

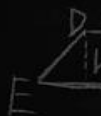
Classwork



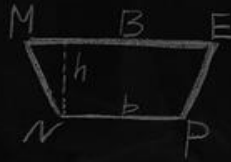
$$= \frac{b \times h}{2}$$



$$A = L \times w$$



h



$$A = \frac{(B+b) \times h}{2}$$

 CHOICE

# THE PUBLIC, PARENTS, AND K-12 EDUCATION

A National Polling Report

February 2024

# KEY FINDINGS

1. Just under one-third of parents have seen or heard of at least one violent incident at their child's school. Parents of high school-aged children and those in urban areas have seen or heard of more incidents than their counterparts.
2. Parents are slightly more concerned about bullying at their child's school than they are about cyberbullying. Around 1 in 3 parents are "extremely" or "very" concerned about either issue.
3. One-third of parents feel at least somewhat negatively about the impact of cell phones on their children's social-emotional development. One-third of parents feel that students should be allowed to have cell phones in the classroom, while two-thirds feel they should be able to have them in schools.
4. Nearly 40 percent of K-12 school parents are concerned about the effects of artificial intelligence (AI) on society. Private school parents are much more concerned than district school parents about the effects of artificial intelligence (AI) on their child's learning this school year.
5. Just over 1 in 5 parents indicate that their child has switched from one school type to another. School switching is highest among current private school and special needs parents. Among those parents who had a child who switched schools, almost half had previously attended a public district school.
6. Overall support levels for choice-based policies remain high among school parents and the general public:
  - Education savings accounts (ESAs) – 74% / 69%
  - School vouchers – 67% / 62%
  - Charter schools – 68% / 67%
  - Open enrollment – 73% / 70%

## Methodology

This poll was conducted between February 2-5, 2024 among a sample of 2,252 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 2.41 percentage points..

AGENDA

**VIEWS ON K-12 EDUCATION**

**SCHOOLING AND EXPERIENCES**

**K-12 CHOICE POLICIES**

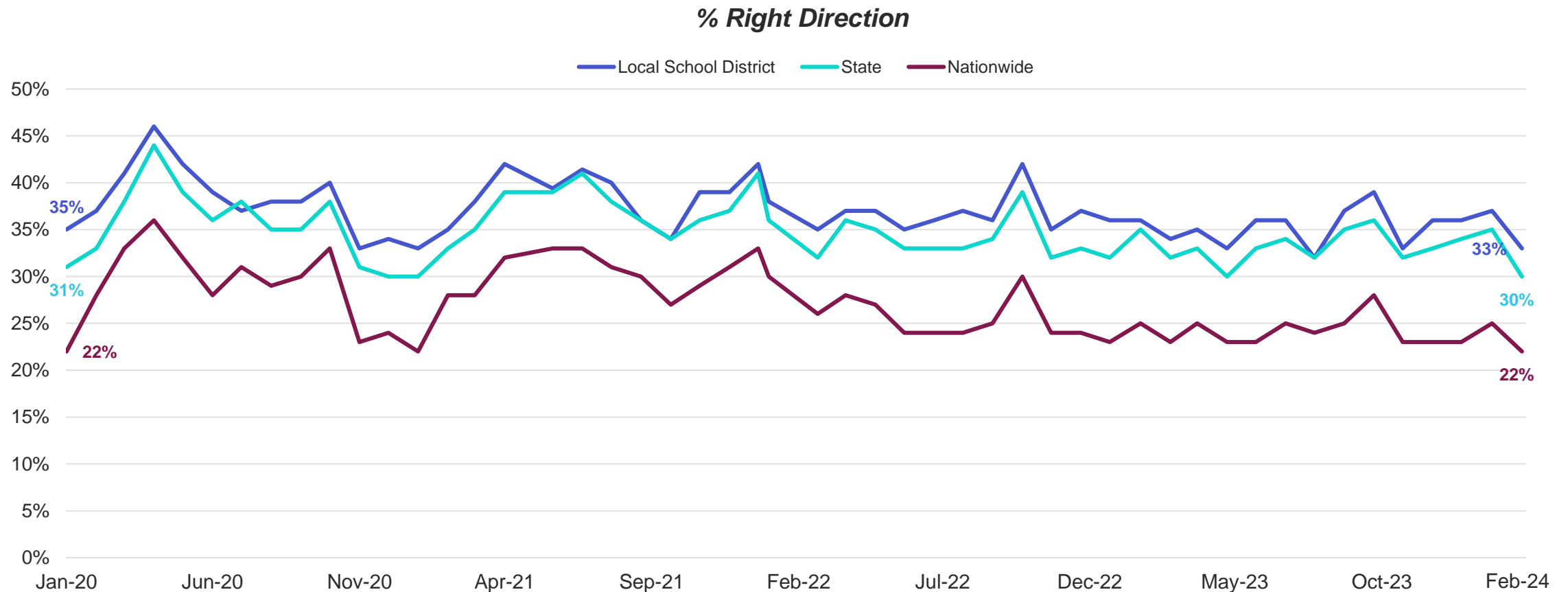
**SURVEY PROFILE AND DEMOGRAPHICS**



# The public's optimism towards the direction of K-12 education across all levels fell in February. The public's national positive view is at its lowest point in three years.

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

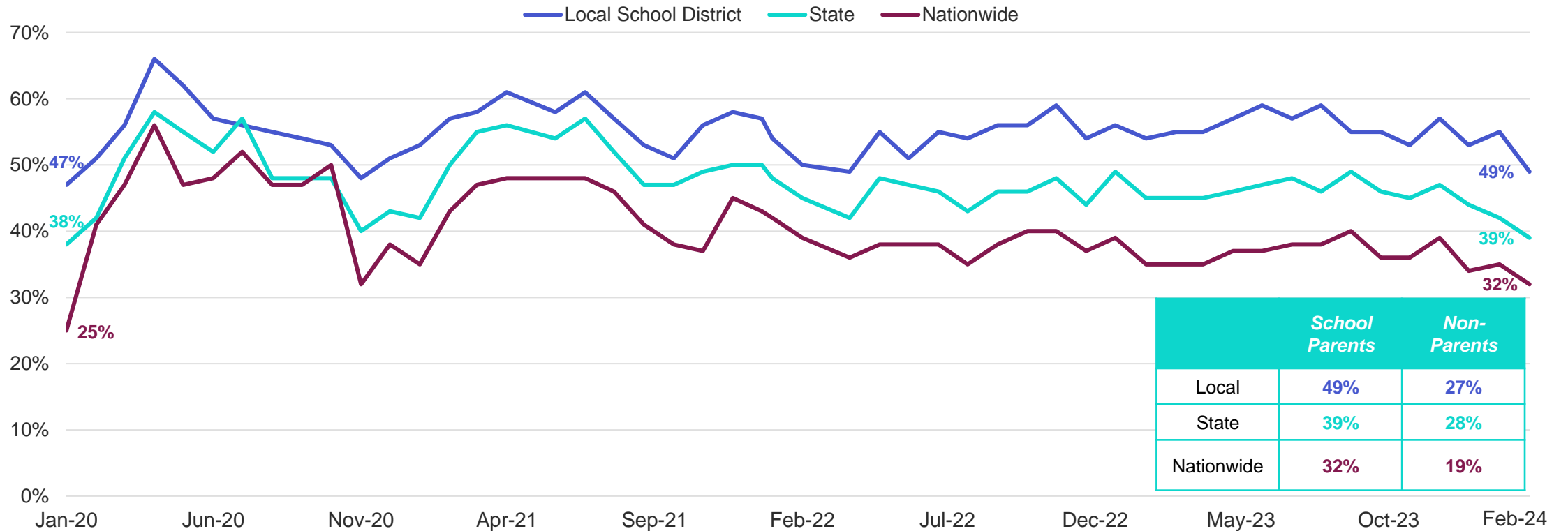


# Parents' positivity about K-12 education at the national and local levels decreased in February. Large opinion gaps persist between school parents and non-parents.

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



Americans are most likely to say core academic subjects are extremely important for grades K-8. Similarly, they see skills for future employment as 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 **43%**

-  Core academic subjects (58%)
-  Socialization (51%)
-  To become independent thinkers (50%)
-  How to be good citizens (46%)
-  Skills for future employment (44%)
-  Values, moral character, religious virtues (36%)
-  To fix social problems (17%)

#### Grades 9-12

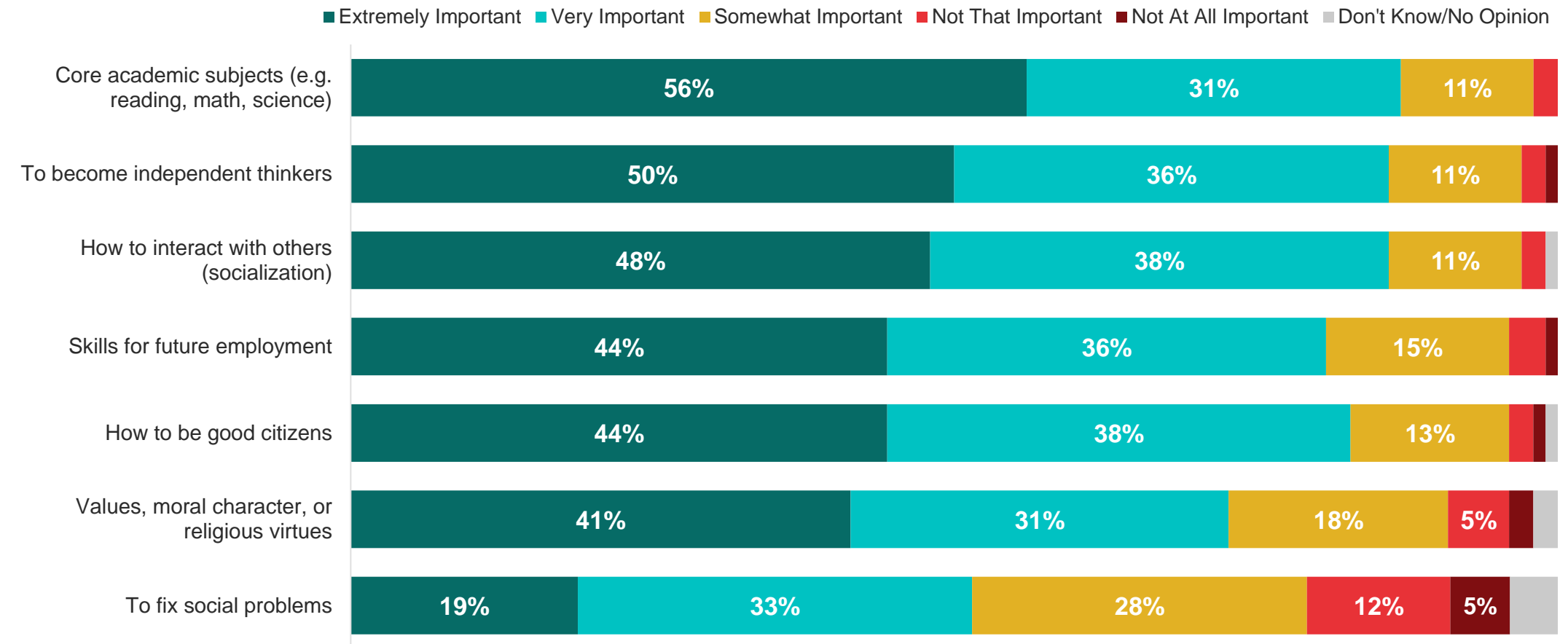
Average % selected Extremely Important **44%**

-  Skills for future employment (59%)
-  Core academic subjects (54%)
-  Become independent thinkers (52%)
-  How to be good citizens (47%)
-  Socialization (41%)
-  Values, moral character, religious virtues (37%)
-  To fix social problems (18%)

# School parents are most likely to say core academic subjects are extremely important 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...

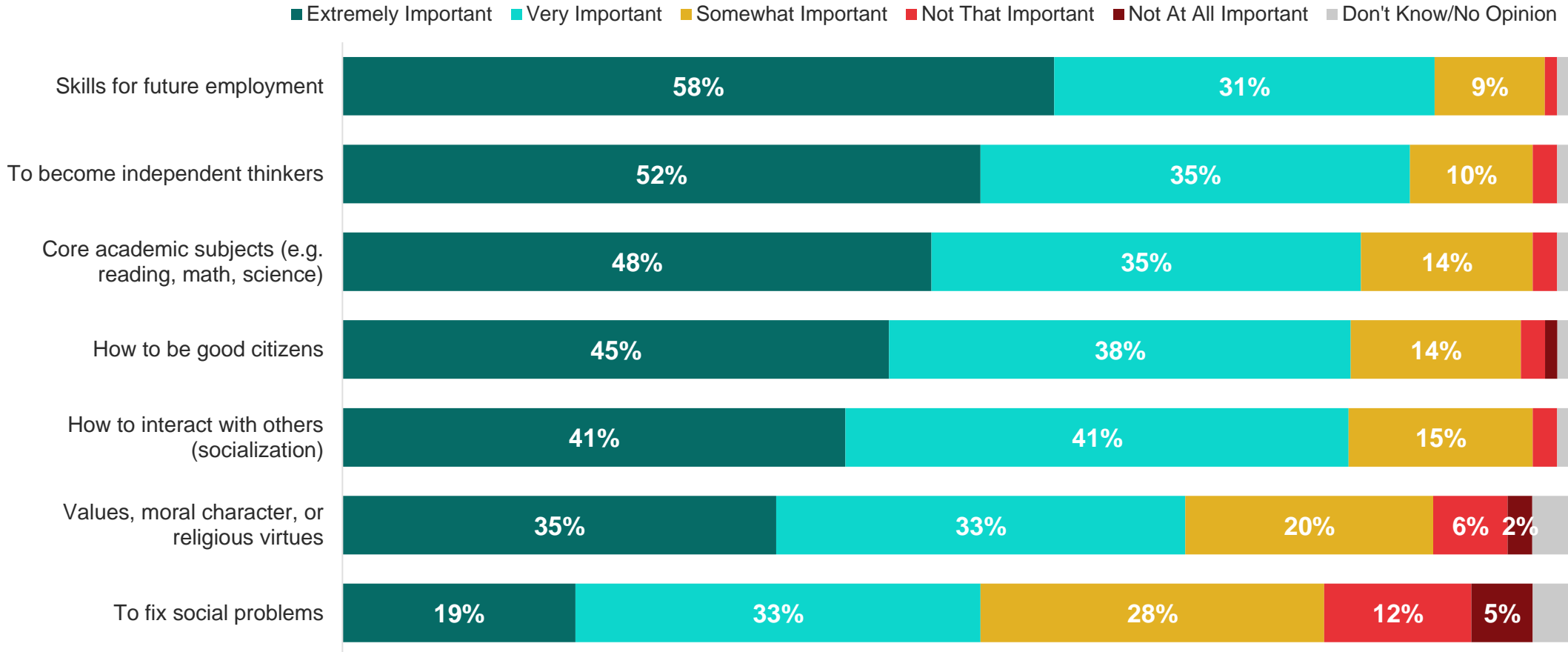
## School Parents



# School parents are most likely to indicate that skills for future employment 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



Source: Survey conducted February 2, 2024 – February 5, 2024, among U.S. adults



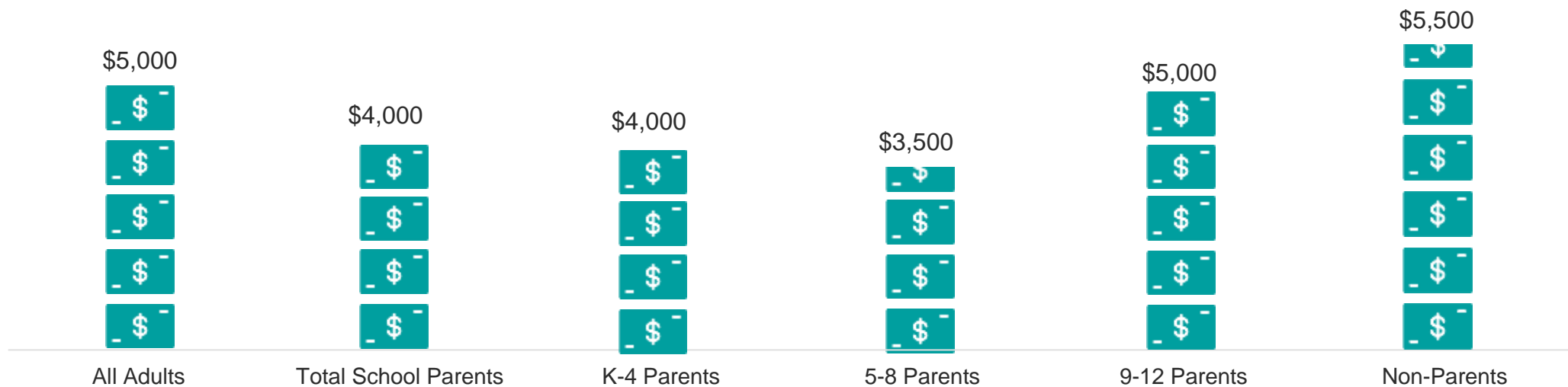
# The general public and school parents greatly underestimate per-student spending in public schools.

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
<b>Mean</b>	<b>\$14,295</b>
Minimum	\$9,014

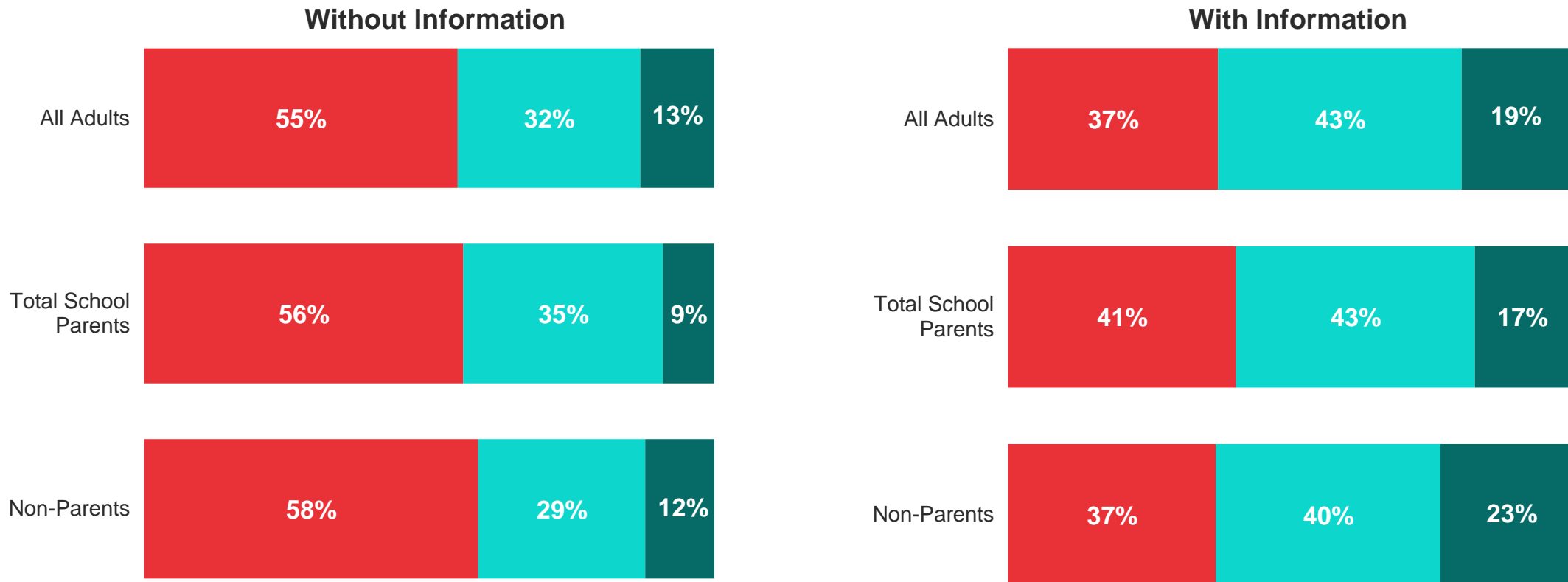


The public and school parents are much less likely to say their state’s per-student spending is “too low” when given a publicly reported statistic – by 18 points and 15 points, respectively.

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



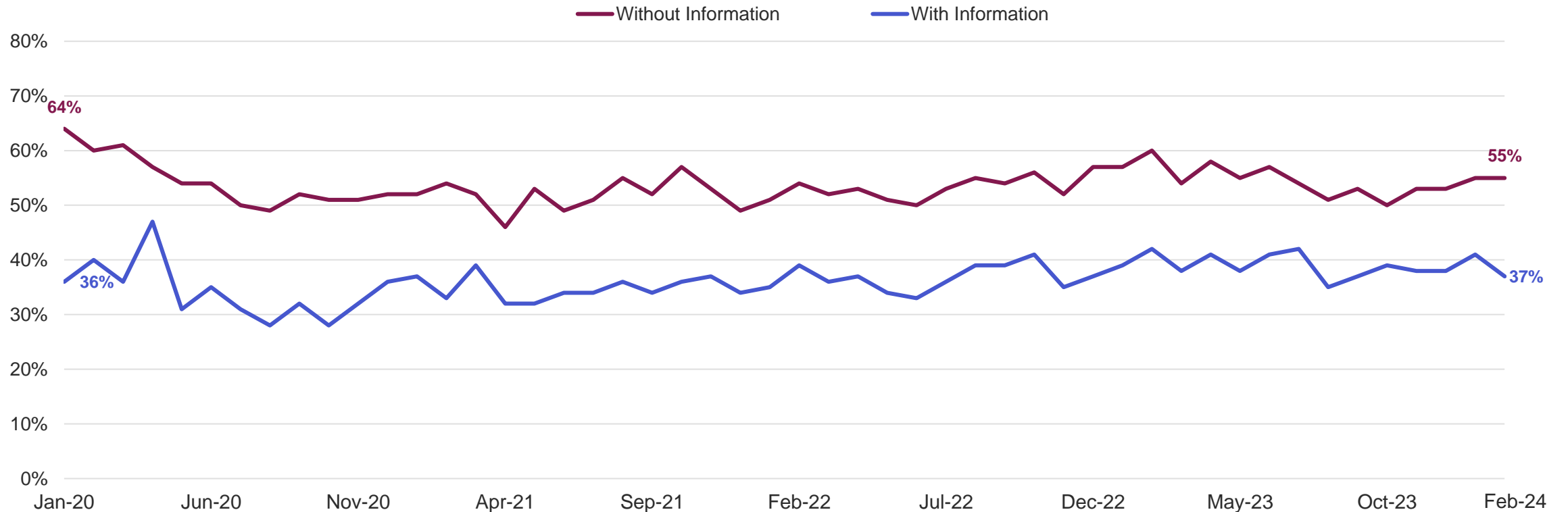
# In a question experiment, providing a government-reported statistic consistently has impacted and decreased the tendency for respondents to say school funding is “too low.”

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



AGENDA

VIEWS ON K-12 EDUCATION

**SCHOOLING AND EXPERIENCES**

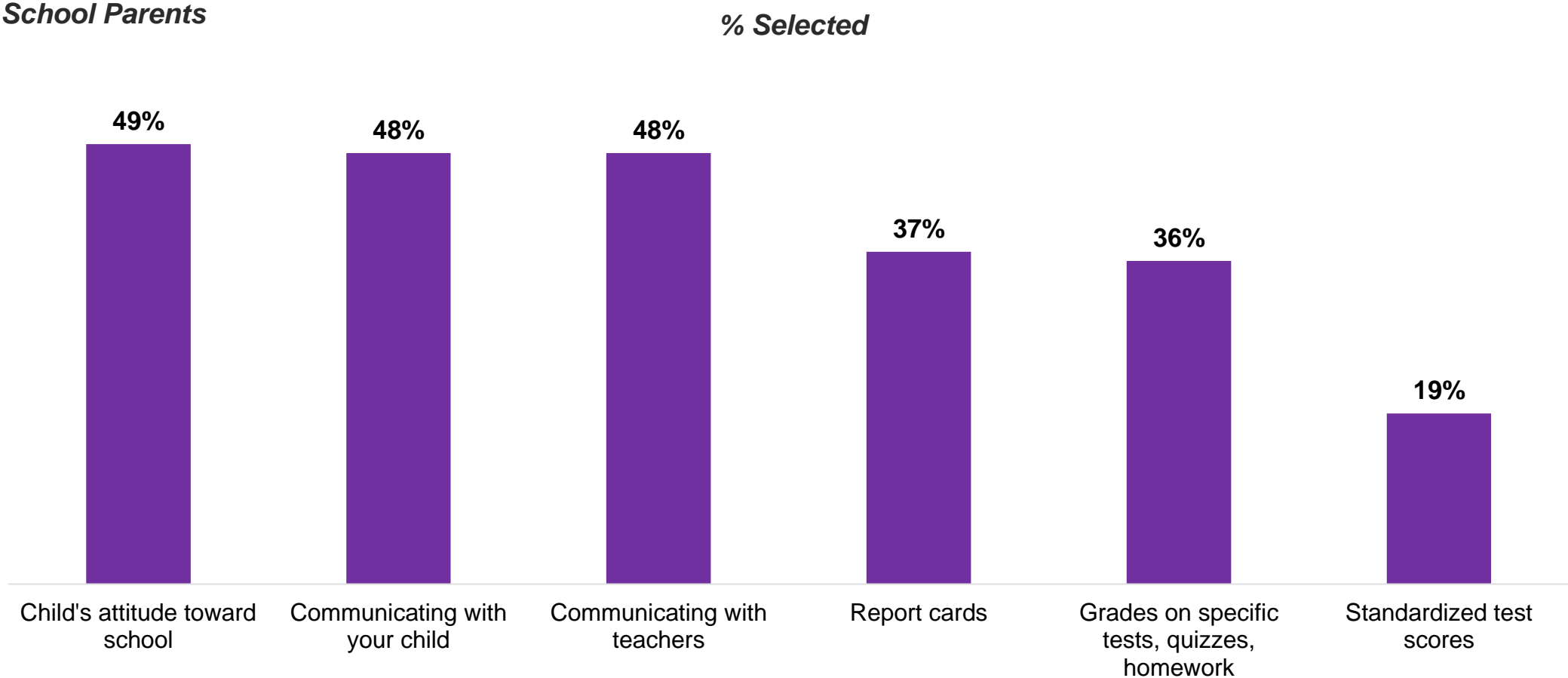
K-12 CHOICE POLICIES

SURVEY PROFILE AND DEMOGRAPHICS



Parents are most likely to measure success of the school year based on their child’s attitude towards school and communications with their child and teachers. Standardized test scores are the least important metric.

Which of the following are the most important to know if your youngest/oldest child’s school year is a successful one?



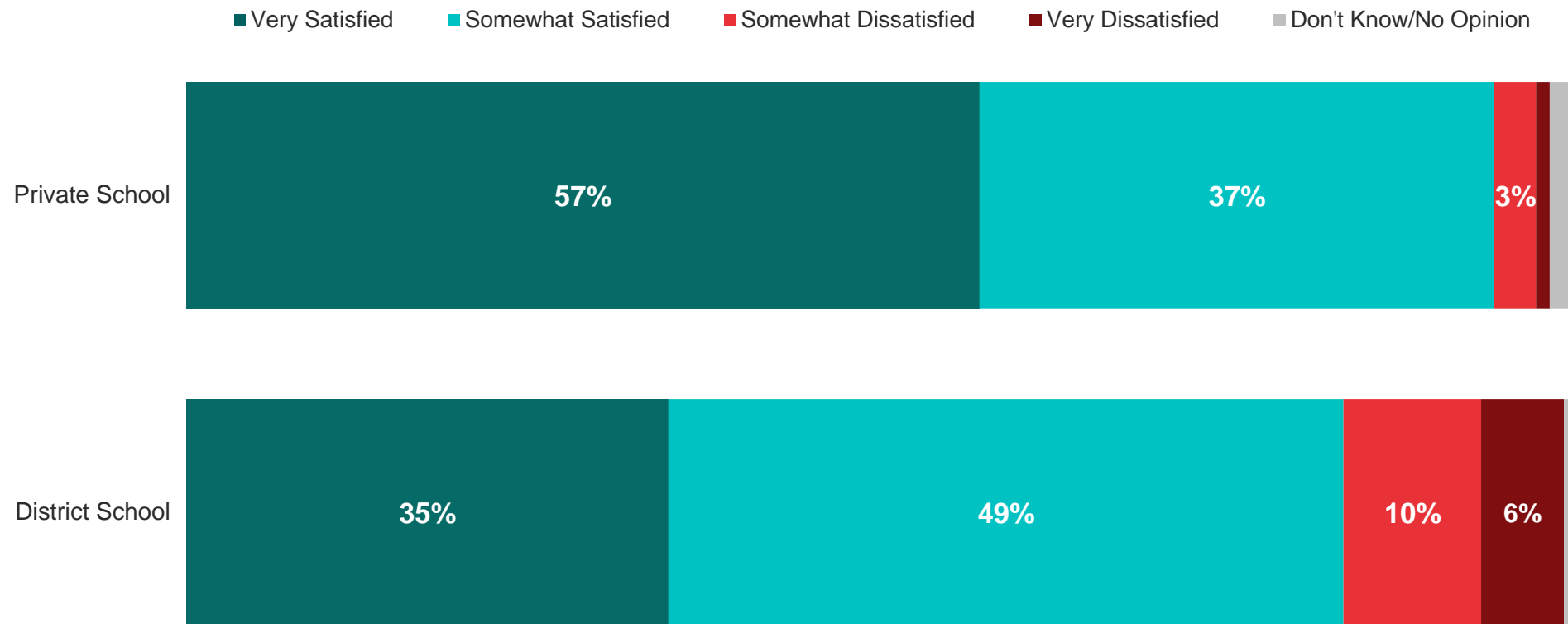
*Note:* Results are composite numbers between those who were asked about their youngest child and those who were asked about their oldest child.

*Source:* Survey conducted February 2, 2024 – February 5, 2024, among U.S. adults

# 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



*Note:* As of Feb. 2024, calculations for “district school” and “private school” are based on a weighted average depending on sample sizes of subgroups within those categories.

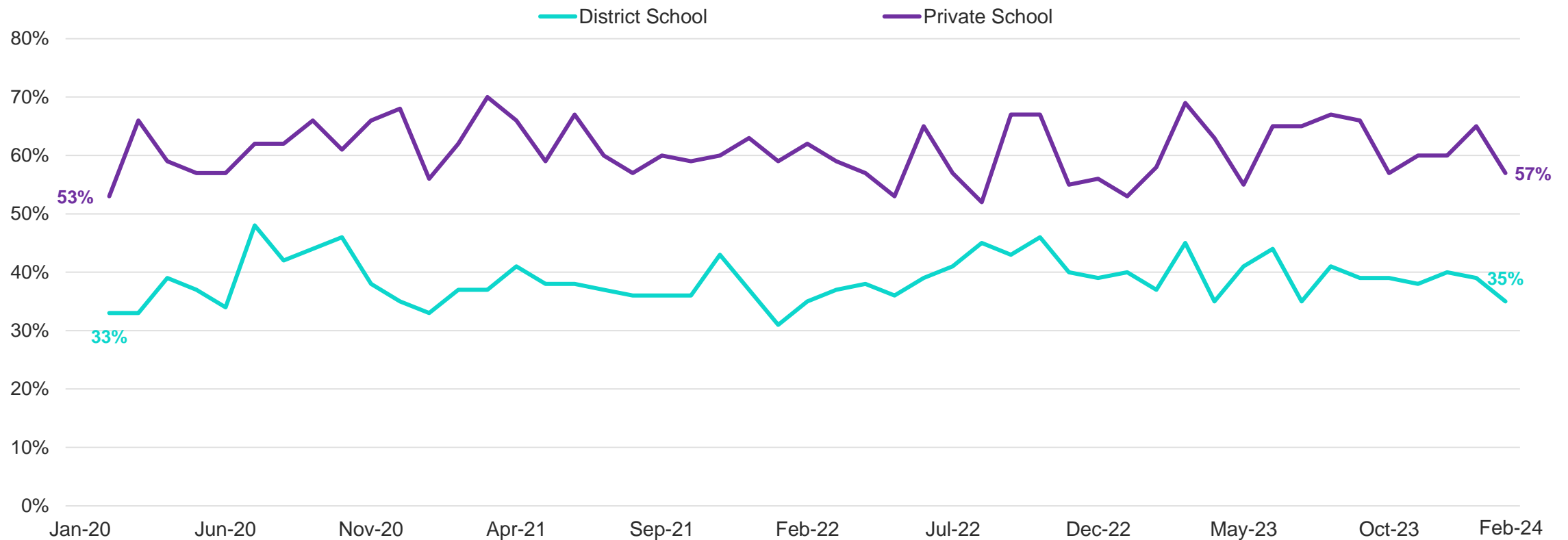
*Source:* Survey conducted February 2, 2024 – February 5, 2024, among U.S. adults

Parents are consistently more likely to say they are “very satisfied” with private schools than public district schools. Strong district school satisfaction has continued to decrease since December of last year.

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 SY23-24. As of Feb. 2024, calculations for “district school” and “private school” are based on a weighted average depending on sample sizes of subgroups within those categories.*

# 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).

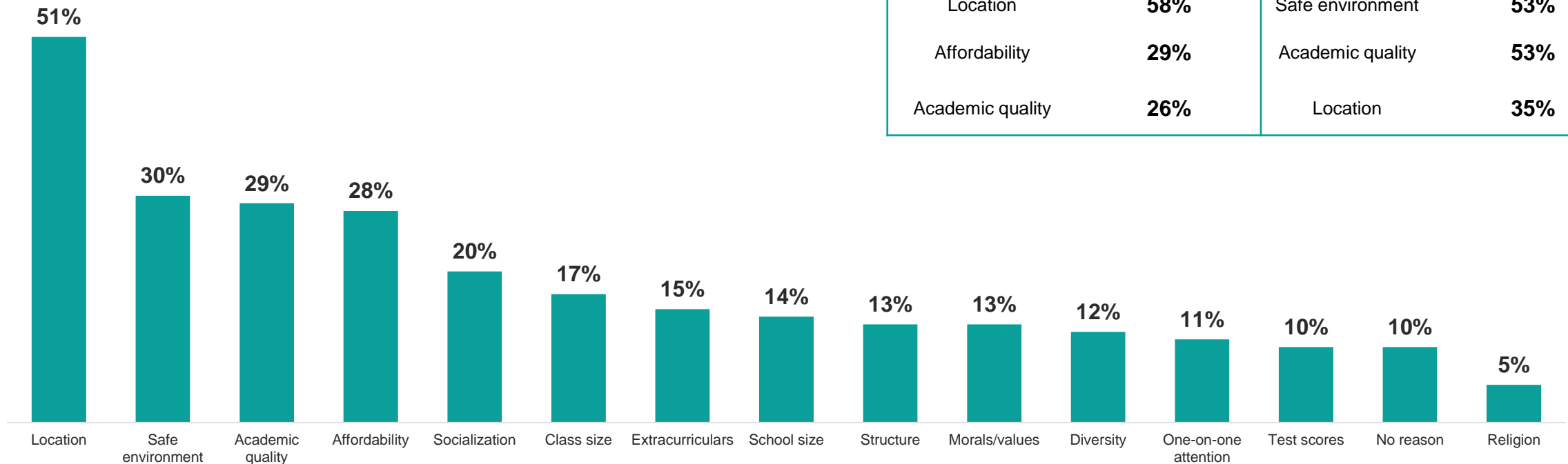
## School Parents

**% Selected**

**Top 3 Reasons**

*% Selected*

District School Parents		Private School Parents	
Location	<b>58%</b>	Safe environment	<b>53%</b>
Affordability	<b>29%</b>	Academic quality	<b>53%</b>
Academic quality	<b>26%</b>	Location	<b>35%</b>



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

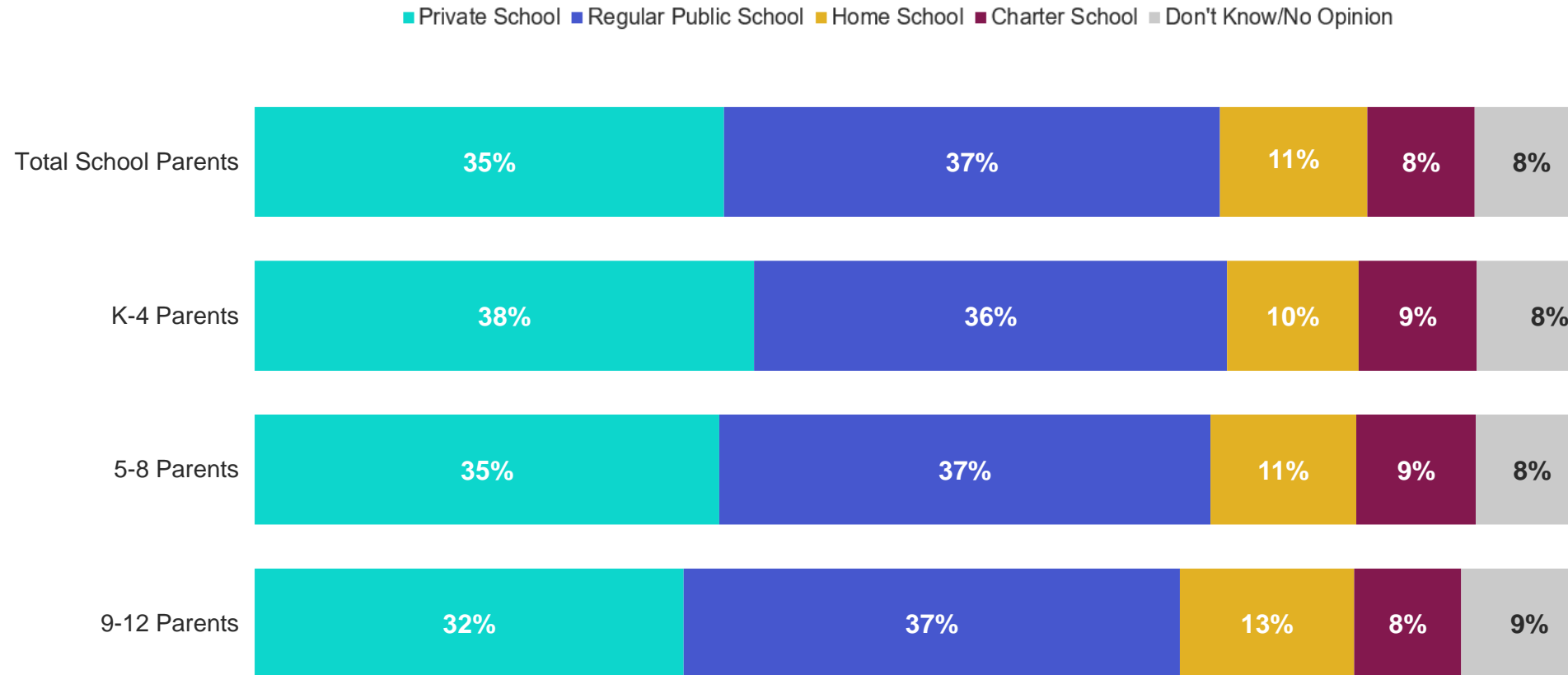
*Source: Survey conducted February 2, 2024 – February 5, 2024, among U.S. adults*



# 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?

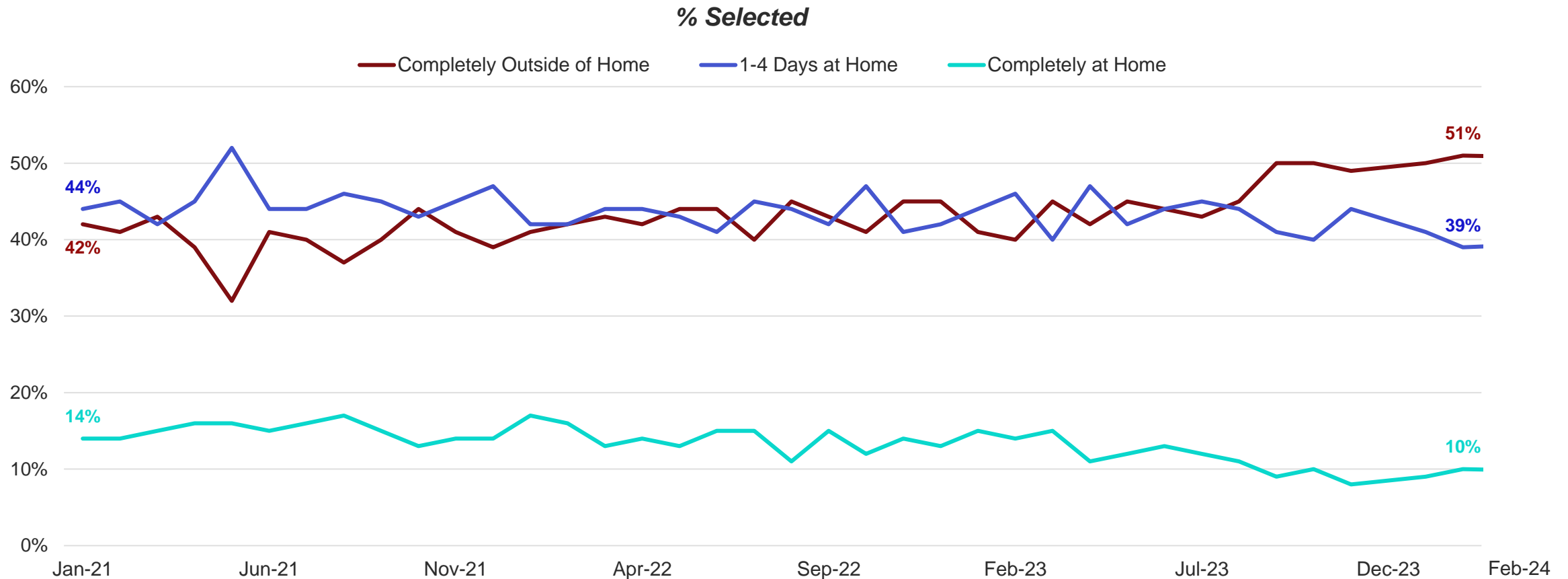
## School Parents



# Half of parents would 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?

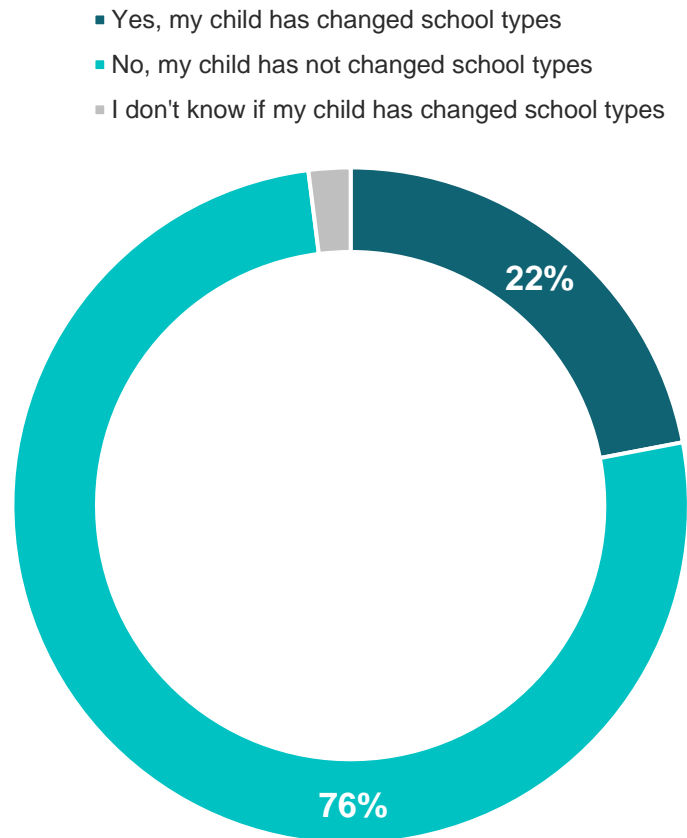
## School Parents



# Just over 1 in 5 parents indicate that their child has switched from one school type to another. School switching is highest among private school and special needs parents.

Besides moving from grade school to middle school or middle school to high school, has your oldest child ever switched from one type of school (or school sector) to another? The various types/sectors include public district schools, public charter schools, private schools, full-time virtual schools, and home schooling.

## School Parents



### Top % Yes

Private School	35%
Special Needs	33%
Special Education	32%

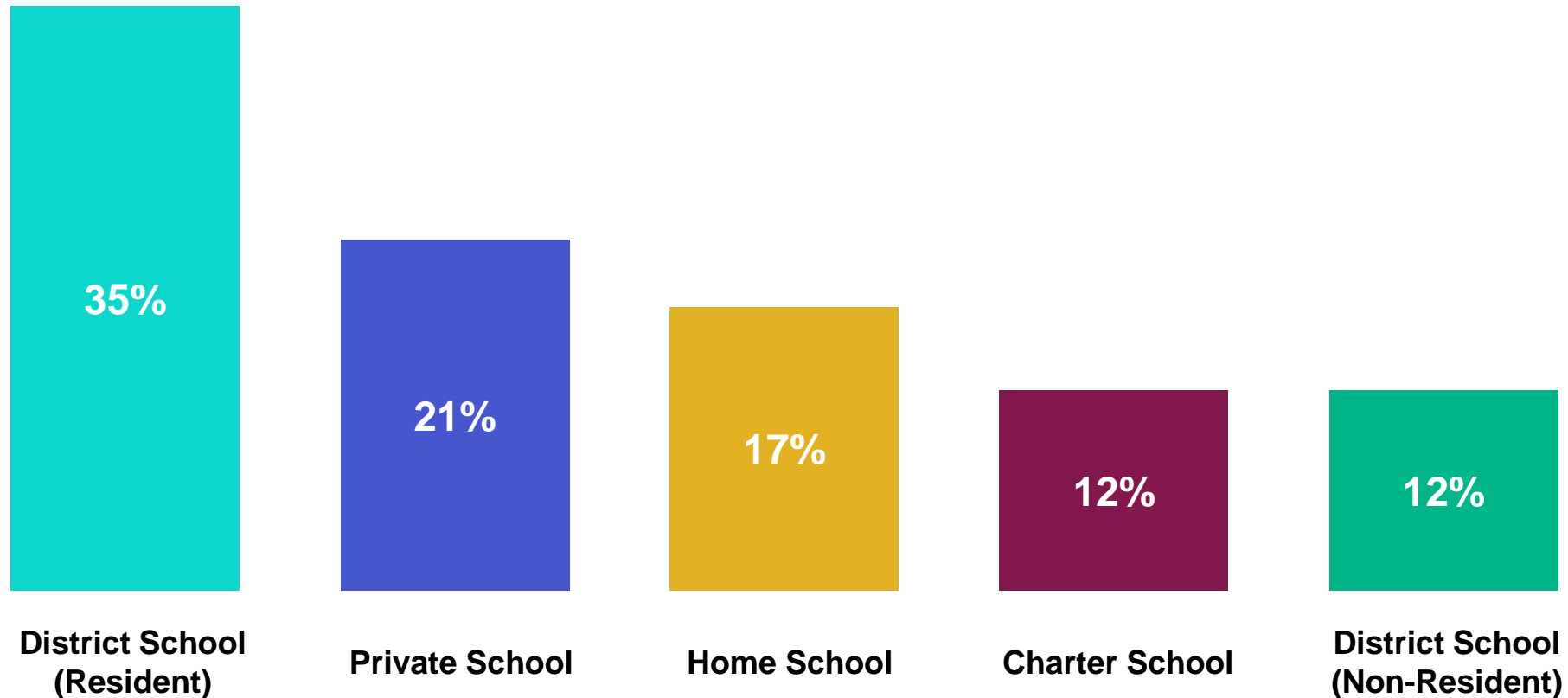
### Bottom % Yes

Low Income	18%
District School	18%
K-4 Parents	17%

Among those parents who have a child who switched schools, almost half went to a public district school. The fewest proportion of students transferred out of charter schools.

What type of school was she/he enrolled in before the change and what type of school is your child enrolled in after the change?

### Previous School Type

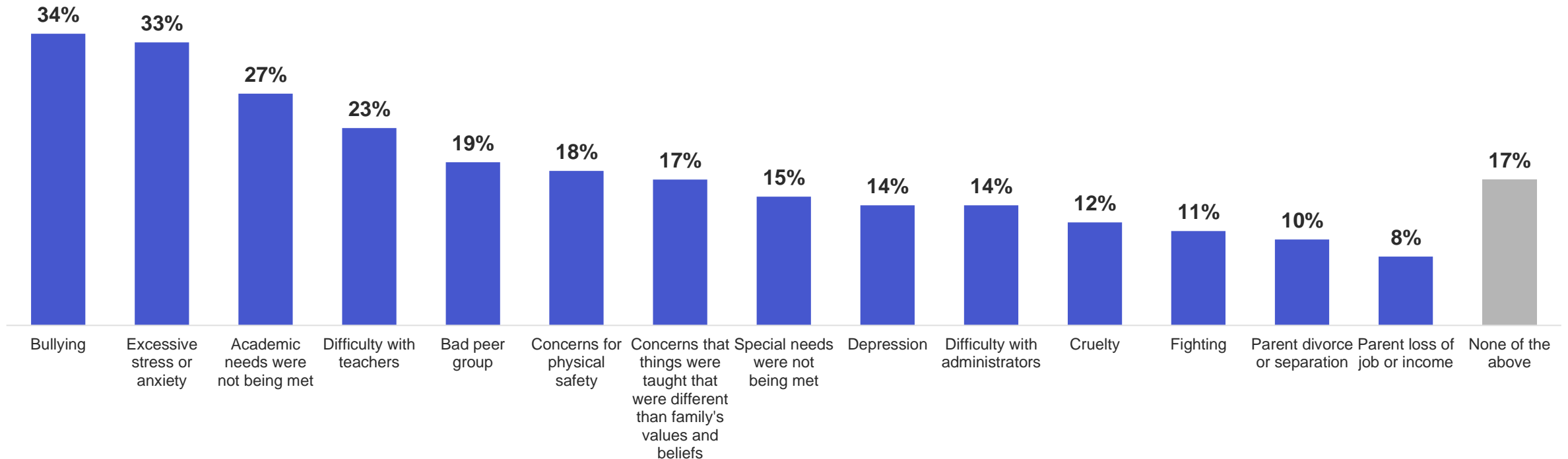


# Those who have a child who switched schools are most likely to indicate a switch because of bullying, excessive stress or anxiety at their former school compared to other difficulties.

Children may encounter different circumstances both inside and outside of school that make it hard for them to achieve academic and personal success. Has your youngest/oldest child experienced any of these difficulties at her/his **former school**? Please select all that apply.

## School Parents

*% Selected*



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

\* Only respondents who indicated that their children have switched schools were asked about their child's former school.

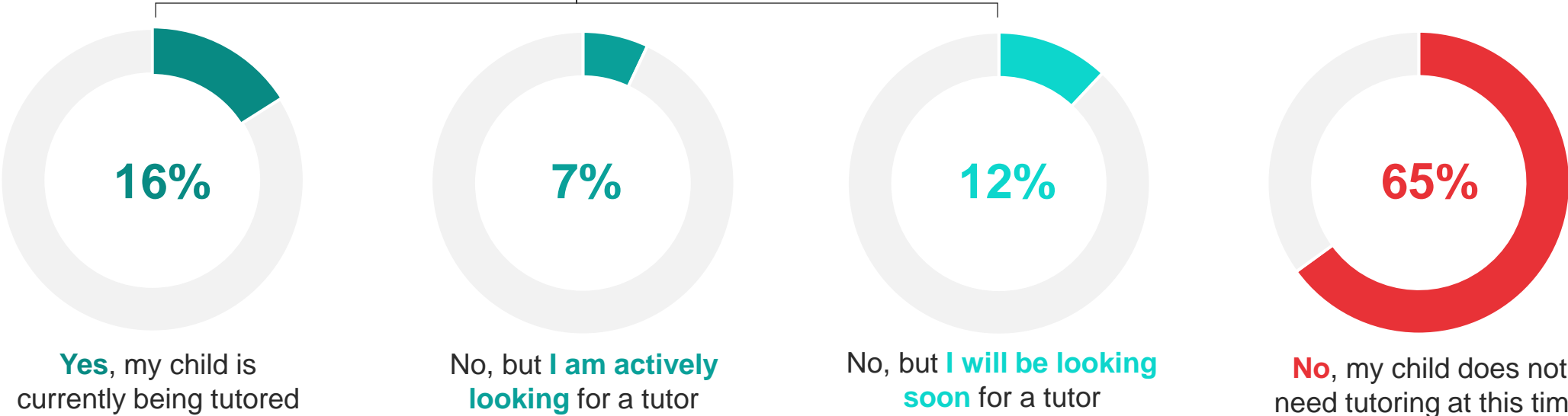
**Source:** Survey conducted February 2, 2024 – February 5, 2024, among U.S. adults

In February, just over 1 in 3 parents indicated they are currently using a tutor or are interested in tutoring for their children – a slight increase from January.

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

**School Parents**

**35%** (+2 points vs. January)  
currently have a tutor or looking for a tutor



Source: Survey conducted February 2, 2024 – February 5, 2024, among U.S. adults

# In February, interest in tutoring was highest among private school 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

School Parents	35%
----------------	-----

Private School	59%
Urban	53%
Hispanic	49%
High Income: \$100k+	48%
Special Education	48%
Male	45%
Special Needs	43%

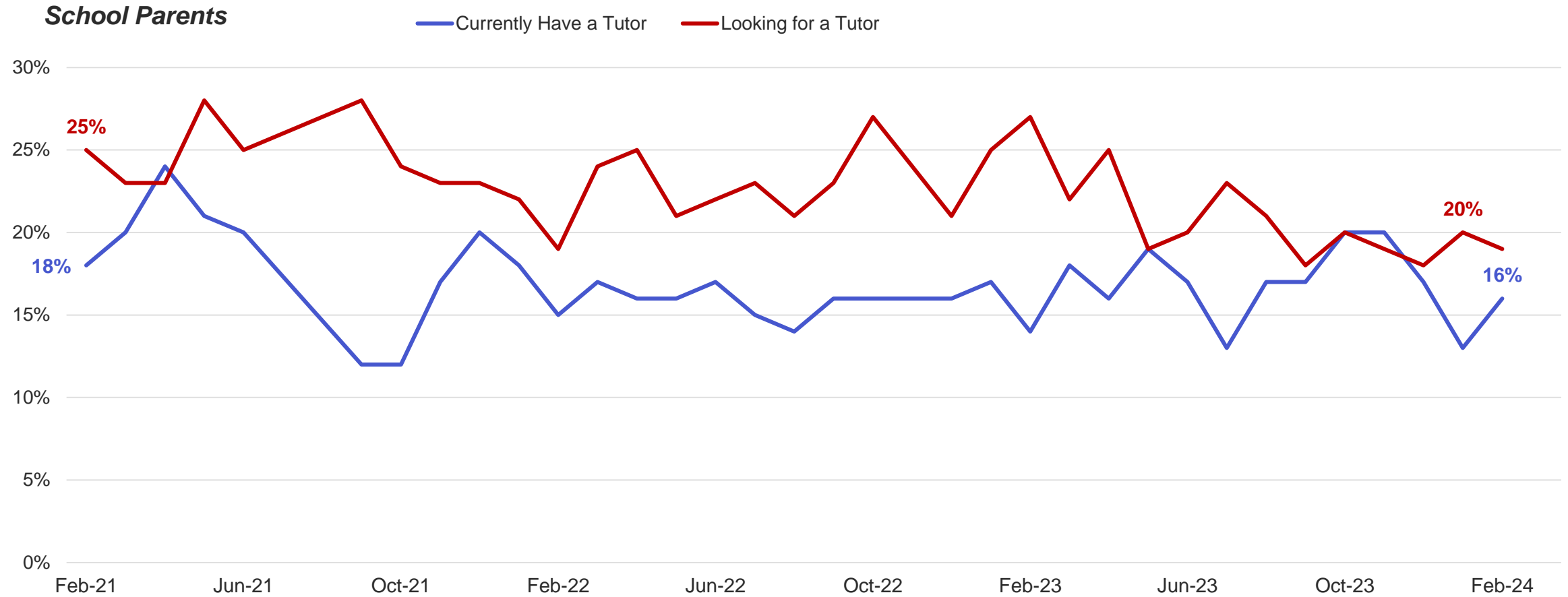
### Groups least likely to be looking for / already having tutoring

Middle Income: \$50k to \$100k	30%
Education: <College	29%
Female	28%
Midwest	27%
Gen X	26%
Rural	25%
Small Town	23%

Source: Survey conducted February 2, 2024 – February 5, 2024, among U.S. adults

# The percentage of school parents looking for a tutor for their child has fallen slightly while the proportion of those who have a tutor has risen in February.

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



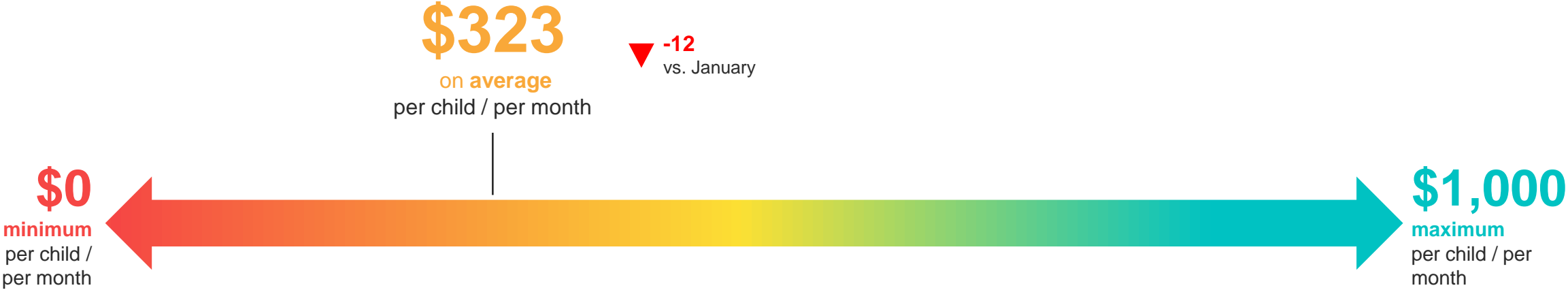
Note: Question was not asked in July 2021 and August 2021.



In February, the amount parents were willing to spend on tutoring fell to about \$325 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*



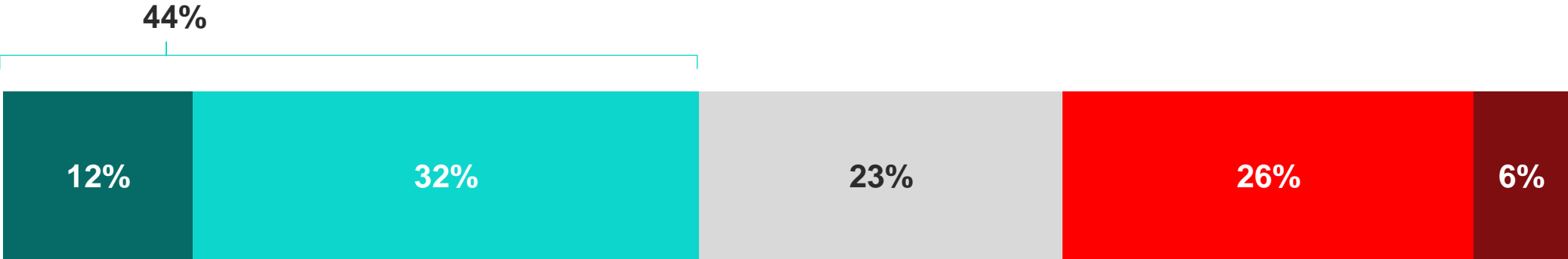
Source: Survey conducted February 2, 2024 – February 5, 2024, among U.S. adults

# One-third of parents feel at least somewhat negatively about the impact of cell phones on their children’s social-emotional development.

How would you describe the impact of your youngest/oldest child’s **cell phone use on their social-emotional development?**

## School Parents

■ Very Positive   ■ Somewhat Positive   ■ Don't know / No Opinion   ■ Somewhat Negative   ■ Very Negative



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

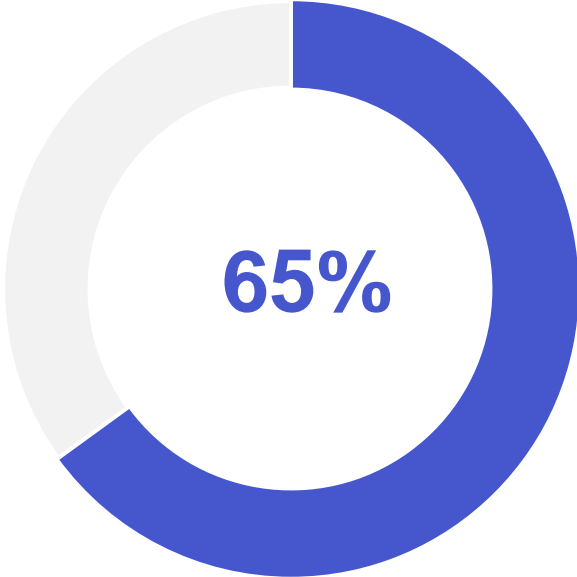
*Source:* Survey conducted February 2, 2024 – February 5, 2024, among U.S. adults

One-third of parents feel that students should be allowed to have cell phones in the classroom, while two-thirds feel they should be able to have them in schools.

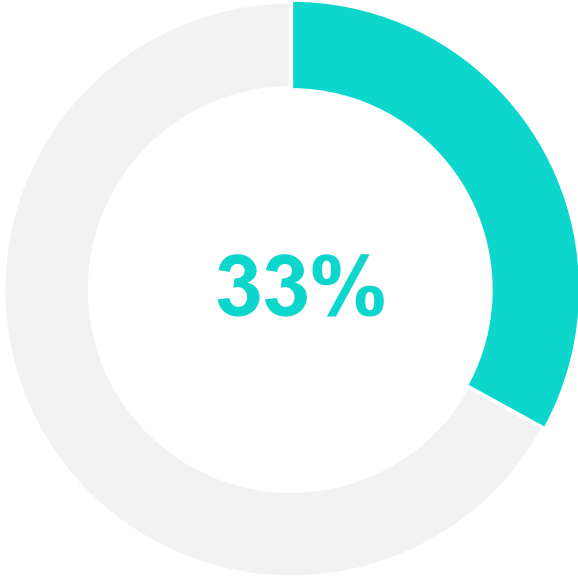
When it comes to cell phones, do you feel students should be allowed to have...

**School Parents**

**Total % "Yes"**



Cell phones in school



Cell phones in the classroom

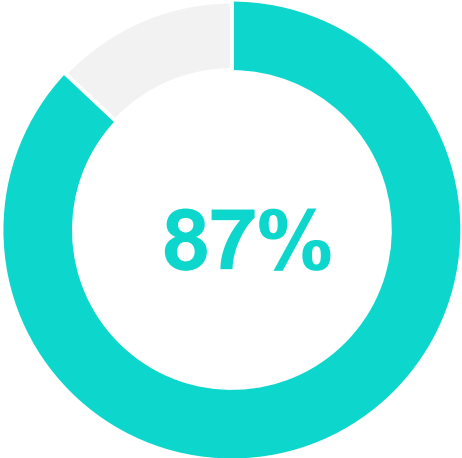
Source: Survey conducted February 2, 2024 – February 5, 2024, among U.S. adults

# More than 40 percent of school parents say they have heard “a lot” about artificial intelligence (AI). Almost 9 in 10 indicate at least “some” awareness.

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

## School Parents

All Adults 87%



**% 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	43%
Some	44%
Not much	9%
Not at all	2%

### Top % Have heard a lot/Some

High Income	95%
Private School	93%
Education: Bachelors+	92%
Male	92%

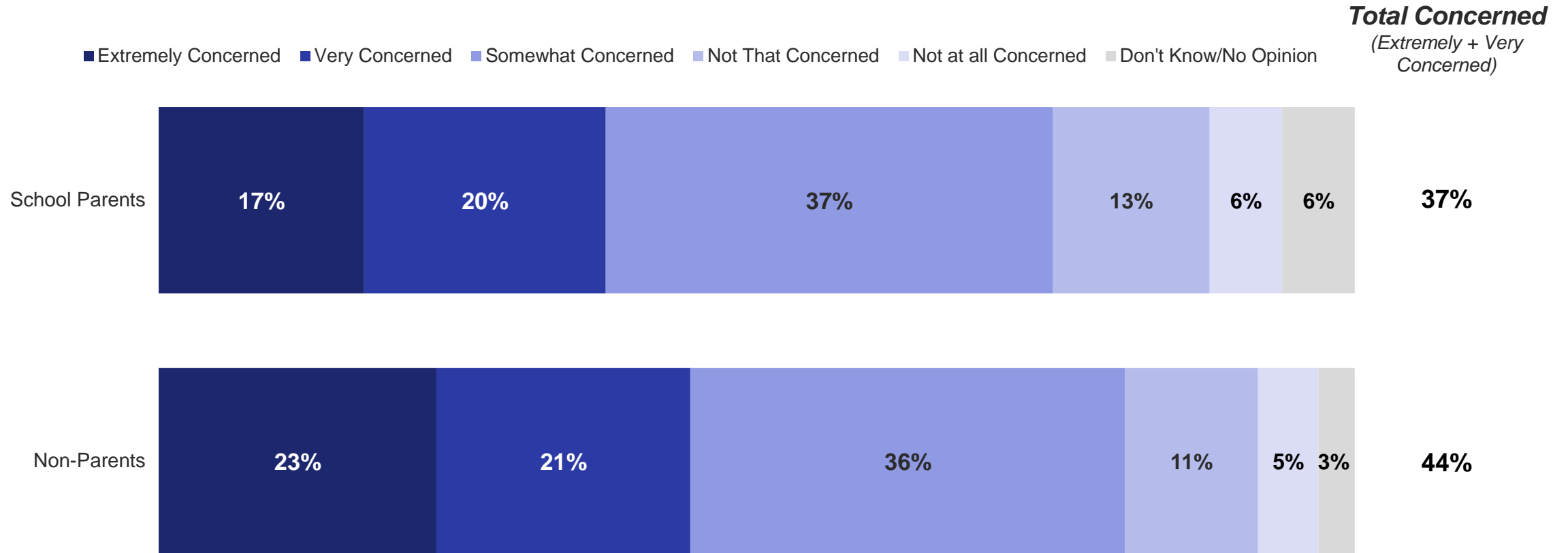
### Bottom % Have heard a lot/Some

Education: <College	82%
Female	81%
Low Income	78%
Rural	75%

Source: Survey conducted February 2, 2024 – February 5, 2024, among U.S. adults

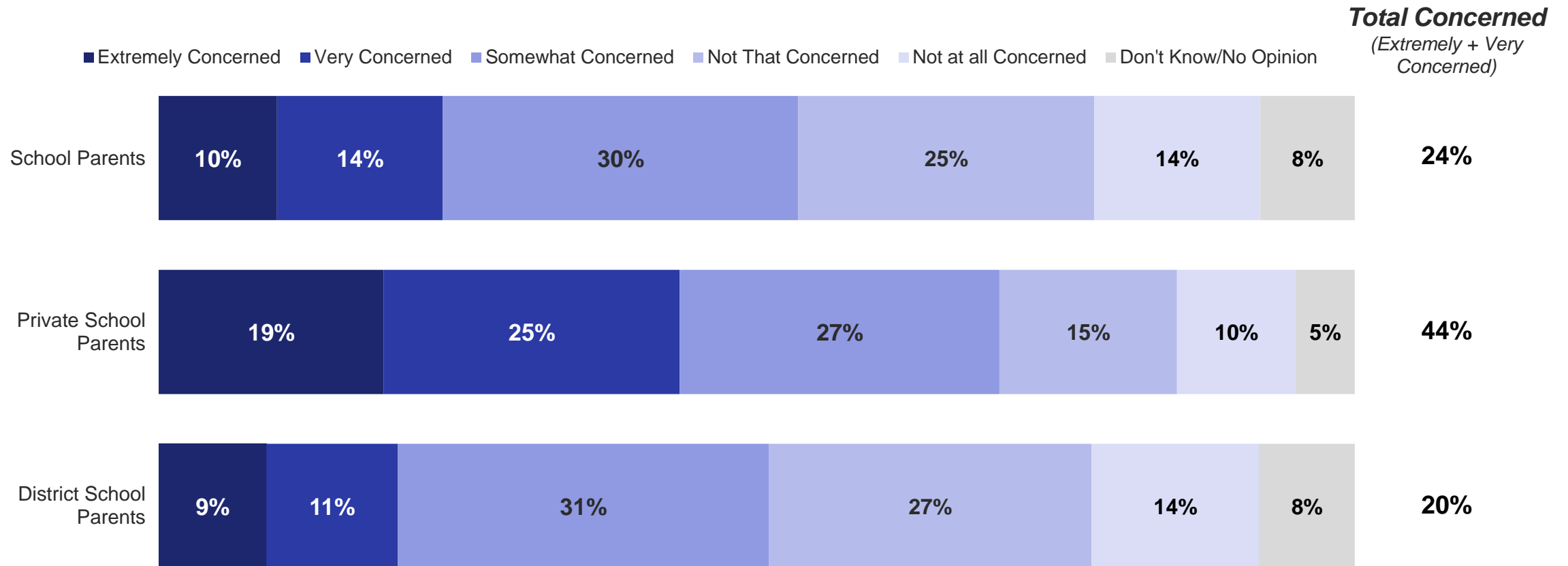
# Nearly 40 percent of K-12 school parents are concerned about the effects of artificial intelligence (AI) on society.

How concerned are you about the effects of artificial intelligence, or AI, on society in the future?



# Private school parents are much more concerned than district school parents about the effects of artificial intelligence (AI) on their child’s learning this school year.

How concerned are you about the effects of artificial intelligence, or AI, on your youngest/oldest child's learning this school year?



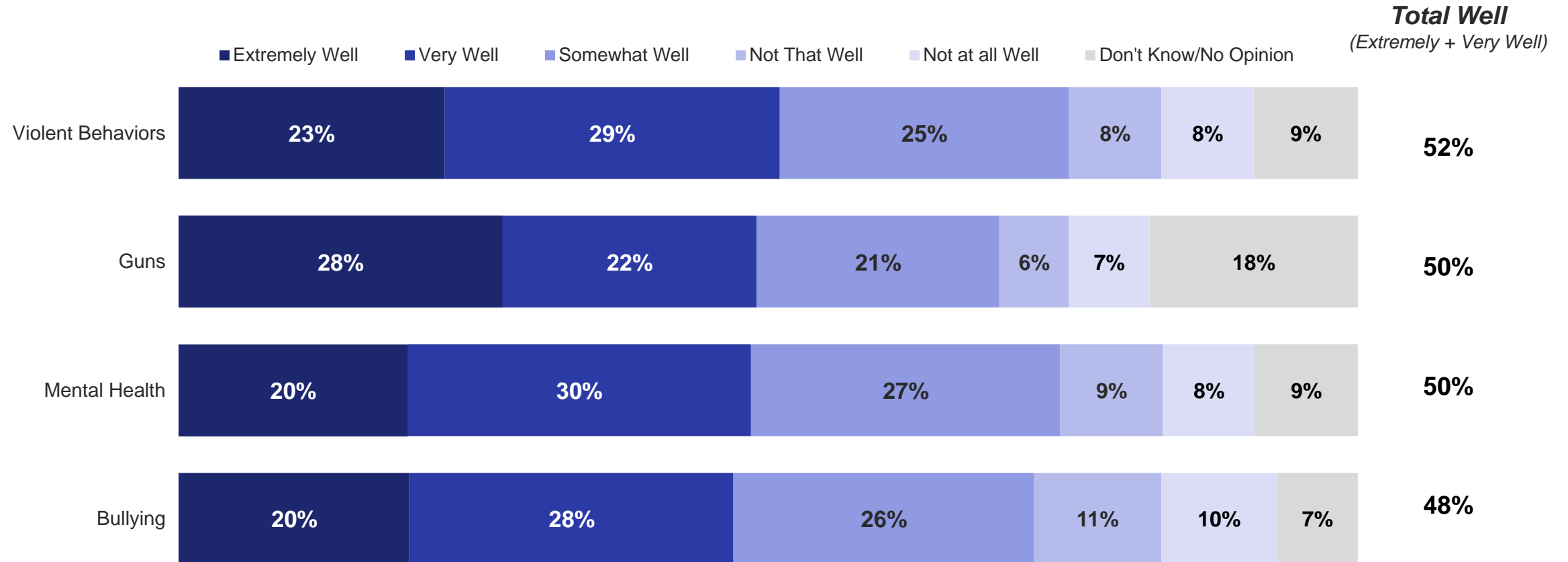
*Note: Results are composite numbers between those who were asked about their youngest child and those who were asked about their oldest child.*

*Source: Survey conducted February 2, 2024 – February 5, 2024, among U.S. adults*

# 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

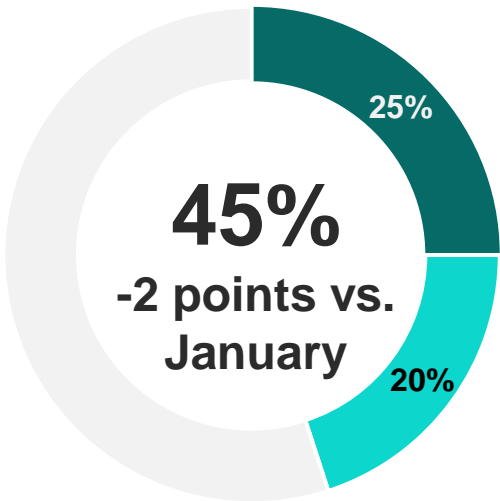


In February, almost half of parents were concerned about a violent intruder entering their child's school. This proportion decreased slightly from the previous month.

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

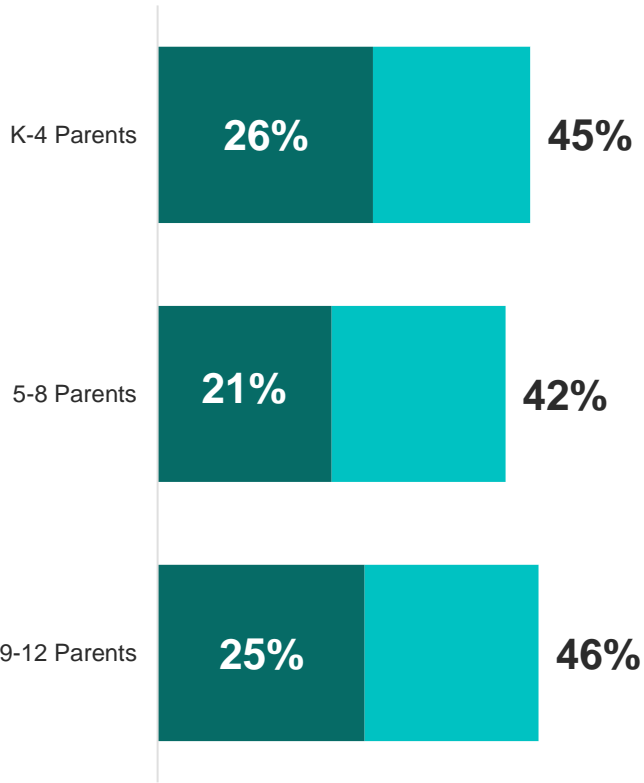
**School Parents**

Extremely Concerned    Very Concerned



School Parents

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

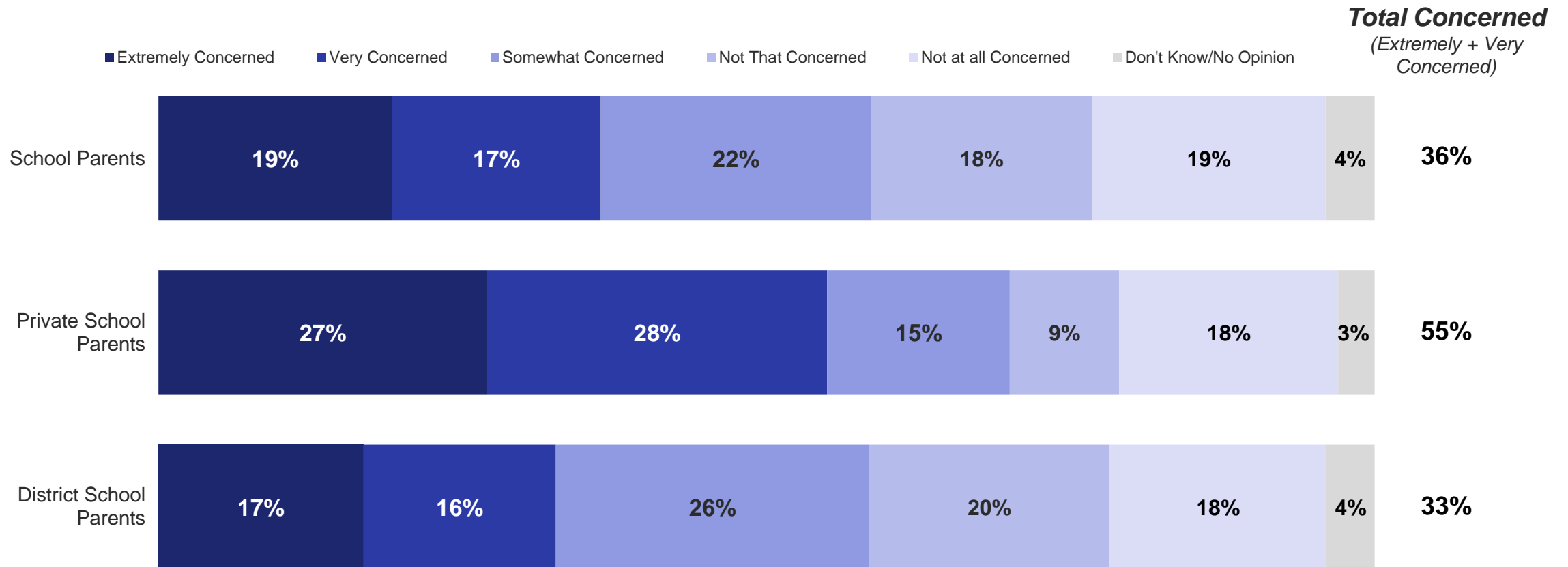


Source: Survey conducted February 2, 2024 – February 5, 2024, among U.S. adults



Just over 1 in 3 parents say they are “extremely” or “very” concerned about violent incidents at their child’s school. Private school parents express much more concern about these occurrences than district school parents.

To what extent are you concerned about the occurrence of violent incidents at your youngest/oldest child's school?



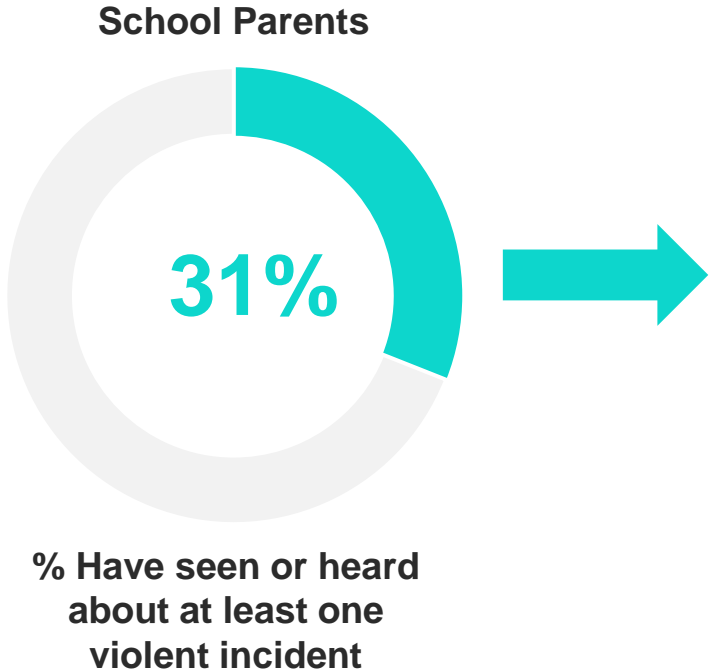
*Note: Results are composite numbers between those who were asked about their youngest child and those who were asked about their oldest child.*

*Source: Survey conducted February 2, 2024 – February 5, 2024, among U.S. adults*

Just under one-third of parents have seen or heard of at least one violent incident at their child’s school. Parents of high school-aged children and those in urban areas have seen or heard of more incidents than their counterparts.

How many violent incidents have you seen or heard about at your youngest/oldest child's school this school year?

**School Parents**



**% Heard + Seen by Grade Level**

K-4 Parents	28%
5-8 Parents	32%
9-12 Parents	35%

**% Heard + Seen by Urbanicity**

Urban	39%
Suburban	25%
Small town	24%
Rural	25%

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

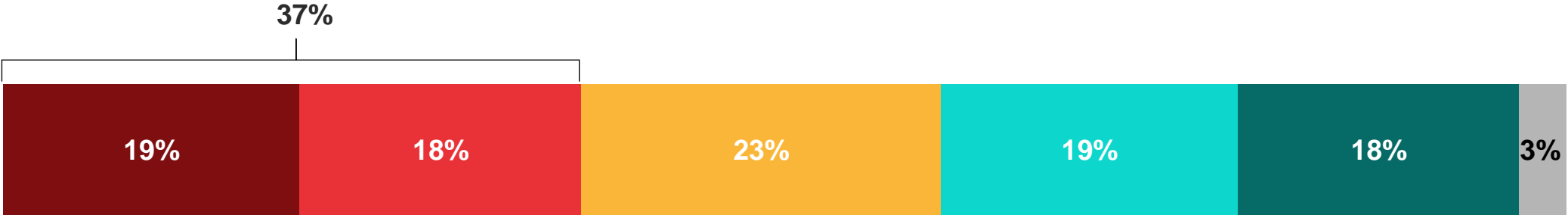
*Source: Survey conducted February 2, 2024 – February 5, 2024, among U.S. adults*

Parents are slightly more concerned about bullying at their child’s school than they are about cyberbullying. Around 1 in 3 parents are “extremely” or “very” concerned about either issue.

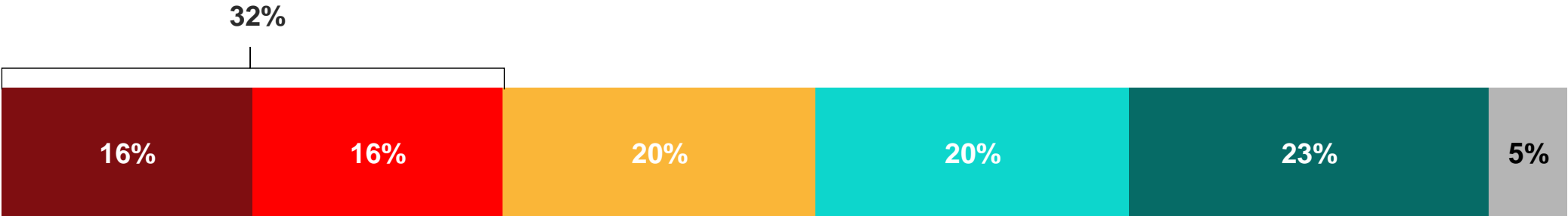
**School Parents**

■ Extremely Concerned ■ Very Concerned ■ Somewhat Concerned ■ A Little Concerned ■ Not at all Concerned ■ Don't Know/Unsure

To what extent are you concerned about the occurrence of **bullying** at your youngest/oldest child's school?



To what extent are you concerned about the occurrence of **cyberbullying** at your oldest child's school?



*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 February 2, 2024 – February 5, 2024, among U.S. adults

AGENDA

VIEWS ON K-12 EDUCATION

SCHOOLING AND EXPERIENCES

**K-12 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

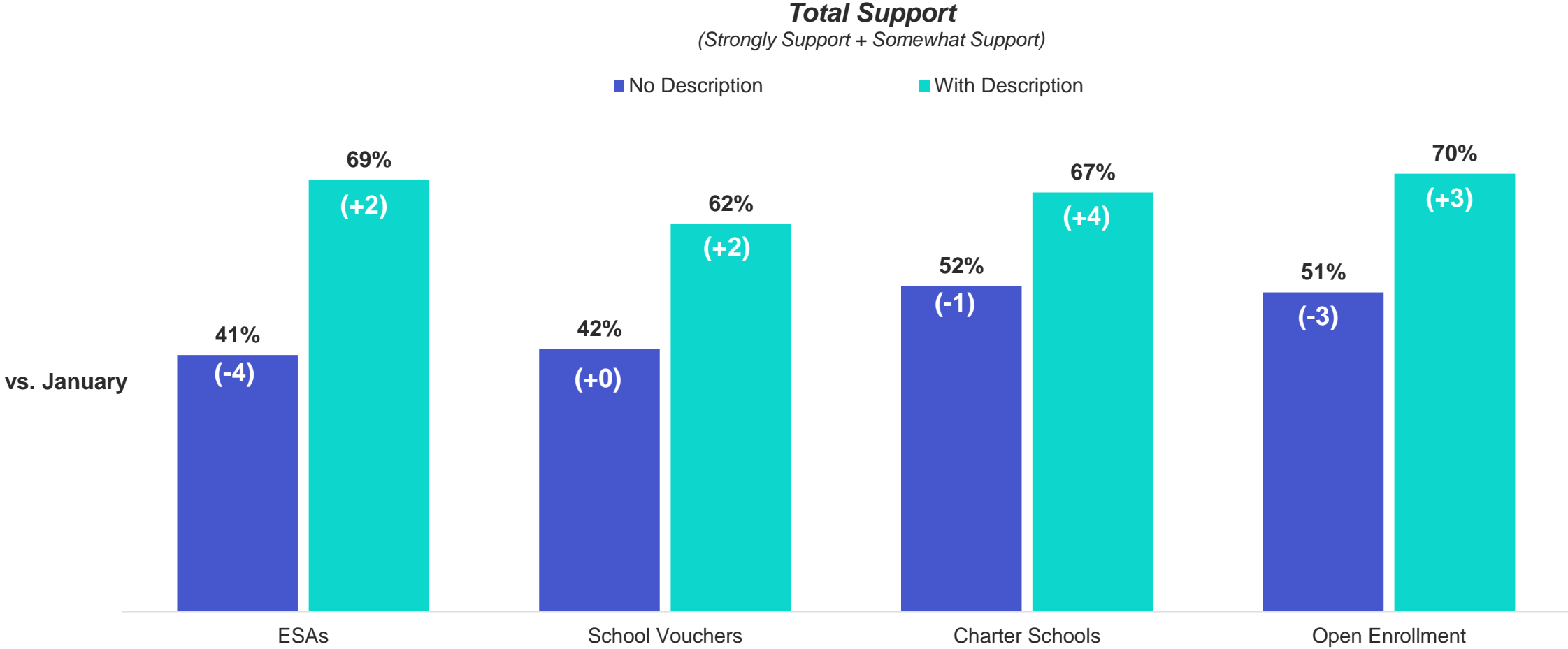
Charter schools are public schools that have more control over their own budget, staff, and curriculum, and are exempt from many existing public school regulations.

## 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**



Source: Survey conducted February 2, 2024 – February 5, 2024, among U.S. adults

# In February, support for ESAs was highest among high-income and Midwest adults and school parents. Support was lowest among low-income adults and those living in rural areas.

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	
High Income: \$100k+	77%	Moderate	68%
Midwest	75%	Female	67%
School Parents	74%	Education: <College	66%
Education: Bachelors+	74%	Gen X	66%
Liberal	74%	South	66%
Hispanic	73%	Small Town	66%
Millennials	73%	Low Income: <\$50k	66%
Male	73%	Rural	64%

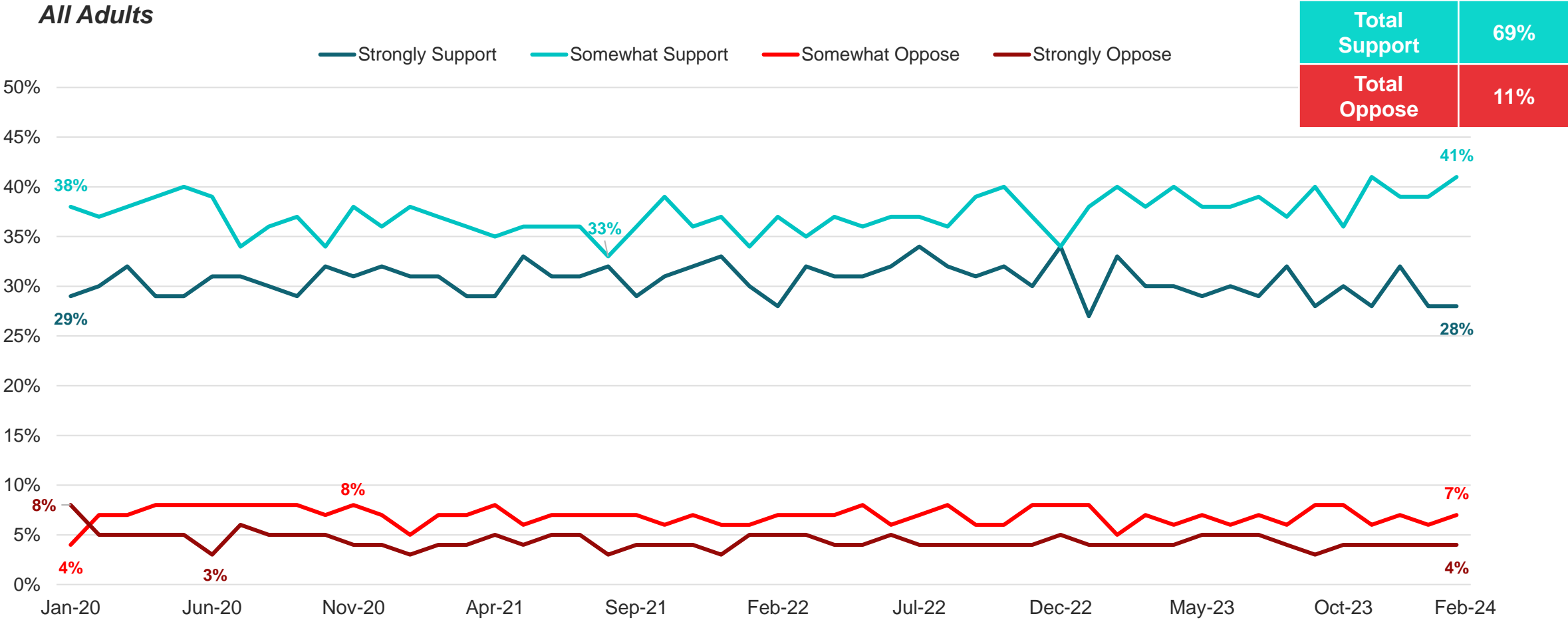
Source: Survey conducted February 2, 2024 – February 5, 2024, among U.S. adults

# Americans' overall support of ESAs increased in February. The public is over six times as likely to support ESAs than oppose them.

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

**February 2024**

**All Adults**



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



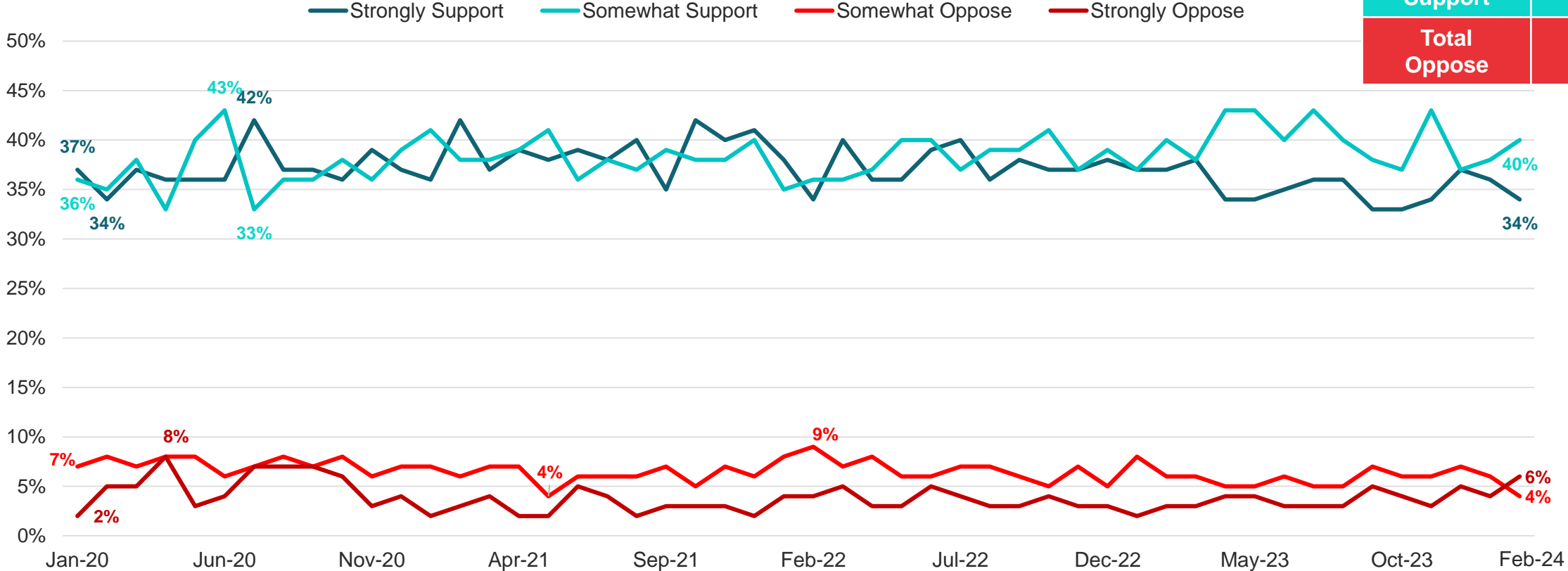
# In February, school parents were more than five times as likely to be strongly supportive of ESAs than strongly opposed. Total support remained the same since the previous month.

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?

## School Parents

**February 2024**

Total Support	74%
Total Oppose	10%



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

# Support for school vouchers was highest among conservatives, Republicans, and school parents. It was lowest among liberal adults, small town adults, 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 62%

Groups most supportive		Groups least supportive	
Conservative	72%	High Income: \$100k+	59%
Republican	71%	Female	59%
School Parents	67%	Independent	59%
Black	67%	Democrat	59%
Midwest	65%	Northeast	58%
Millennials	65%	Baby Boomers	57%
Male	65%	Small Town	57%
Gen X	64%	Liberal	56%

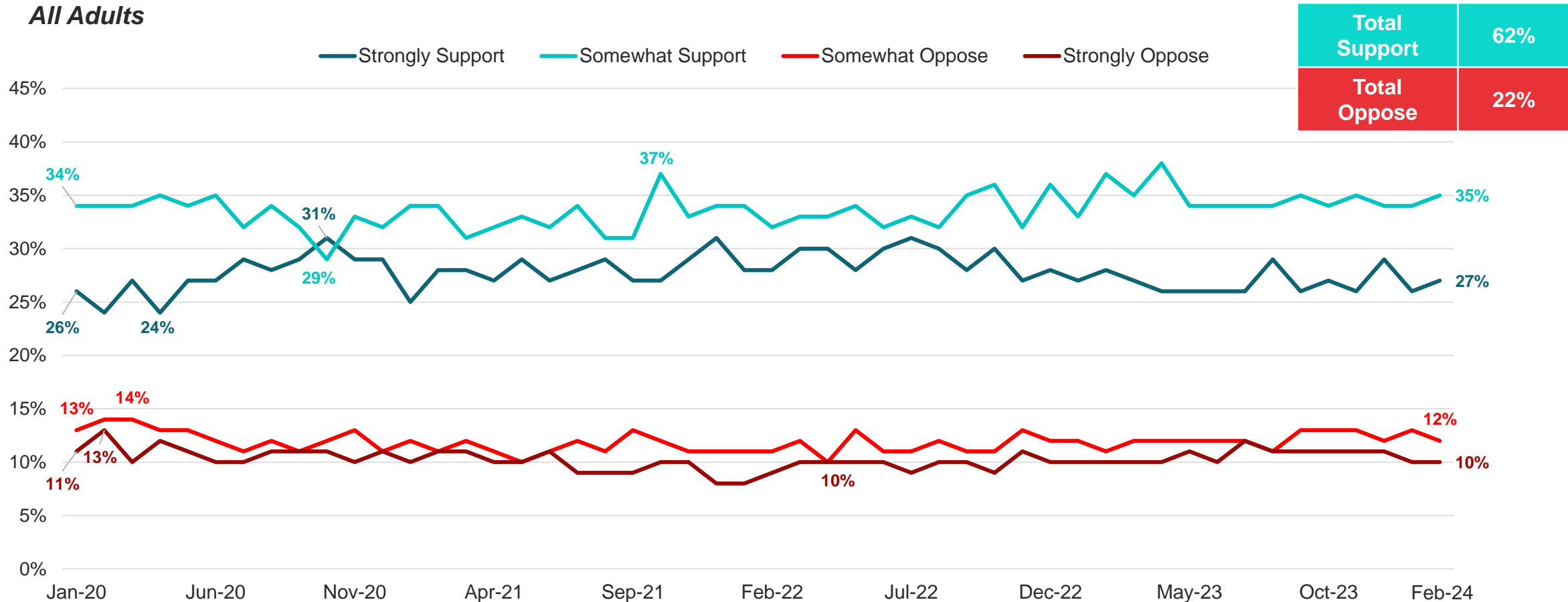
Source: Survey conducted February 2, 2024 – February 5, 2024, among U.S. adults

# The public's overall support for school vouchers increased slightly in February. Americans are almost three times as likely to support school vouchers than oppose them.

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?

**February 2024**

## All Adults



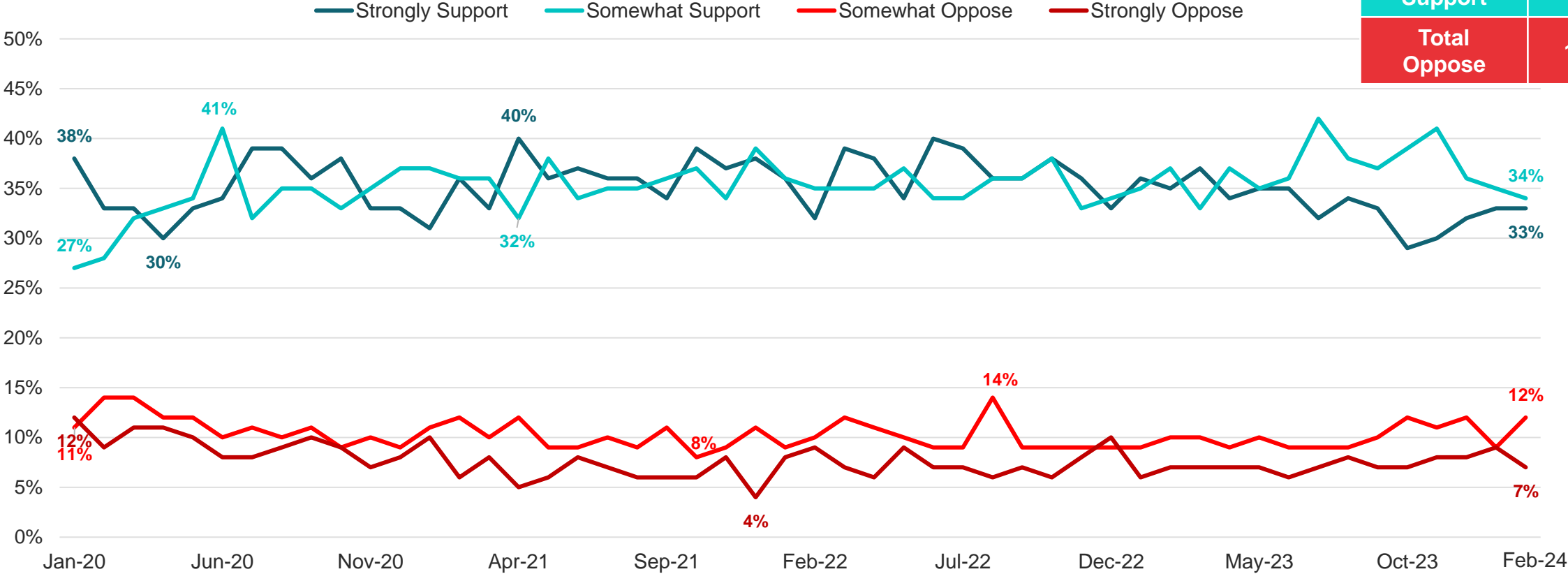
Note: Don't know/No opinion responses are not shown.

# In February, support for school vouchers remained steady among school parents. Parents are over three times as likely to support school vouchers than oppose them.

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?

**February 2024**

## School Parents



<b>Total Support</b>	<b>67%</b>
<b>Total Oppose</b>	<b>19%</b>

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

# Support for charter schools is highest among conservatives, Republicans, and Black adults. Small town adults and liberal adults are least likely to support 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?

## Charter School Support, Among All Adults

Public Support 67%

Groups most supportive		Groups least supportive	
Conservatives	76%	Low Income: \$50k	64%
Republican	75%	Age: 35-54	64%
Black	71%	Independent	64%
Hispanic	70%	Democrat	64%
Middle Income: \$50k to \$100k	70%	Midwest	63%
High Income: \$100k+	69%	Rural	63%
Urban	69%	Liberal	59%
School Parents	68%	Small Town	56%

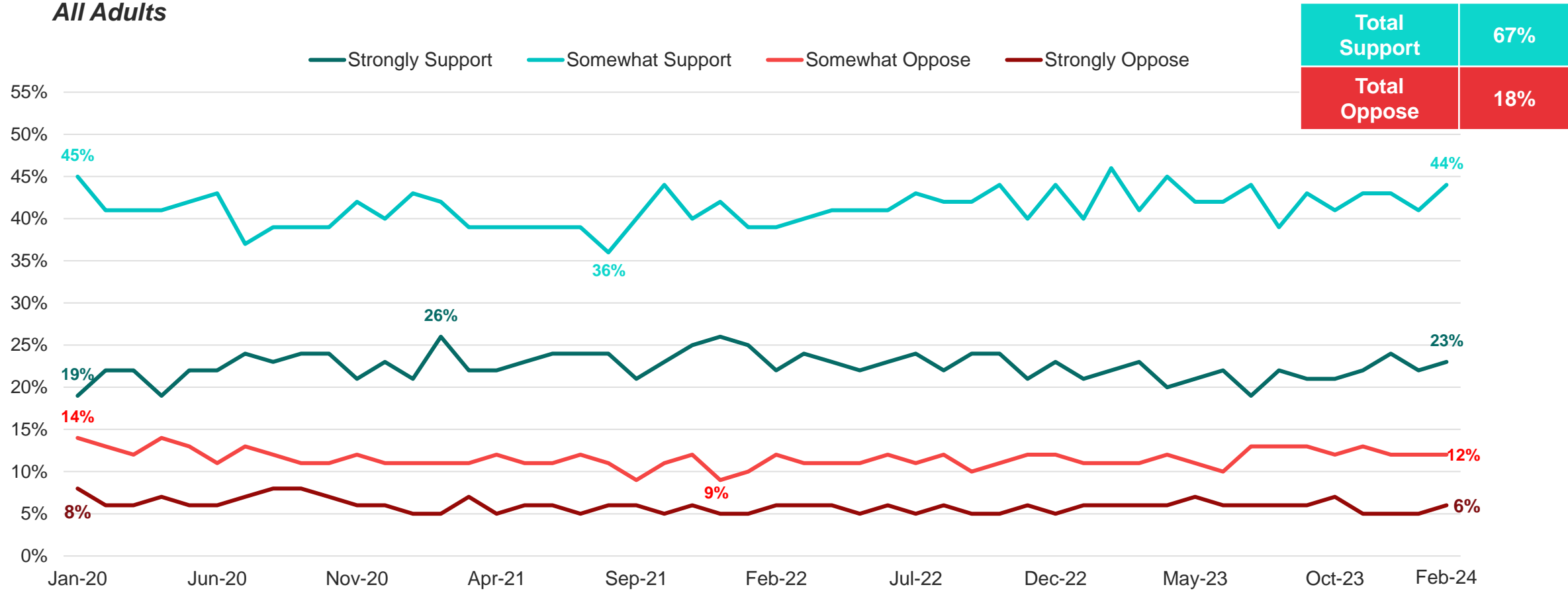
Source: Survey conducted February 2, 2024 – February 5, 2024, among U.S. adults

# Americans' overall support for charter schools increased in February.

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?

**February 2024**

**All Adults**



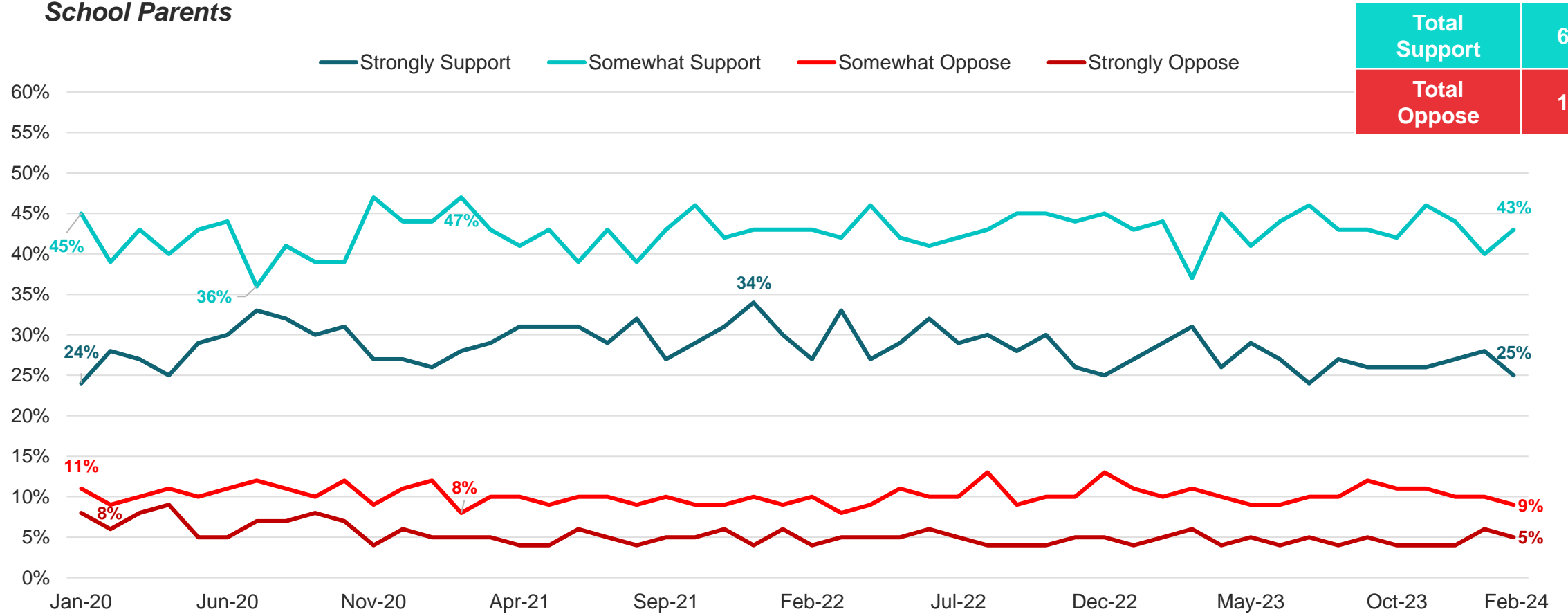
Note: Don't know/No opinion responses are not shown.

# Parents' overall support for charter schools remained unchanged in February. They are almost five times as likely to support charter schools 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?

## School Parents

**February 2024**



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

# Black adults, urbanites, and Westerners are most likely to support open enrollment. Small town adults and Northeasterners show the 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 70%

Groups most supportive		Groups least supportive	
Black	76%	Suburban	70%
Urban	74%	Female	69%
West	74%	Low Income: <\$50k	69%
Millennials	73%	High Income: \$100k+	69%
School Parents	73%	Rural	68%
Liberal	73%	Gen X	67%
Middle Income: \$50k to \$100k	73%	Small Town	65%
Male	73%	Northeast	64%

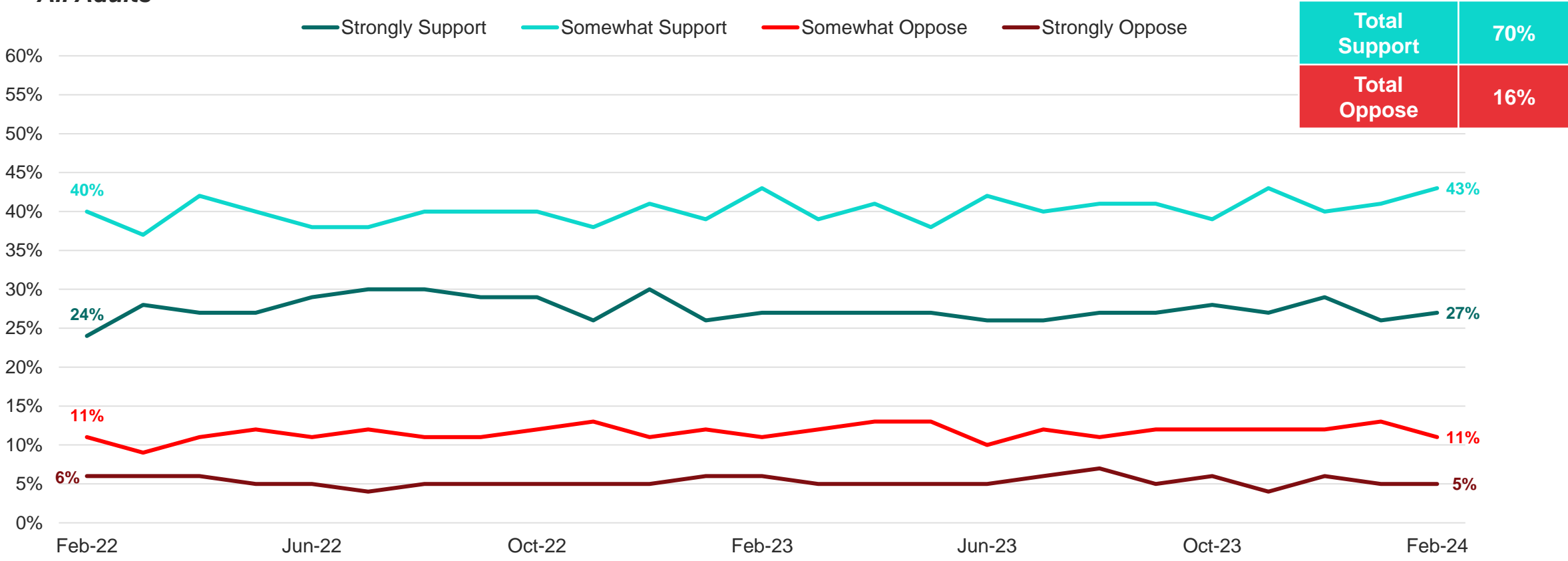
Source: Survey conducted February 2, 2024 – February 5, 2024, among U.S. adults



# The public’s overall support for inter-district open enrollment increased slightly in February. Overall support is more than 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.

## All Adults

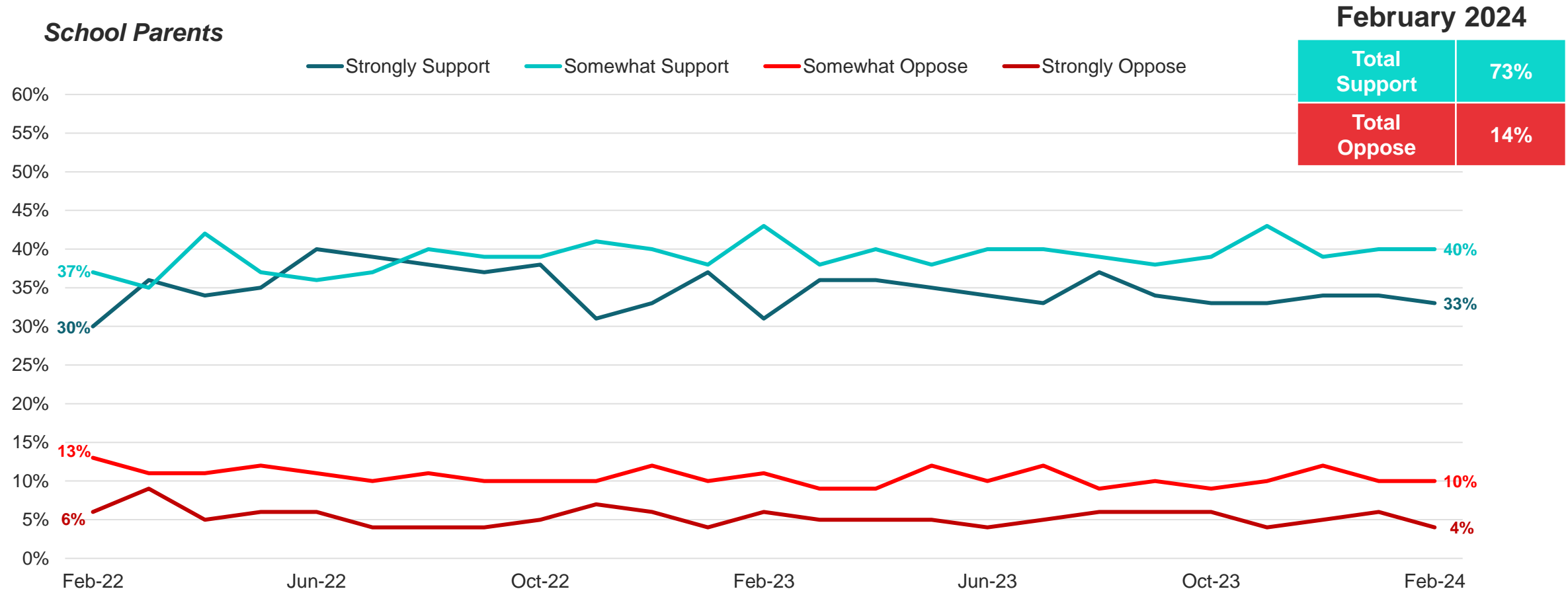


Note: Don't know/No opinion responses are not shown.

# Among school parents, overall support of inter-district open enrollment remained roughly even in February. Parent support is over five 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.

## School Parents



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

AGENDA

VIEWS ON K-12 EDUCATION

SCHOOLING AND EXPERIENCES

K-12 CHOICE POLICIES

**SURVEY PROFILE AND DEMOGRAPHICS**



# Survey Profile, 1

<b>Dates</b>	February 2-5, 2024
<b>Survey Data Collection &amp; Quality Control</b>	Morning Consult
<b>Survey Sponsor</b>	EdChoice
<b>Population</b>	General Population (Adults, Age 18+)
<b>Sampling Frame</b>	National sample of adults (age 18+) living in the United States, including the District of Columbia, with an oversample of school parents
<b>Sampling Method</b>	Non-Probability, Stratified (based on Age, Gender)
<b>Mode</b>	Online Survey
<b>Language</b>	English with Spanish Option

## Survey Profile, 2

<b>Survey Time</b>	Gen Pop Median = 9.40 minutes Oversample Median = 13.01 minutes
<b>Sample Size</b>	N = 2,251 General Population N= 1,302 Total School Parents
<b>Oversampling</b>	N = 850 School Parents
<b>Quotas</b>	Age, Gender
<b>Weighting</b>	Age, Race, Ethnicity, Gender, Education, Census Region
<b>Measure of Precision (adjusted for weighting)</b>	± 2.41 percentage points (Gen Pop), ± 3.15 percentage points (Oversample)
<b>Participation Rate</b>	31.97% (Gen Pop), 24.48% (Oversample)
<b>Methods Page</b>	<a href="https://edchoice.morningconsultintelligence.com/methodology">https://edchoice.morningconsultintelligence.com/methodology</a>
<b>Project Contact</b>	Paul DiPerna, paul@edchoice.org

# Total Sample Demographics

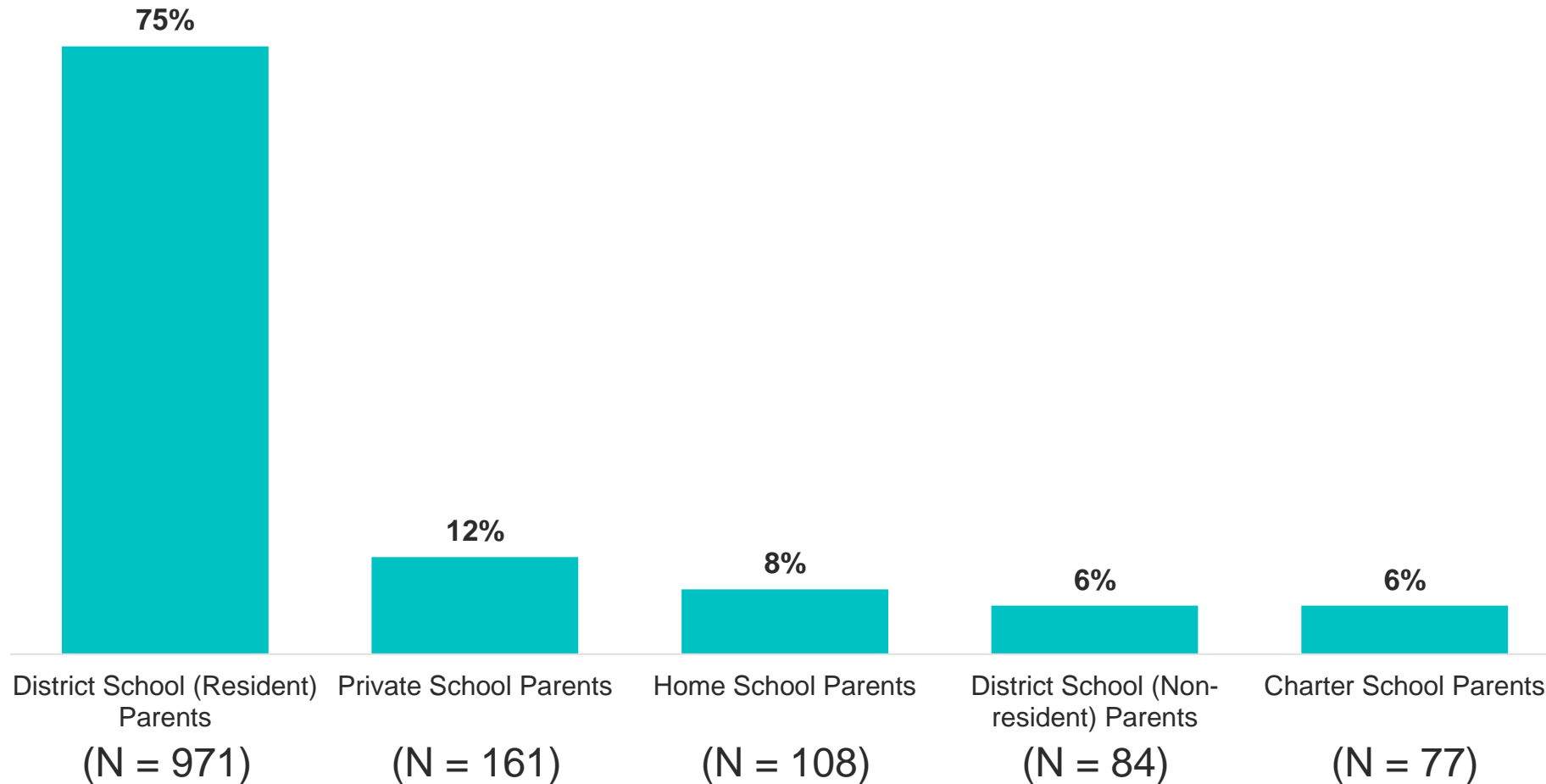
Demographics	Unweighted (N = )
Hispanic	347
Non-Hispanic White	1,514
Black	305
Other	108
Generation Z	329
Millennial	663
Generation X	530
Boomers	674
Male	1,093
Female	1,159
< College	1,462
College +	790
Northeast	437
Midwest	470
South	905
West	440

Demographics	Unweighted (N = )
Total School Parents*	1,302
K-4 Parents*	617
5-8 Parents*	547
9-12 Parents*	538
Non-Parents	945
Liberal	610
Moderate	712
Conservative	778
Democrat	776
Independent	605
Republican	735
Urban	612
Suburban	1,048
Small Town	197
Rural	395
Low Income <\$50K	1,128
Middle Income \$50K to <\$100K	763
High Income \$100K+	361

\* Denotes the sample came from school parents

Demographics	Unweighted	Weighted	Target (%)
Hispanic	15%	17%	16%
White	67%	61%	78%
Non-Hispanic White	67%	n/a	n/a
Black	14%	13%	12%
Other	5%	8%	9%
Age: 18-34	29%	29%	30%
Age: 35-54	31%	31%	31%
Age: 55+	40%	40%	40%
Age: 65+	21%	23%	20%
Male	49%	49%	48%
Female	51%	52%	52%
< College	65%	65%	69%
College +	35%	35%	31%
Northeast	19%	17%	18%
Midwest	21%	21%	21%
South	40%	38%	37%
West	20%	24%	24%

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

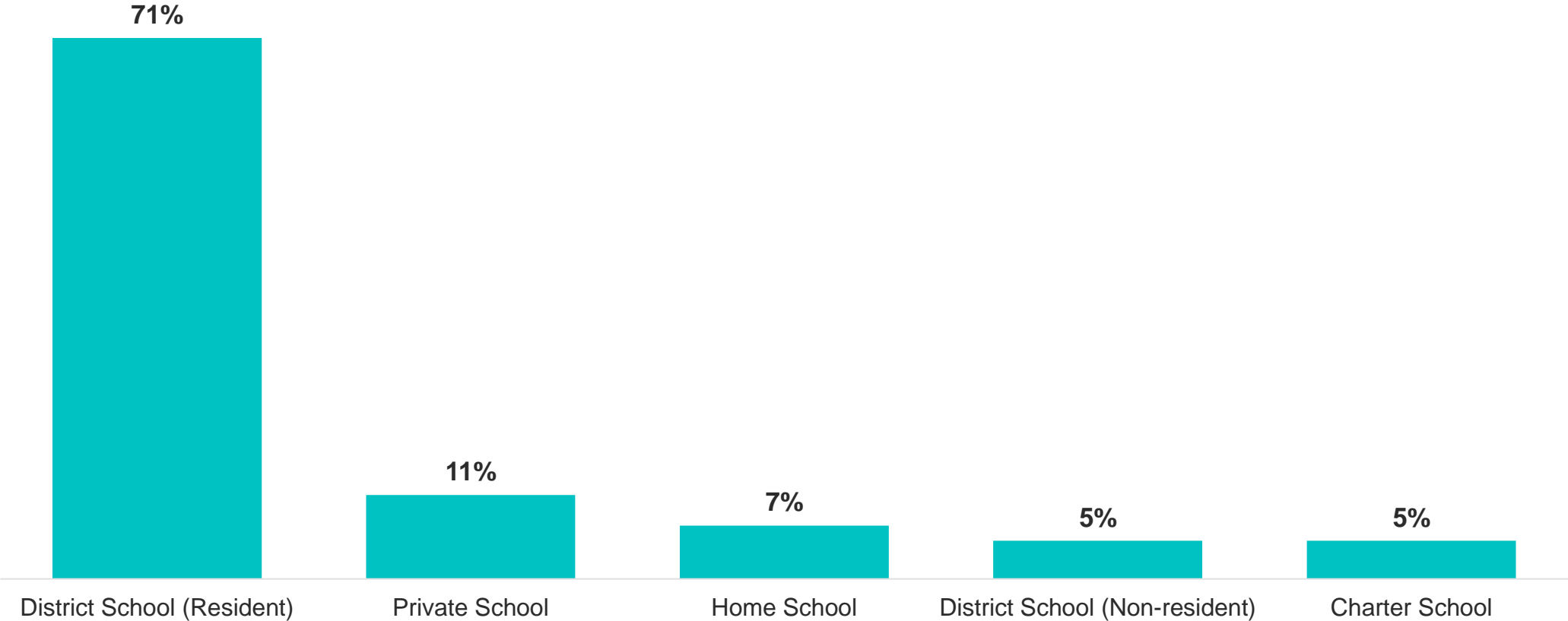


*Note: Parent groups are not necessarily exclusive, there are cases where a parent could have children enrolled in different school types.*



# 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**<sup>®</sup>

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

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

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



 **CHOICE**

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

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



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