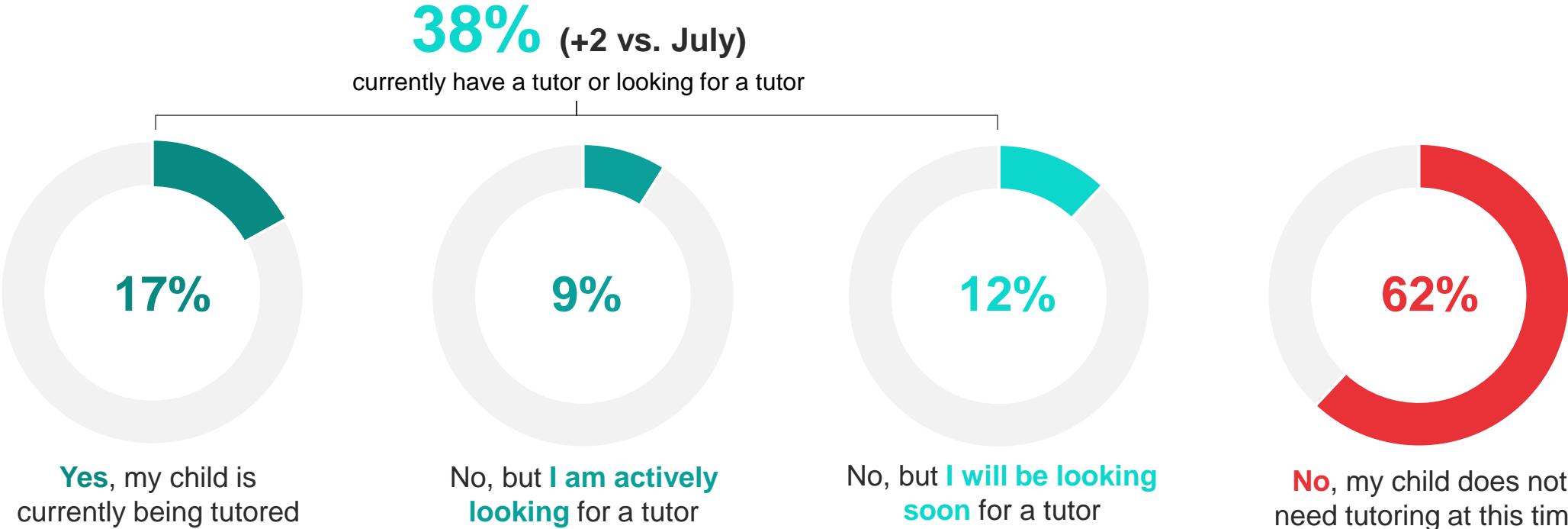
In August, interest in tutoring was highest among private school parents, Gen Z parents, and urban parents. It was lowest among rural and small town parents.

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

School Parents

Groups **most** likely to be looking for / already having tutoring		Groups **least** likely to be looking for / already having tutoring	
Private School	**71%**	Suburban	**30%**
Gen Z	**66%**	Middle Income $35k to $75k	**29%**
Urban	**56%**	Republican	**29%**
Special Education	**55%**	Female	**28%**
Special Needs	**53%**	Midwest	**25%**
Northeast	**52%**	Rural	**21%**
Black	**50%**	Small Town	**20%**

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36

School parents' interest in tutoring increased slightly in August after declining for several months since May.

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

School Parents

— Currently have a tutor or looking for a tutor
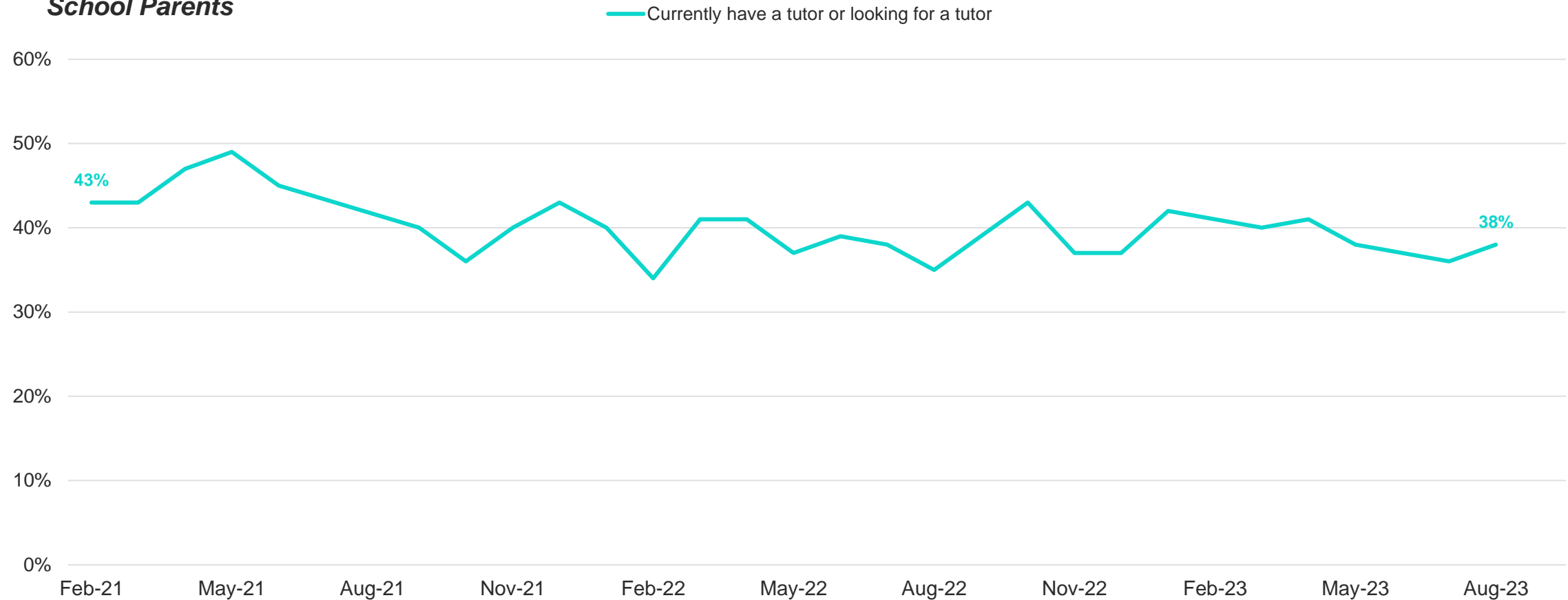
Note: Question was not asked in July 2021 and August 2021.

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In August, the amount parents were willing to spend on tutoring slightly fell to $340 per child/month.

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

School Parents
among those interested in or participating in a tutoring

$339 ▼**-5**
on **average**   vs. July
per child / per month

$0
minimum
per child /
per month

$1,000
maximum
per child / per
month
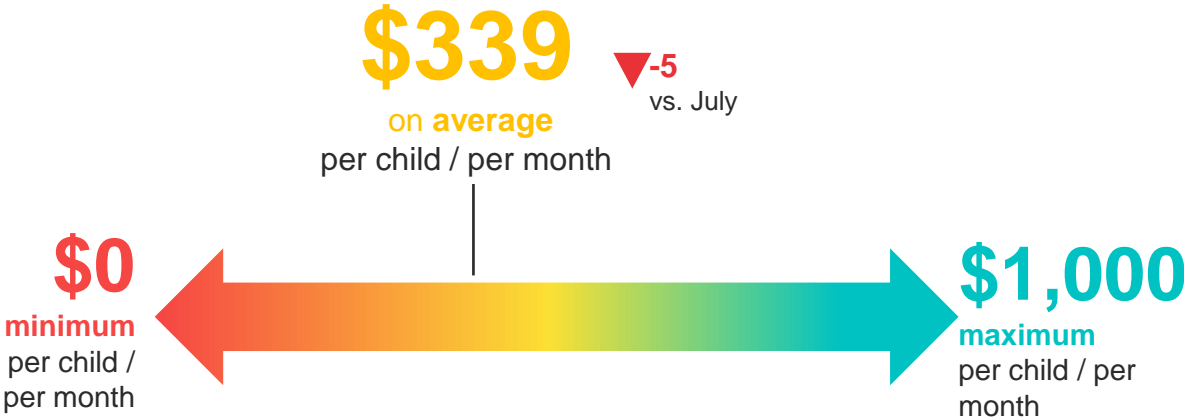
Average willing to spend per child/per month by demographic

Income		
*Low Income < $35K		$237
Middle Income $35K to < $75K		$273
High Income $75K+		$420

Political Affiliation		
Democrat		$388
*Independent		$267
Republican		$312

Region		
*West		$414
*Midwest		$308
South		$284
*Northeast		$347

*indicates base size n= <100

WELLBEING AND HAPPINESS

VIEWS ON K-12 EDUCATION

VIEWS ON SCHOOLING

TUTORING AND EXTRACURRICULARS

SCHOOL CHOICE POLICIES

SURVEY PROFILE AND DEMOGRAPHICS

Policy Descriptions Used

Education Savings Accounts

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

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.

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.

Open Enrollment

An "open enrollment" policy in K-12 education allows a student enrolled in public school to select and transfer to a public school of their choice, rather than attending a school based on where they live. A student can be allowed to transfer to a public school in another district (called "INTER-district"). The policy is based on a first come, first served process until districts are no longer able to accommodate new students.

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

All Adults
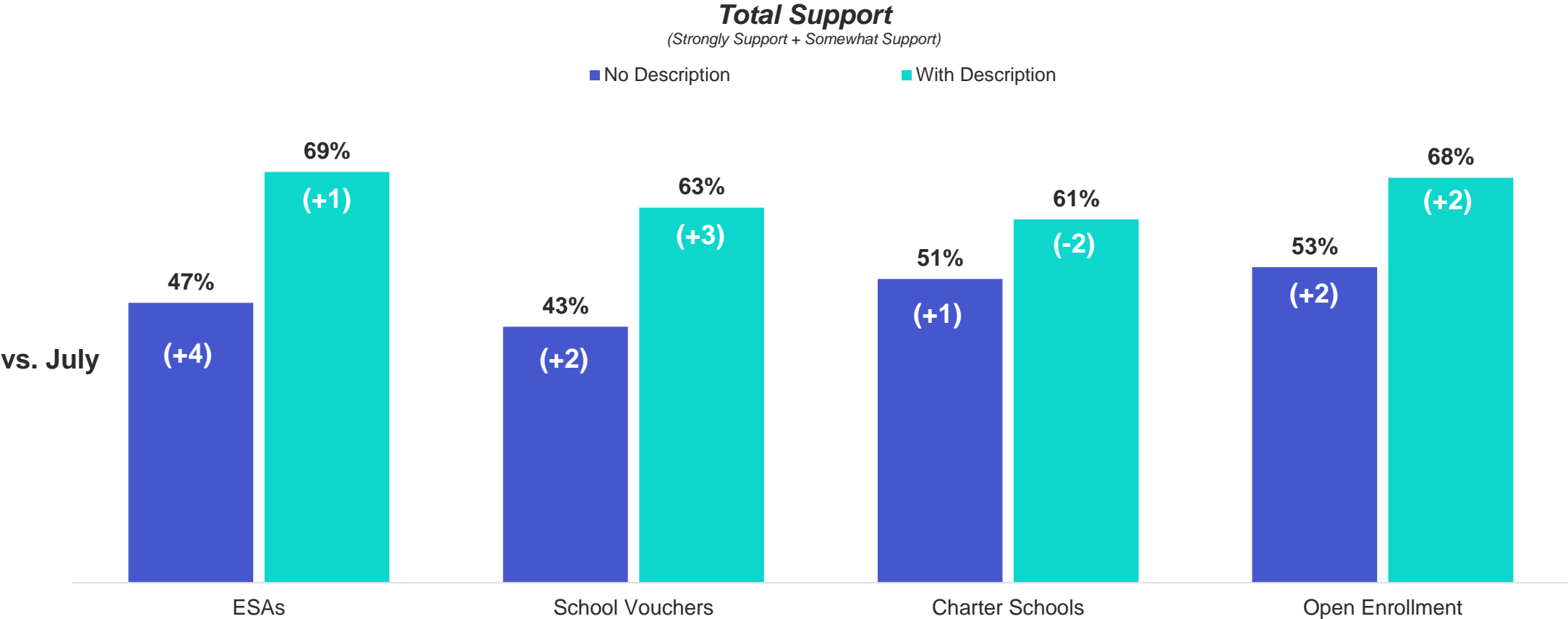
Total Support
(Strongly Support + Somewhat Support)

■ No Description   ■ With Description

	ESAs	School Vouchers	Charter Schools	Open Enrollment
No Description	47% (+4)	43% (+2)	51% (+1)	53% (+2)
With Description	69% (+1)	63% (+3)	61% (-2)	68% (+2)

vs. July

In August, support for ESAs was highest among school parents, those identifying as liberal, and Millennials. Support was lowest among rural adults, older adults, and Republicans.

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	69%

Groups **most** supportive		Groups **least** supportive	
School Parents	76%	Midwest	68%
Liberal	76%	Small Town	68%
Millennials	75%	Education < College	67%
Education: Bachelors +	74%	West	67%
Democrat	73%	Low Income <$35k	67%
High Income $75k+	73%	Republican	67%
Urban	73%	Baby Boomers	64%
Gen Z	73%	Rural	60%

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

August 2023
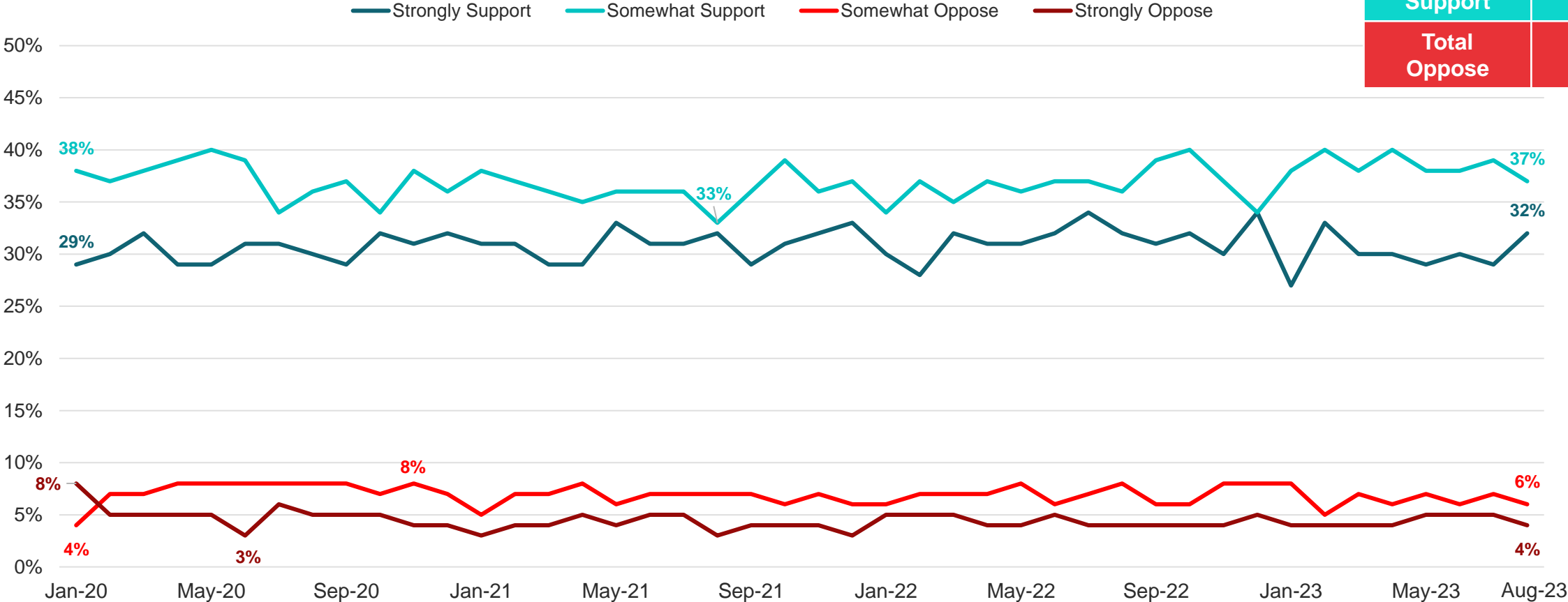
Total Support	**69%**
Total Oppose	**10%**

All Adults

Legend: ── Strongly Support ── Somewhat Support ── Somewhat Oppose ── Strongly Oppose

Note: Don't know/no opinion responses are not shown.
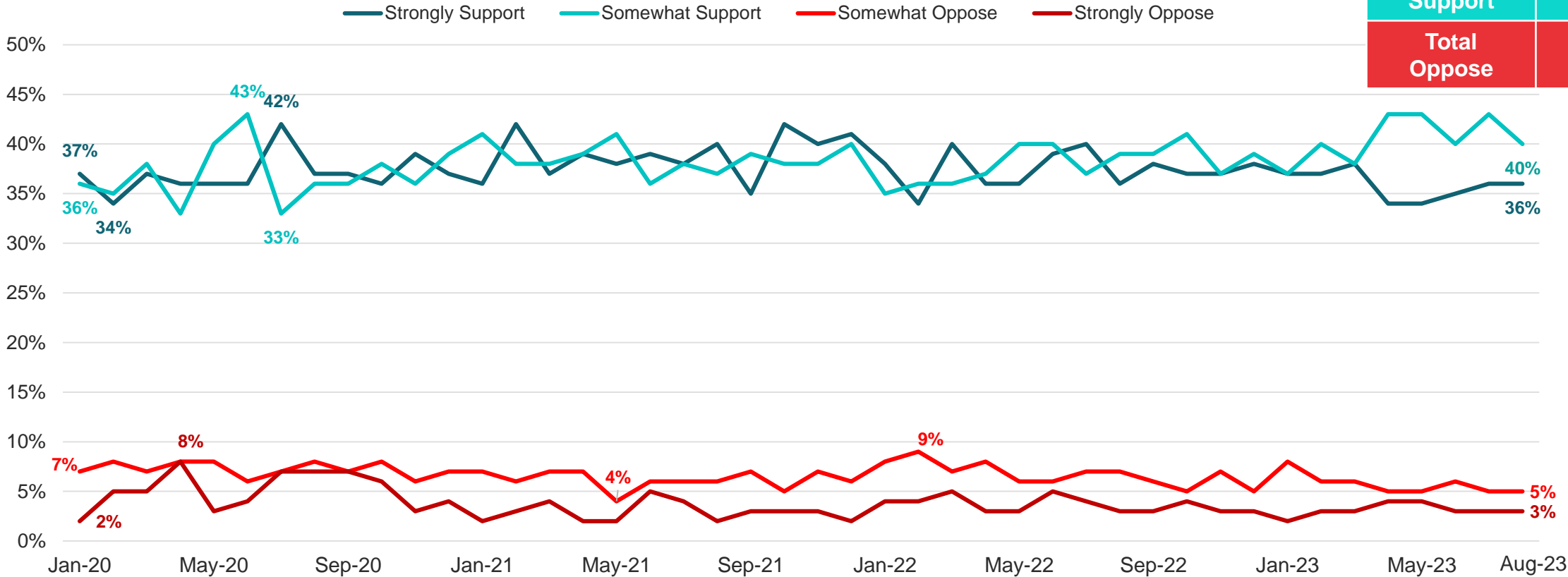
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In August, school parents were nine times as likely to be strongly supportive of ESAs than strongly opposed. Total support slightly decreased this month.

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?

August 2023

Total Support	**76%**
Total Oppose	**8%**

School Parents

Legend: Strongly Support — Somewhat Support — Somewhat Oppose — Strongly Oppose

Data labels visible on chart:
- 37%, 36%, 34% (Jan-20 area)
- 43%, 42%, 33% (May-20 area)
- 8%, 7%, 2% (opposition lines, early 2020)
- 4% (May-21 area)
- 9% (Jan-22 area)
- 40%, 36% (Aug-23)
- 5%, 3% (Aug-23 opposition lines)

X-axis: Jan-20, May-20, Sep-20, Jan-21, May-21, Sep-21, Jan-22, May-22, Sep-22, Jan-23, May-23, Aug-23

Y-axis: 0% to 50%

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

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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

65%

*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?*

30%	35%	18%	10%	8%

45%
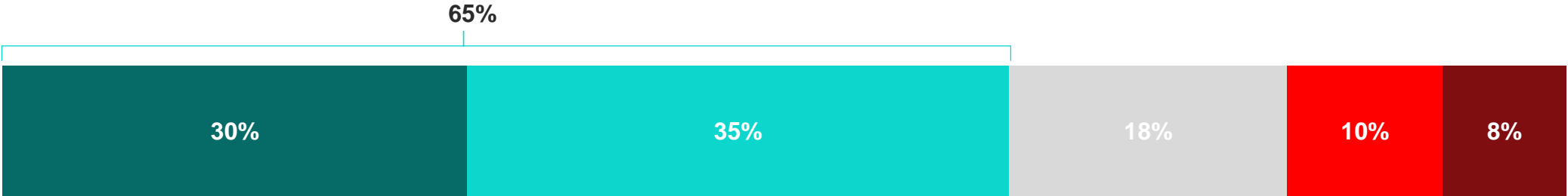
*Some people believe that ESAs should only be **available to families based on financial need.** Do you agree or disagree with that statement?*
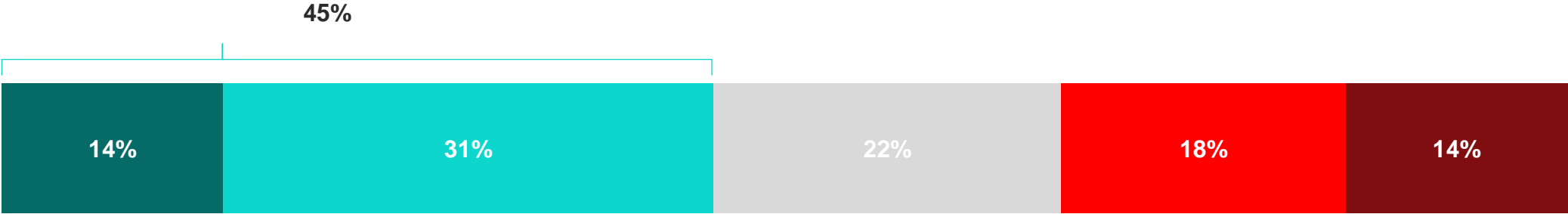
14%	31%	22%	18%	14%

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Support for school vouchers was highest among school parents, Republicans, and Millennials. It was lowest among liberals and Baby Boomers.

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	63%

Groups **most** supportive		Groups **least** supportive	
School Parents	**72%**	Midwest	**61%**
Republicans	**70%**	Middle Income $35k to $75k	**60%**
Millennials	**70%**	Suburban	**60%**
Hispanic	**69%**	Rural	**60%**
Black	**68%**	West	**59%**
Urban	**68%**	Democrat	**59%**
Age 35-54	**68%**	Liberal	**59%**
Northeast	**66%**	Baby Boomers	**55%**

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The public's overall support for school vouchers increased slightly in August. 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?

August 2023

Total Support	**63%**
Total Oppose	**22%**

All Adults

— Strongly Support — Somewhat Support — Somewhat Oppose — Strongly Oppose

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

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47
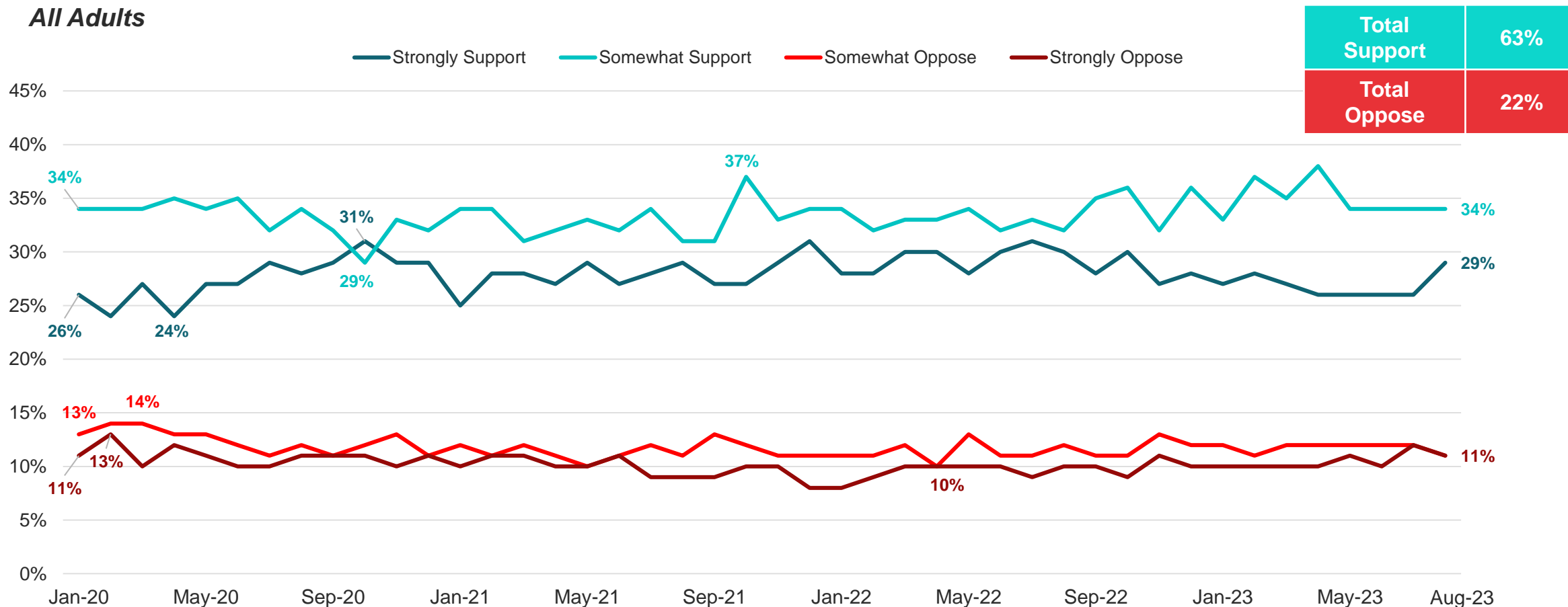
In August, support for school vouchers decreased slightly among school parents. Soft support fell by 4 percentage points.

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?
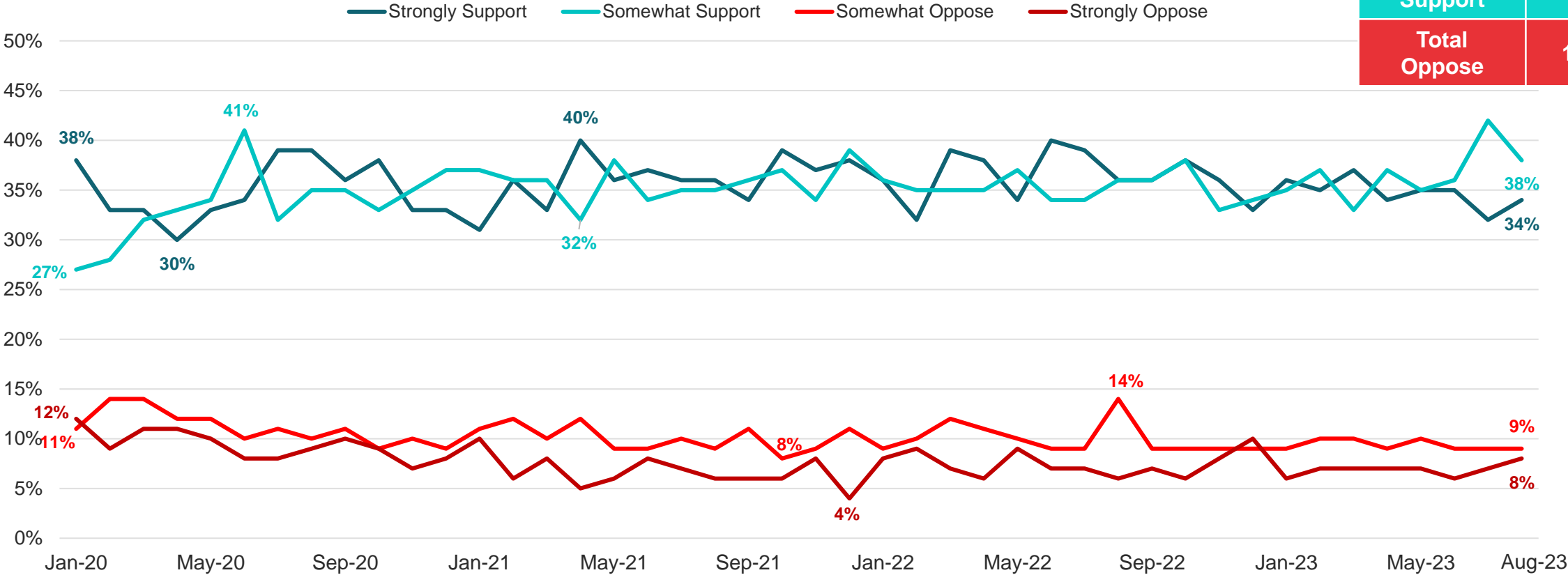
August 2023

Total Support	**72%**
Total Oppose	**17%**

School Parents

Legend: Strongly Support — Somewhat Support — Somewhat Oppose — Strongly Oppose

Strongly Support values noted: 38%, 30%, 40%, 34%
Somewhat Support values noted: 27%, 41%, 32%, 38%
Somewhat Oppose values noted: 12%, 14%, 8%, 9%
Strongly Oppose values noted: 11%, 4%, 8%

Support for charter schools is greatest among school parents and conservatives. Liberal adults, rural adults, and those living in the West support charter schools 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	61%

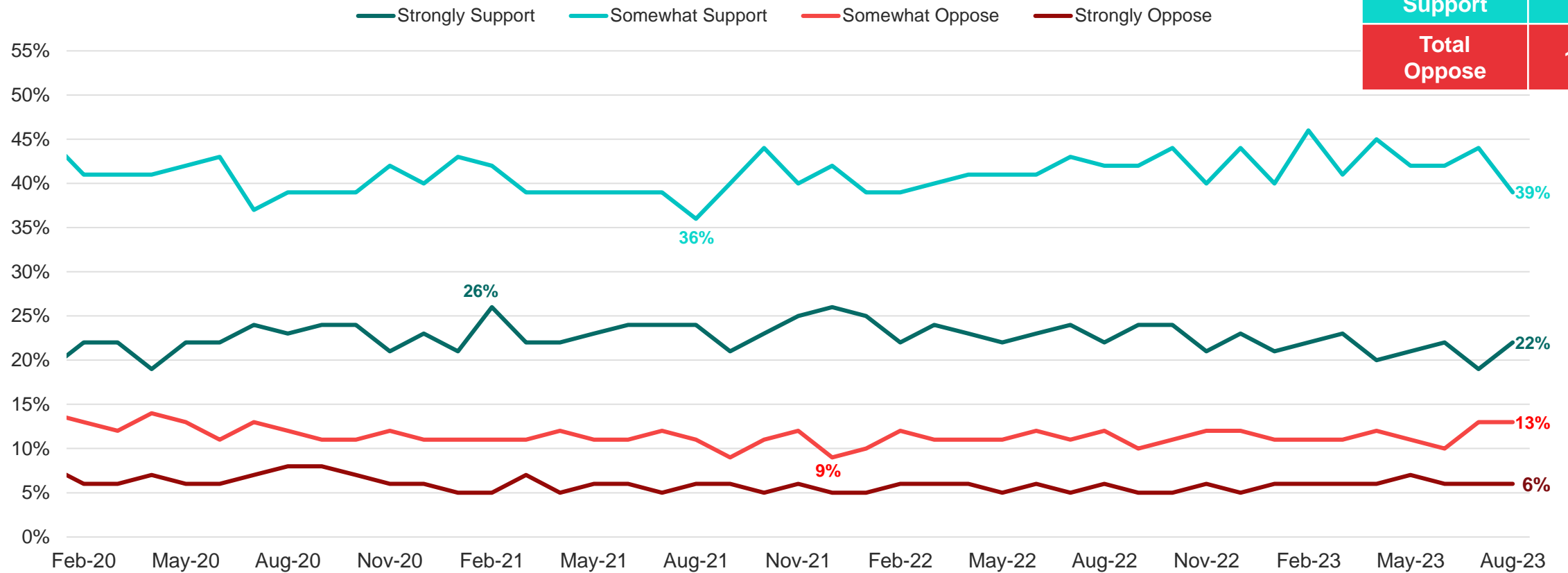| Groups **most** supportive		Groups **least** supportive	
School Parents	**70%**	Female	**60%**
Conservative	**68%**	Middle Income $35k to $75k	**60%**
Republican	**66%**	Gen Z	**59%**
Millennials	**66%**	Midwest	**59%**
South	**65%**	Baby Boomers	**59%**
North	**65%**	Rural	**59%**
High Income $75k+	**65%**	Liberal	**59%**
Education: Bachelors +	**64%**	West	**57%**

Americans' overall support for charter schools fell slightly in August. Strong support increased and soft support dropped.

Charter schools are public schools that have more control over their own budget, staff, and curriculum, and are exempt from many existing public school regulations. In general, what is your opinion of public charter schools?

All Adults

August 2023

Total Support	61%
Total Oppose	19%

Legend: — Strongly Support — Somewhat Support — Somewhat Oppose — Strongly Oppose

Line chart data labels shown: Somewhat Support 36% (around Aug-21), Strongly Support 26% (around Feb-21), Somewhat Oppose 9% (around Nov-21). August 2023 endpoints: Somewhat Support 39%, Strongly Support 22%, Somewhat Oppose 13%, Strongly Oppose 6%.

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Parents' overall support for charter schools was unchanged in August. 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?

August 2023

Total Support	**70%**
Total Oppose	**14%**

School Parents

Legend: — Strongly Support — Somewhat Support — Somewhat Oppose — Strongly Oppose

Somewhat Support: 45%, 36%, 47%, 43%
Strongly Support: 24%, 34%, 27%
Somewhat Oppose: 11%, 8%, 10%
Strongly Oppose: 8%, 4%

X-axis: Jan-20, May-20, Sep-20, Jan-21, May-21, Sep-21, Jan-22, May-22, Sep-22, Jan-23, May-23, Aug-23

Y-axis: 0% to 60%

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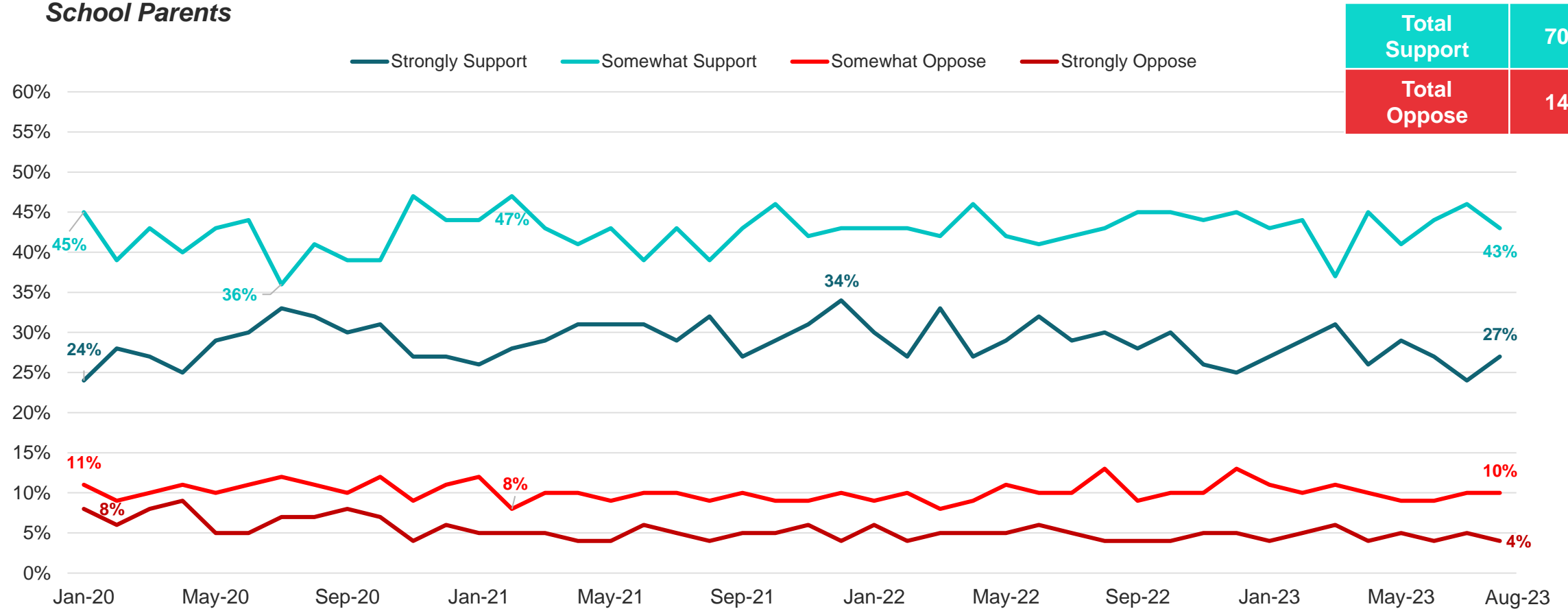
School parents and Millennials are mostly likely to support open enrollment. Baby Boomers and rural adults show relatively lowest support.

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	68%

Groups **most** supportive		Groups **least** supportive	
School Parents	76%	Suburban	68%
Millennials	75%	Female	67%
Black	73%	Low Income <$35k	66%
Urban	73%	Hispanic	66%
Liberal	72%	Independent	65%
Education: Bachelors +	71%	Small Town	65%
Conservative	71%	Rural	64%
High Income $75k+	70%	Baby Boomers	62%

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The public's overall support for inter-district open enrollment rose slightly in August. Overall support is nearly four times as large as opposition.

An "open enrollment" policy in K-12 education allows a student enrolled in public school to select and transfer to a public school of their choice, rather than attending a school based on where they live. A student can be allowed to transfer to a public school in another district (called "INTER-district"). The policy is based on a first come, first served process until districts are no longer able to accommodate new students.

August 2023

Total Support	**68%**
Total Oppose	**18%**

All Adults

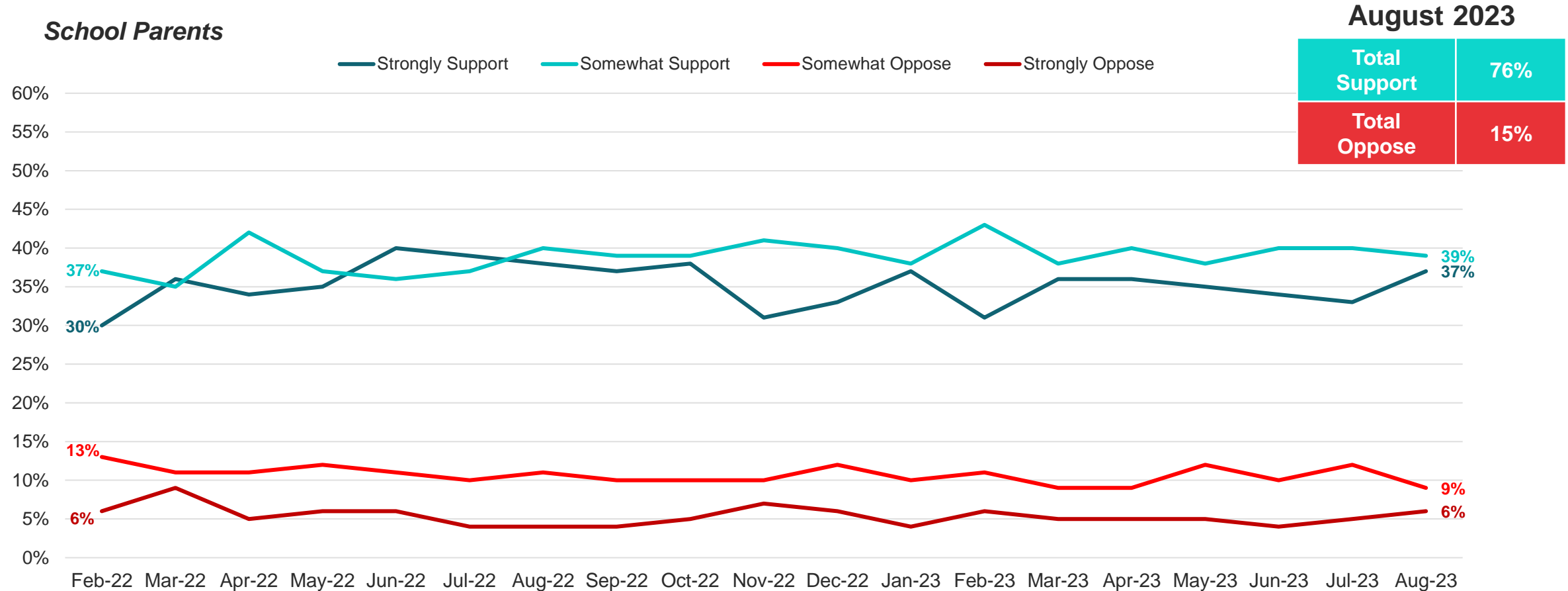Strongly Support — Somewhat Support — Somewhat Oppose — Strongly Oppose
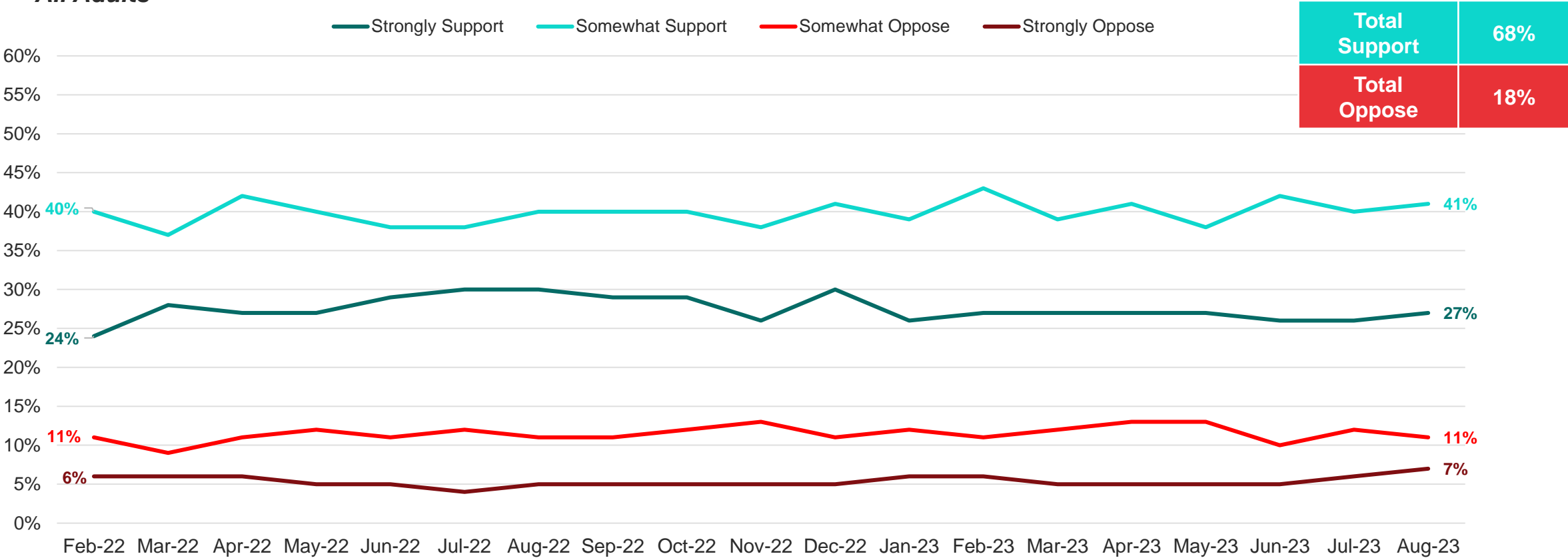
Note: Don't know/no opinion responses are not shown.

Among school parents, overall support of open enrollment increased in August. Strong support increased for the first time since March.

An "open enrollment" policy in K-12 education allows a student enrolled in public school to select and transfer to a public school of their choice, rather than attending a school based on where they live. A student can be allowed to transfer to a public school in another district (called "INTER-district"). The policy is based on a first come, first served process until districts are no longer able to accommodate new students.

School Parents

August 2023	
Total Support	76%
Total Oppose	15%

Legend: Strongly Support — Somewhat Support — Somewhat Oppose — Strongly Oppose

Survey Profile, 1

Dates	August 10-13, 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

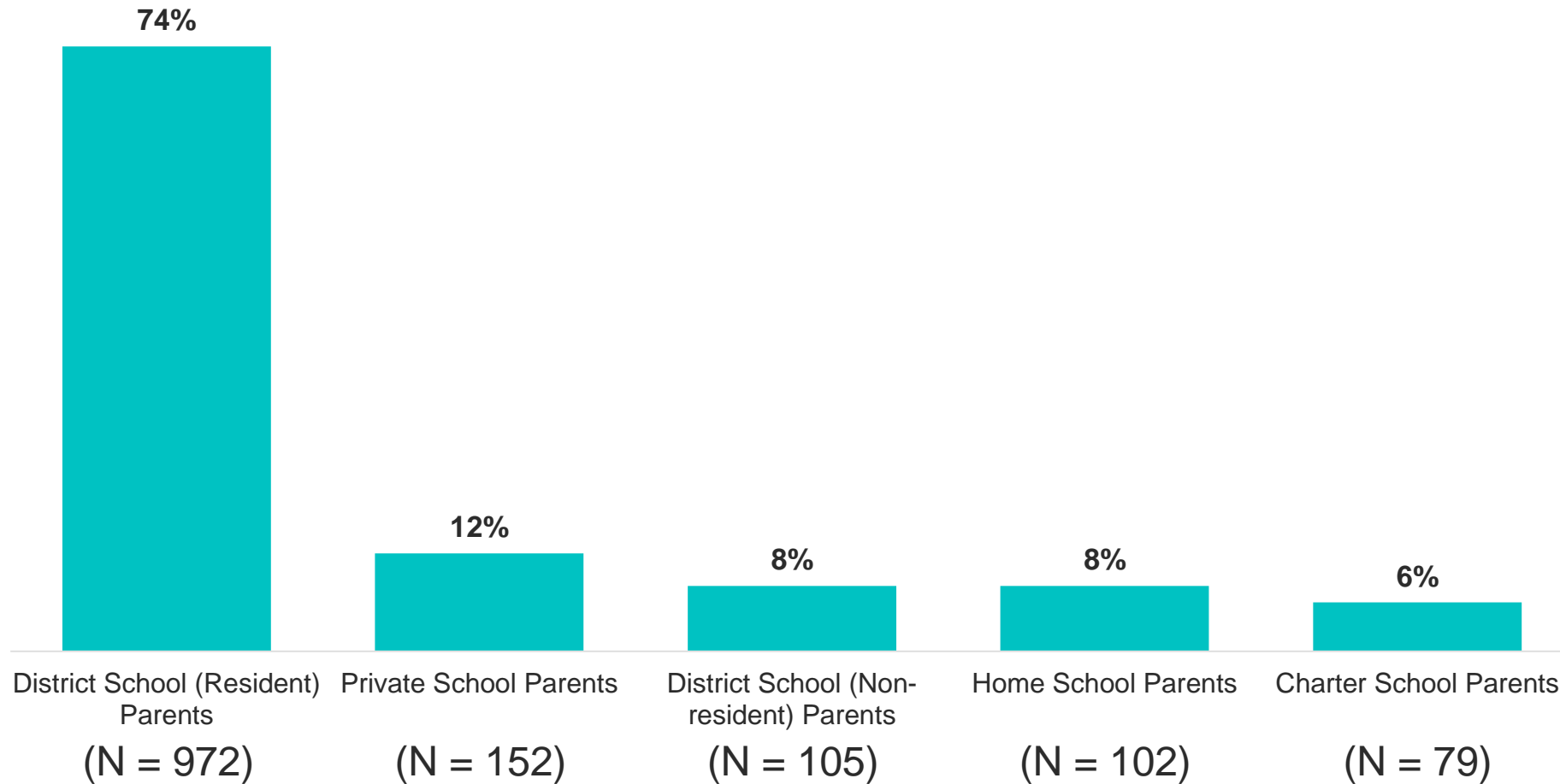|	
Survey Time	Gen Pop Median = 10.72 minutes Oversample Median = 13.25 minutes
Sample Size	N = 2,259 General Population N= 1,310 Total School Parents
Oversampling	N = 850 School Parents
Quotas	Age, Gender
Weighting	Age, Race, Ethnicity, Gender, Education, Census Region
Measure of Precision (adjusted for weighting)	± 2.38 percentage points (Gen Pop), ± 3.64 percentage points (Oversample)
Participation Rate	39.66% (Gen Pop), 31.15% (Oversample)
Methods Page	https://edchoice.morningconsultintelligence.com/methodology
Project Contact	Paul DiPerna, paul@edchoice.org

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Total Sample Demographics

Demographics	Unweighted (N =)
Hispanic	233
Non-Hispanic White	1525
Black	380
Other	115
Generation Z	324
Millennial	617
Generation X	576
Boomers	663
Male	1048
Female	1211
< College	1458
College +	801
Northeast	449
Midwest	475
South	955
West	380

Demographics	Unweighted (N =)
Total School Parents*	1310
K-4 Parents*	664
5-8 Parents*	527
9-12 Parents*	527
Non-Parents	942
Liberal	630
Moderate	740
Conservative	717
Democrat	859
Independent	602
Republican	669
Urban	659
Suburban	1010
Small Town	183
Rural	407
Low Income <$35K	842
Middle Income $35K to <$75K	766
High Income $75K+	651

Denotes the sample came from school parents

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Demographics	Unweighted	Weighted	Target (%)
Hispanic	10%	17%	16%
White	68%	62%	78%
Non-Hispanic White	68%	n/a	n/a
Black	17%	13%	12%
Other	5%	7%	9%
Age: 18-34	28%	29%	30%
Age: 35-54	32%	32%	31%
Age: 55+	40%	39%	40%
Age: 65+	23%	22%	20%
Male	46%	49%	48%
Female	54%	51%	52%
< College	64%	65%	69%
College +	35%	35%	31%
Northeast	20%	18%	18%
Midwest	21%	21%	21%
South	42%	38%	37%
West	17%	24%	24%

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

74%

12%

8%

8%

6%

District School (Resident) Parents

Private School Parents

District School (Non-resident) Parents

Home School Parents

Charter School Parents

(N = 972)

(N = 152)

(N = 105)

(N = 102)

(N = 79)

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

72%	9%	6%	6%	6%
District School (Resident)	Private School	District School (Non-resident)	Home School	Charter School
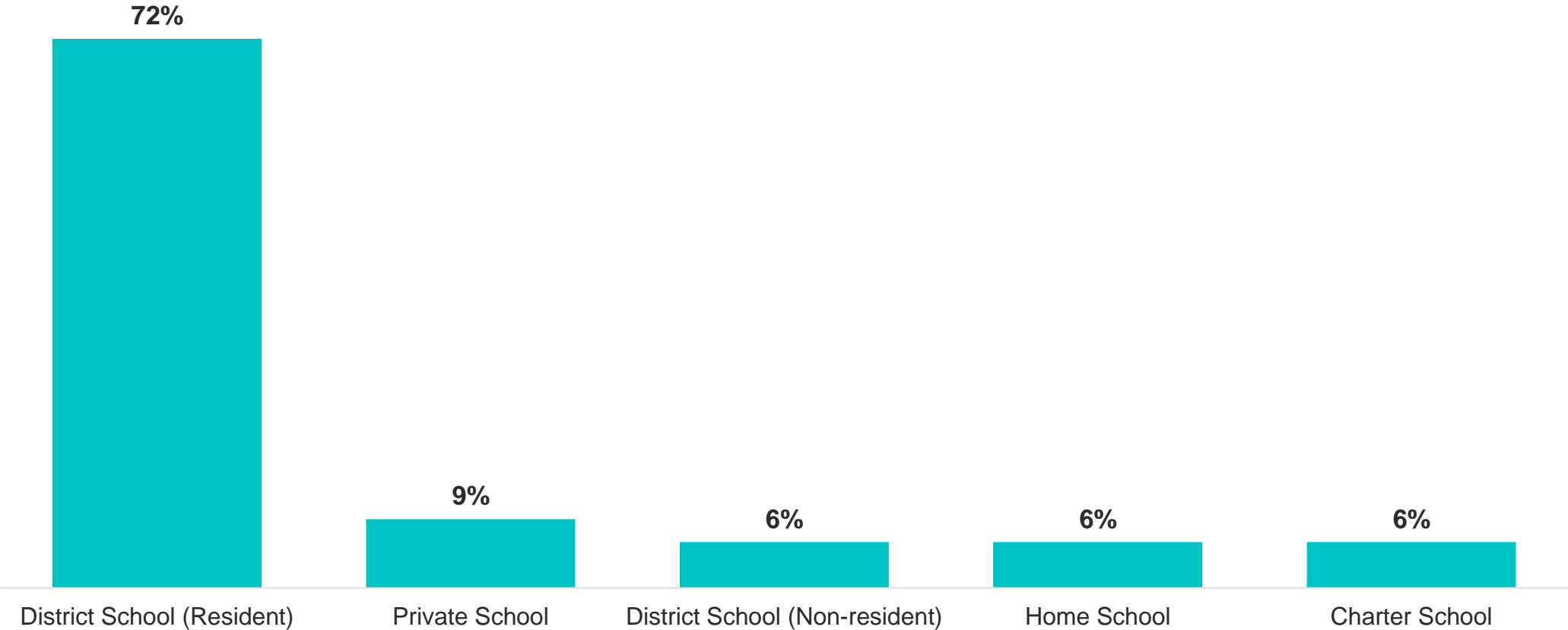
Methodology Update

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

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

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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.

ed 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

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