

 edCHOICE

THE PUBLIC, PARENTS, AND K-12 EDUCATION

A National Polling Report
March 2024

KEY FINDINGS

1. Only 3 percent of school parents report their child has missed more than 15 days of school this year.
2. Adults and school parents tend to see public schools as more liberal or progressive while seeing private schools as more conservative.
3. In March, interest in tutoring was highest among Hispanic and special education parents and lowest among rural and Gen X parents.
4. The percentage of school parents reporting they have a tutor for their child has increased by 7 points since January. In March, the amount parents were willing to spend on tutoring rose to about \$330 per child/month.
5. Over half of high school parents say their children are on social media at least “very” often. Adults are much more likely to think a child should be older to be able to use social media compared to owning a cell phone.
6. School parents report that social media access has had the most positive impact on their child’s relationships but has had the most negative impact on their physical health and mental health.
7. 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.
8. Parents are consistently more likely to say they are “very satisfied” with private schools than public district schools. Parents’ strong satisfaction for district schools has continued to decrease since last December.
9. Overall support levels for choice-based policies remain high among school parents and the general public:
 - Education savings accounts (ESAs) – 75% / 71%
 - School vouchers – 68% / 60%
 - Charter schools – 70% / 65%
 - Open enrollment – 78% / 70%

Methodology

This poll was conducted between March 7-10, 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

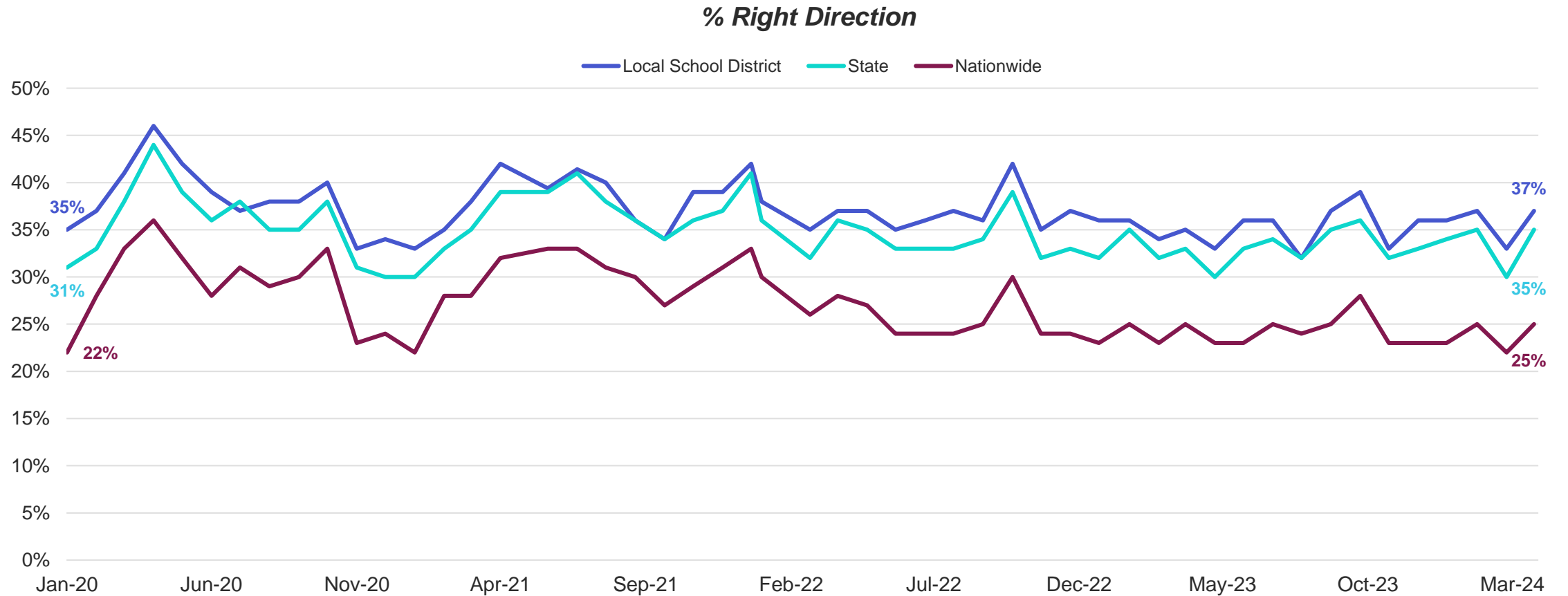
SURVEY PROFILE AND DEMOGRAPHICS



The public's optimism towards the direction of K-12 education across all levels increased in March.

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

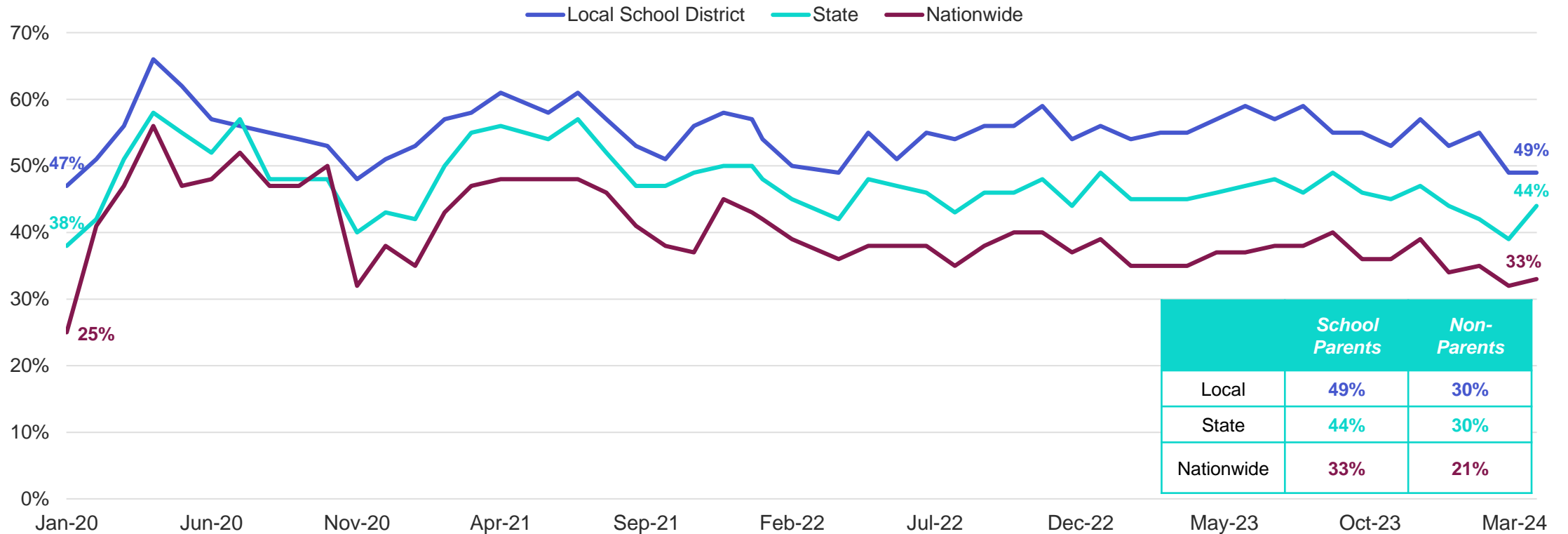


Parents' positivity about K-12 education at the national and state levels increased in March. Large opinion gaps continue to persist between school parents and non-parents.

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 **41%**

-  Core academic subjects (57%)
-  Socialization (46%)
-  To become independent thinkers (45%)
-  How to be good citizens (44%)
-  Skills for future employment (42%)
-  Values, moral character, religious virtues (34%)
-  To fix social problems (18%)

Grades 9-12

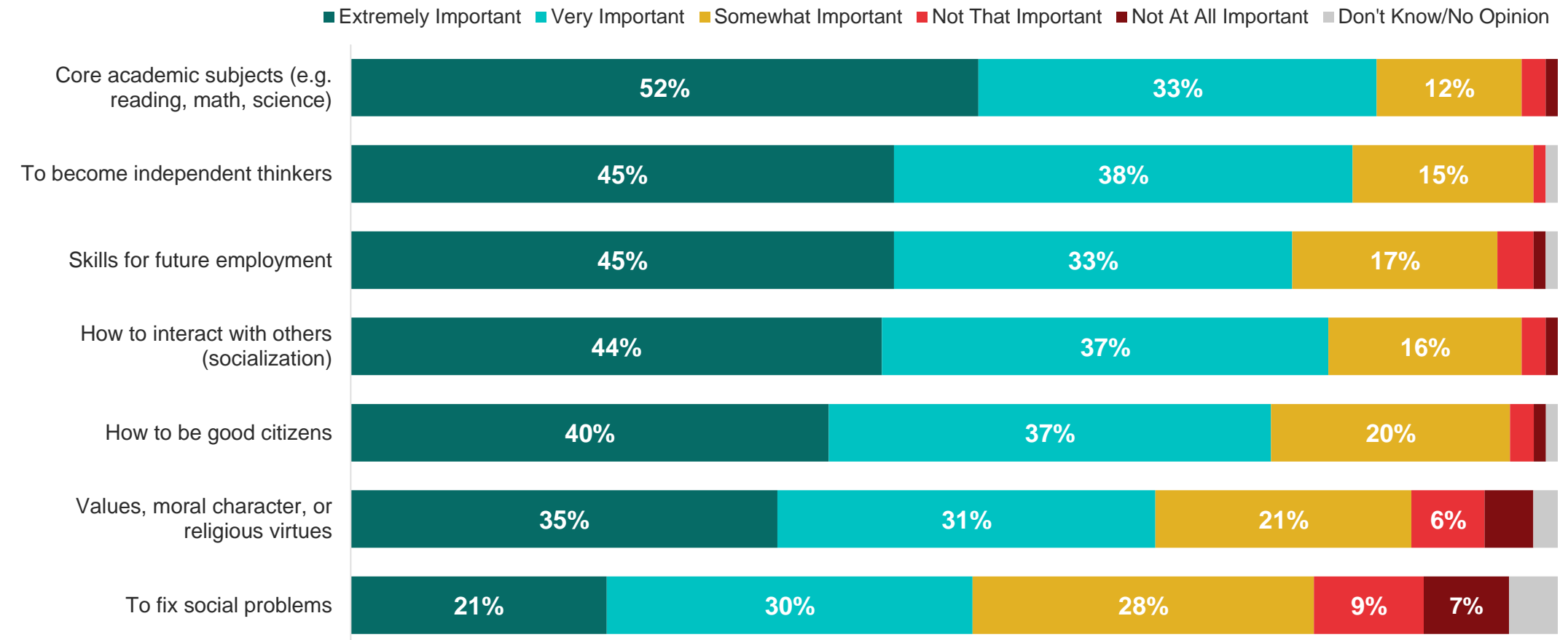
Average % selected Extremely Important **44%**

-  Skills for future employment (59%)
-  Core academic subjects (55%)
-  Become independent thinkers (51%)
-  How to be good citizens (47%)
-  Socialization (42%)
-  Values, moral character, religious virtues (36%)
-  To fix social problems (20%)

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

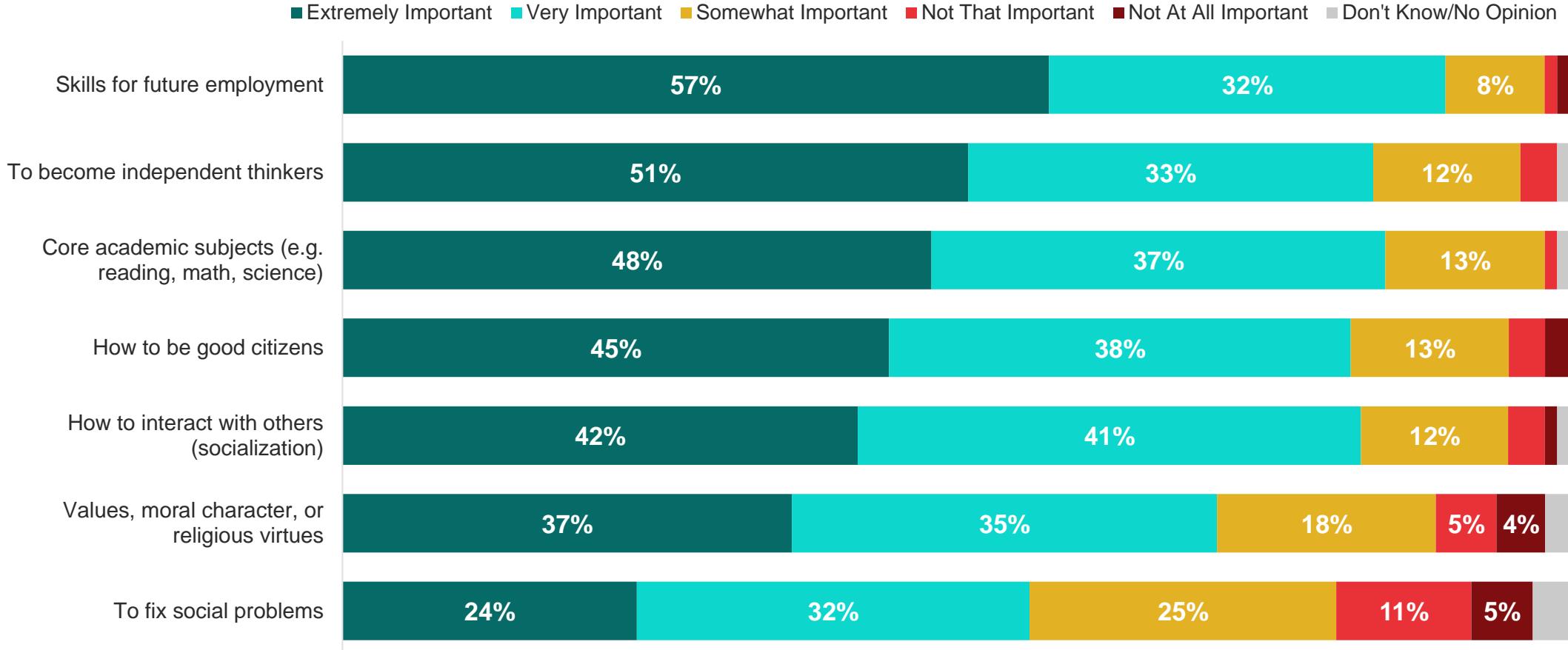


Source: Survey conducted March 7, 2024 – March 10, 2024, among U.S. adults

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 March 7, 2024 – March 10, 2024, among U.S. adults

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 13 points, respectively.

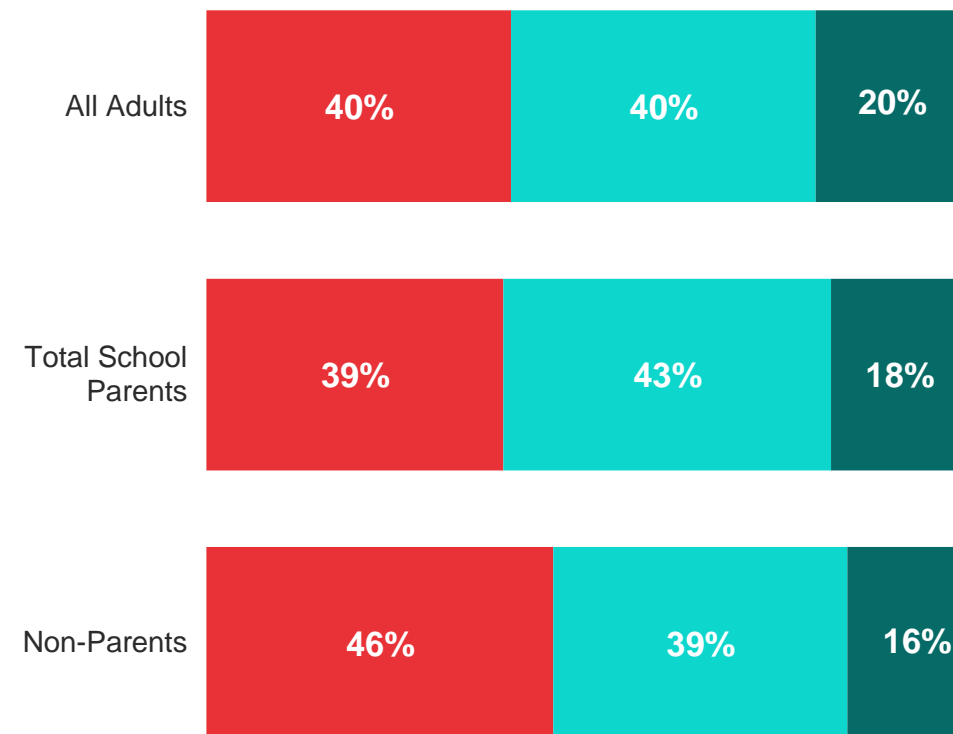
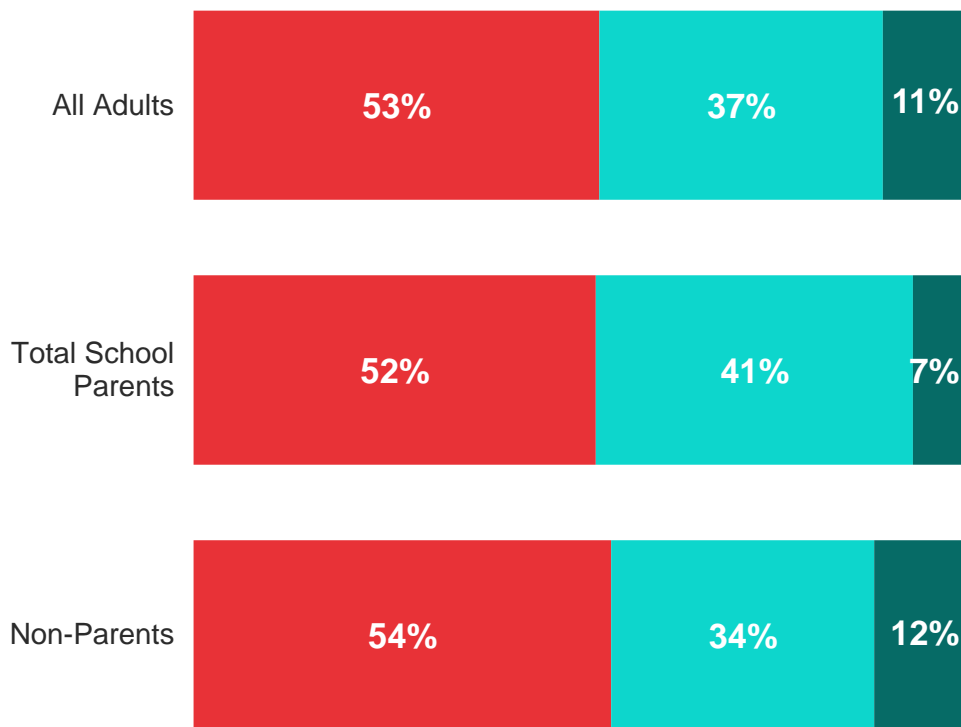
Do you believe public school funding in [STATE] is:

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

■ Too Low ■ About Right ■ Too High

Without Information

With Information

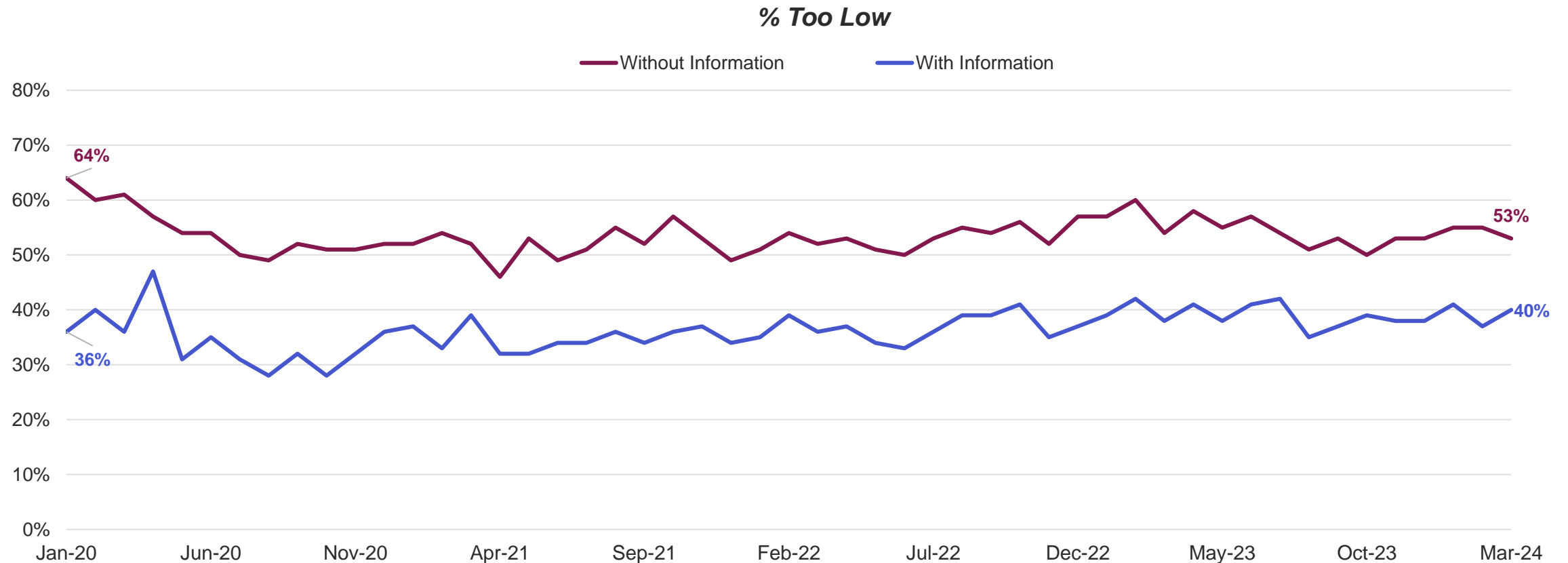


In a question experiment, providing a government-reported statistic consistently has impacted and increased the tendency for respondents to say school funding is “too low.”

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



AGENDA

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SCHOOLING AND EXPERIENCES

K-12 CHOICE POLICIES

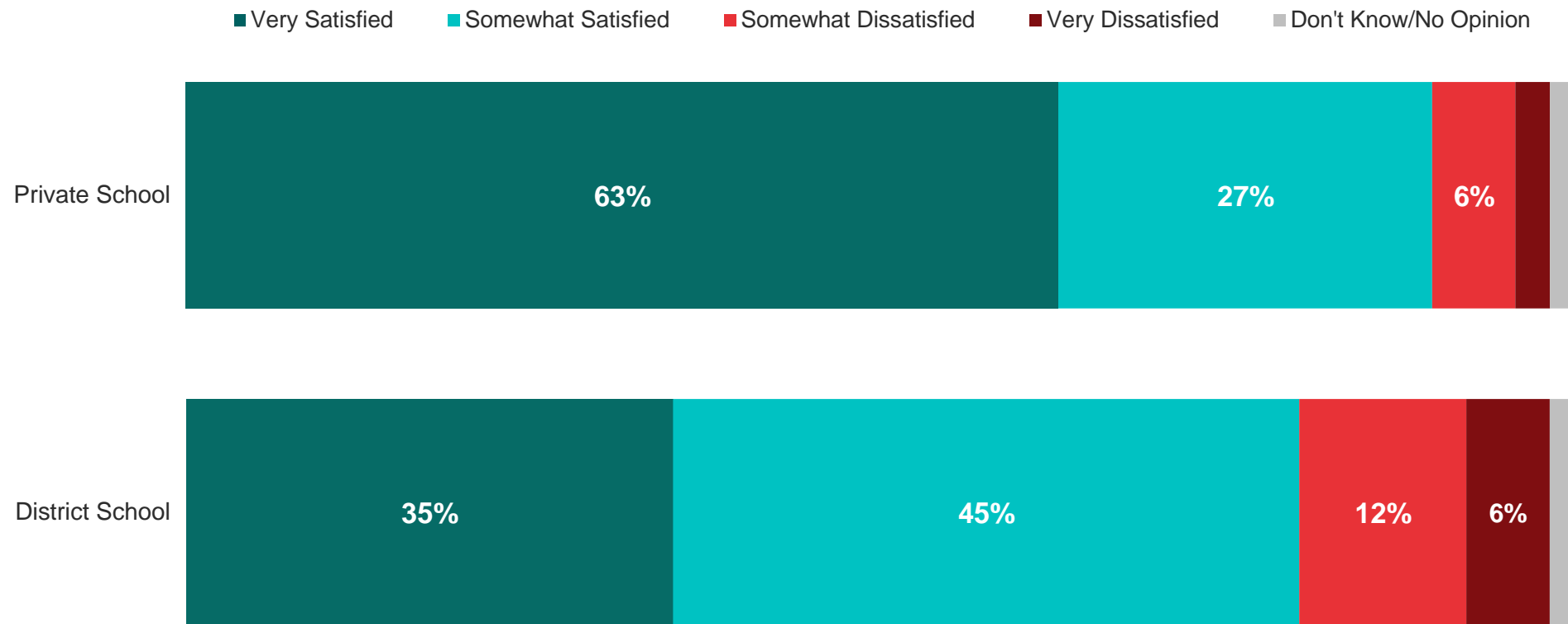
SURVEY PROFILE AND DEMOGRAPHICS



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



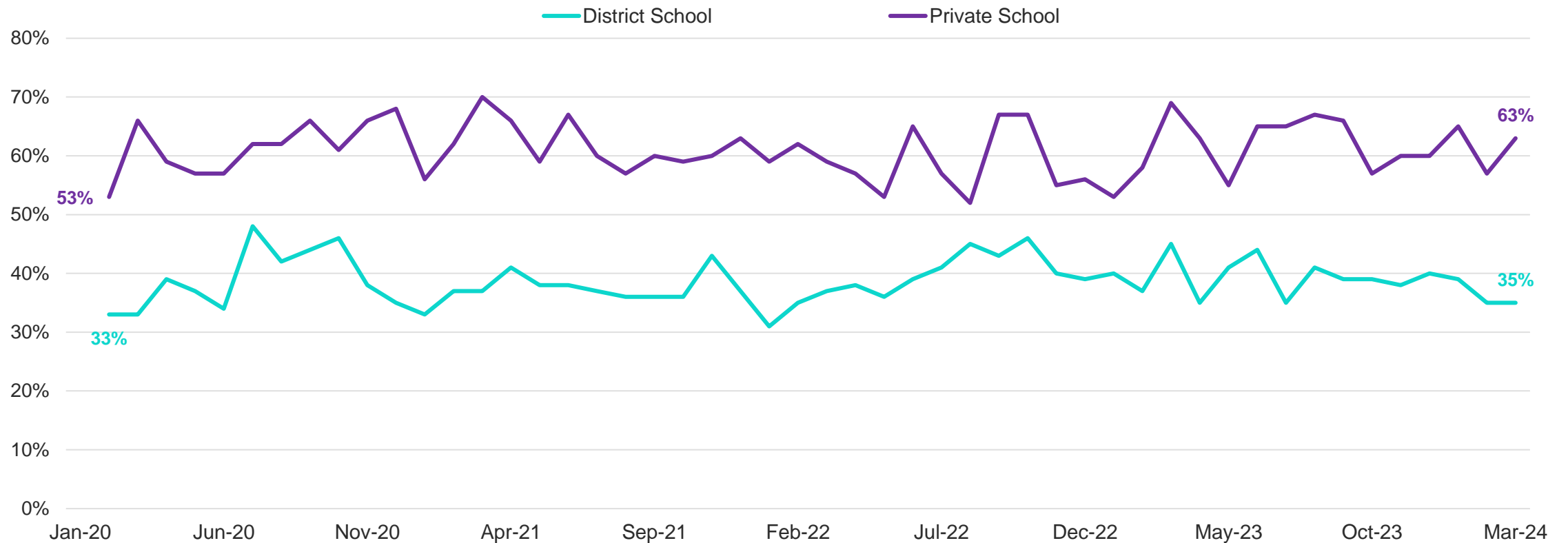
Source: Survey conducted March 7, 2024 – March 10, 2024, among U.S. adults

Parents are consistently more likely to say they are “very satisfied” with private schools than public district schools. Parents’ strong satisfaction for district schools has continued to decrease since last December.

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

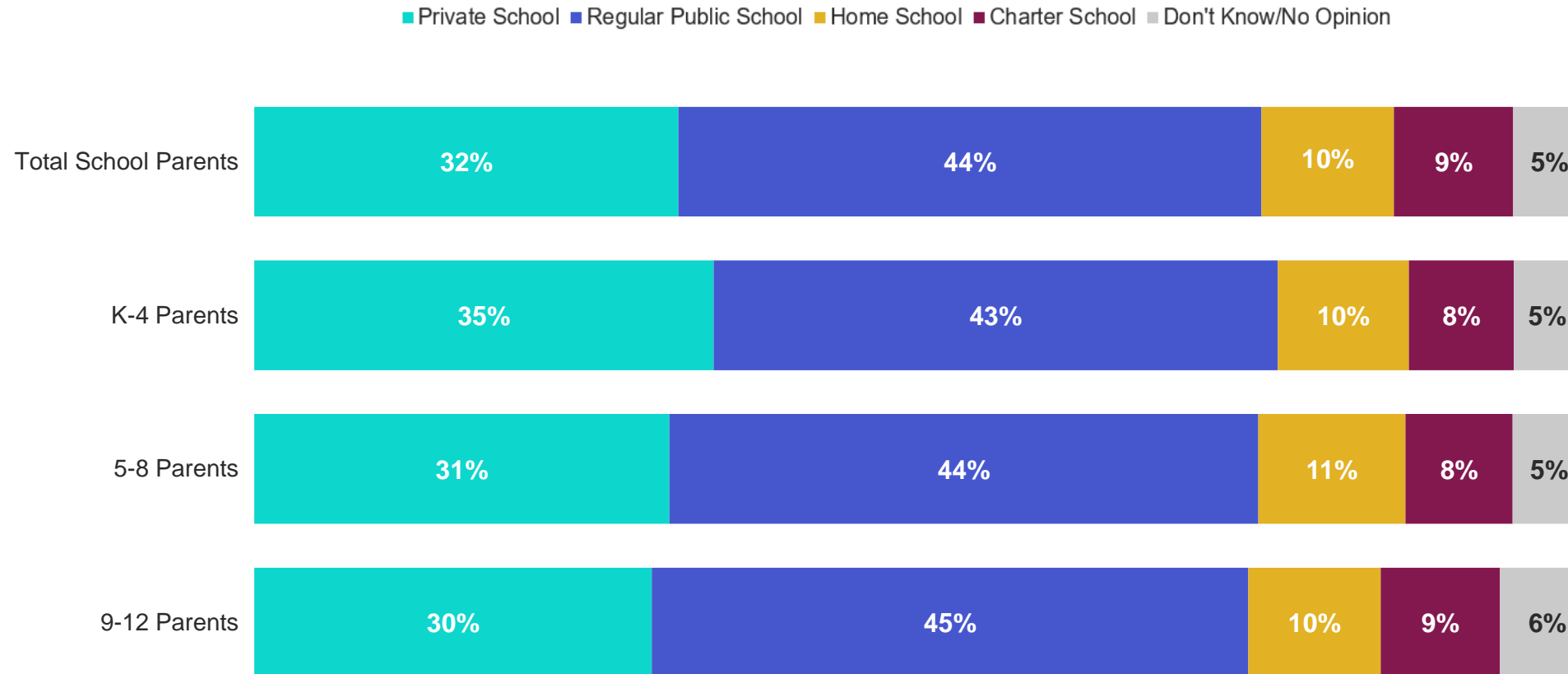


Note: Parent groups based on child/children school type attendance in SY23-24.

Parents have a diverse range of schooling preferences. They are 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?

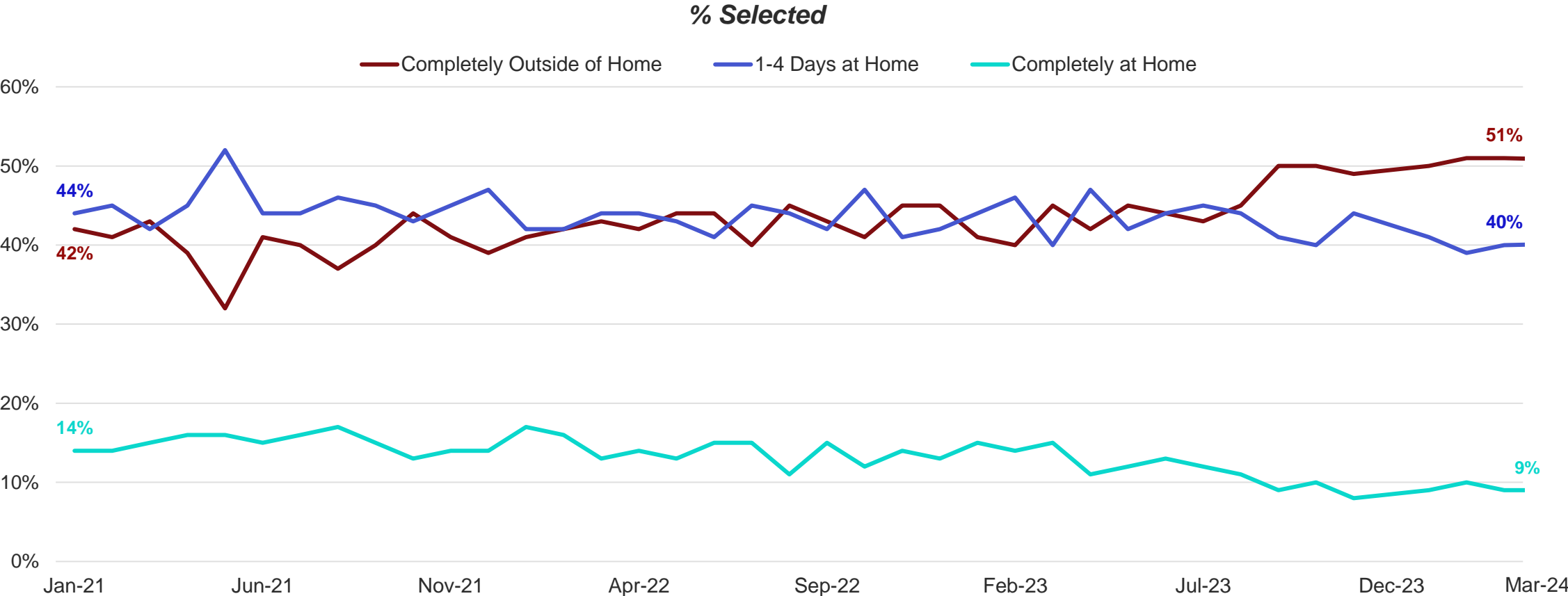
School Parents



Roughly 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

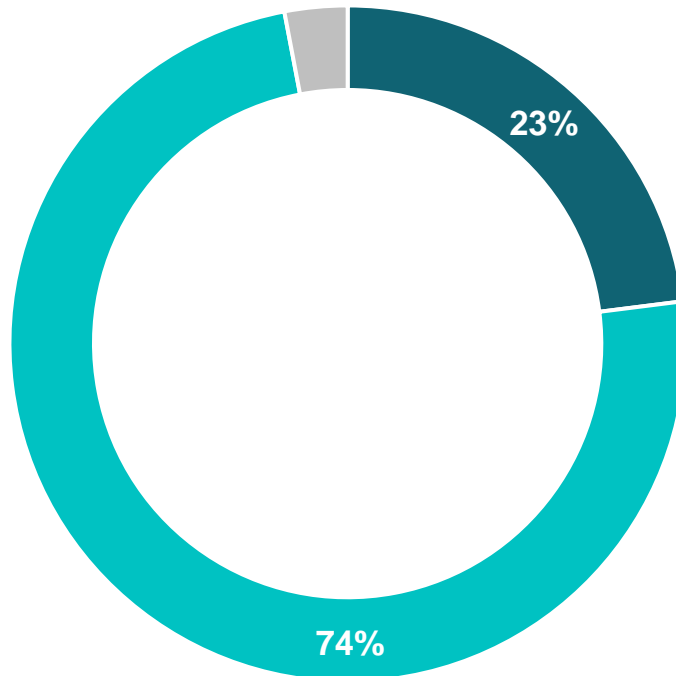


Nearly 1 in 4 parents indicate that their child has switched from one school type to another. School switching is highest among private school, special needs and special education parents.

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

School Parents

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



Top % Yes

Private School	43%
Special Needs	34%
Special Education	34%

Bottom % Yes

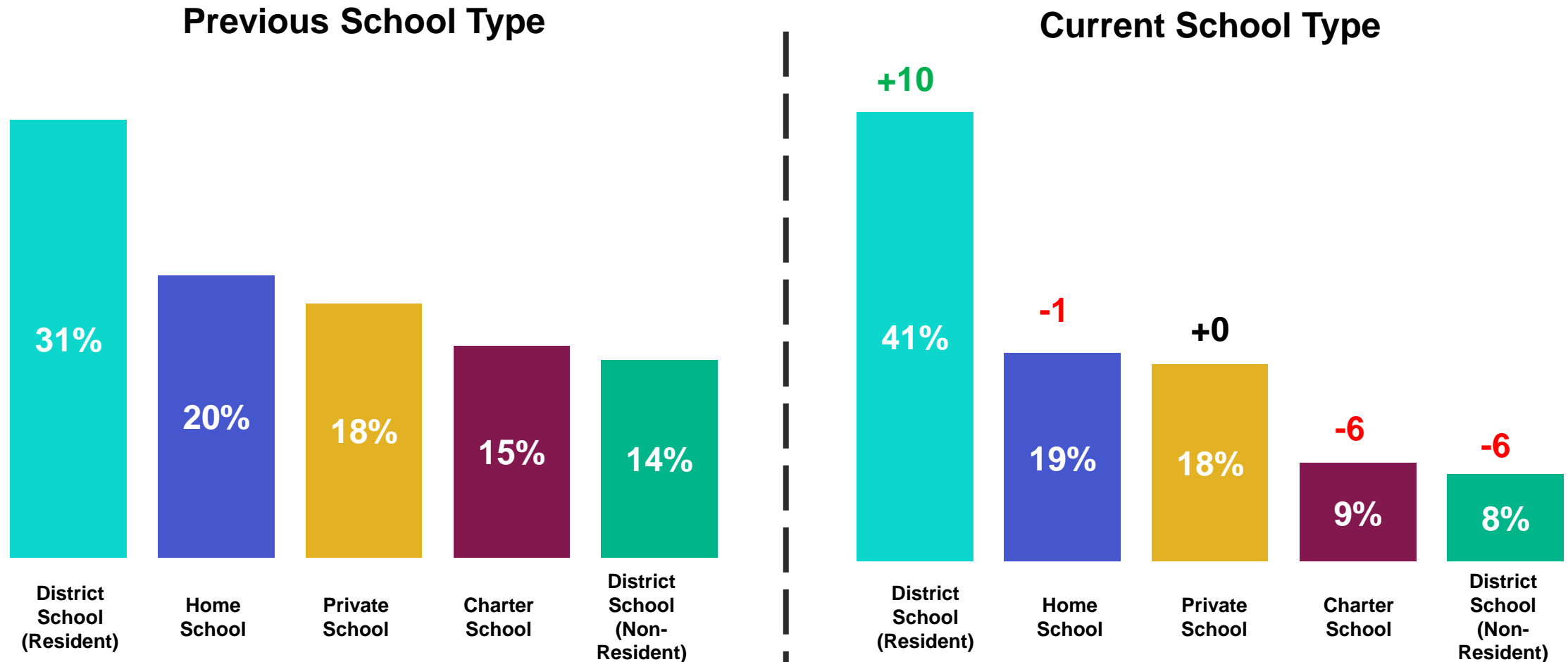
Northeast	17%
Small Town	16%
Black	16%

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 March 7, 2024 – March 10, 2024, among U.S. adults

Among reported school switchers, parents tended to enroll in residential district schools and leave charter schools and non-residential district 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?

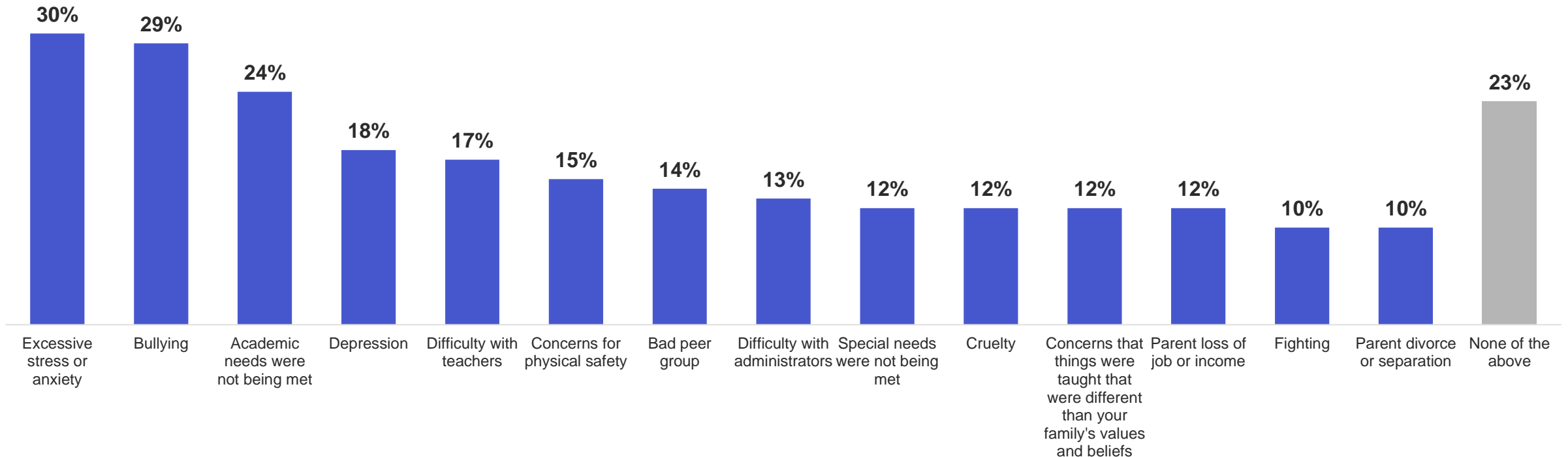


School switchers are most likely to indicate a switch because of bullying, excessive stress or anxiety at their former school compared to other difficulties.

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.

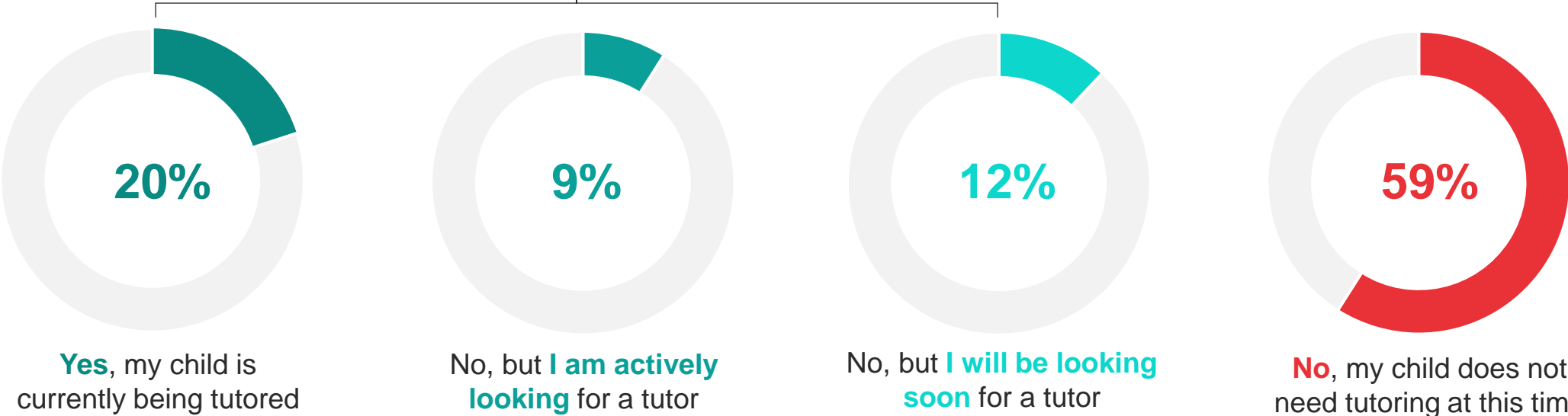
Source: Survey conducted March 7, 2024 – March 10, 2024, among U.S. adults

In March, just over 40 percent parents indicated they are currently using a tutor or are interested in tutoring for their children – an increase from February.

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

School Parents

41% (+6 points vs. February)
currently have a tutor or looking for a tutor



Source: Survey conducted March 7, 2024 – March 10, 2024, among U.S. adults

In March, interest in tutoring was highest among Hispanic and special education parents. It was lowest among rural and Gen X 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	41%
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Hispanic	64%
Special Education	63%
Urban	61%
Special Needs	61%
Private School	59%
Liberal	52%
Black	51%

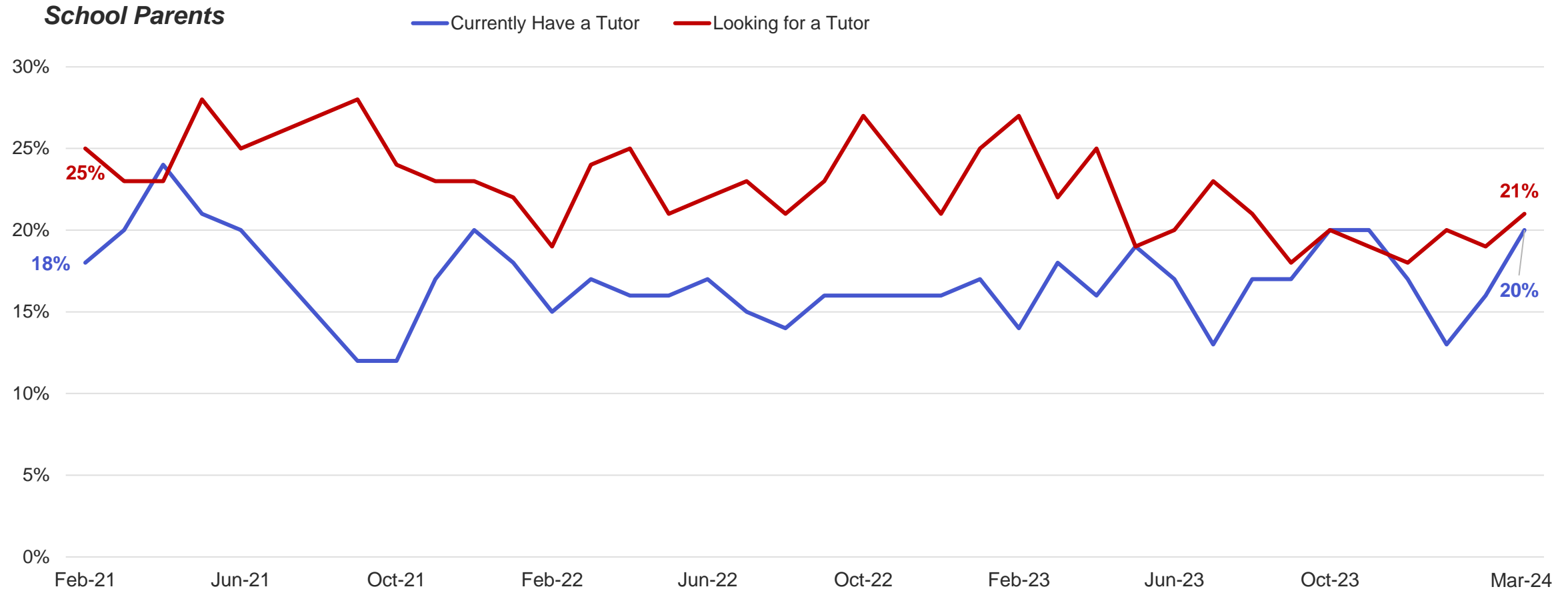
Groups **least** likely to be looking for / already having tutoring

Small Town	34%
Suburban	33%
Female	32%
Conservative	31%
Midwest	31%
Gen X	27%
Rural	26%

Source: Survey conducted March 7, 2024 – March 10, 2024, among U.S. adults

The percentage of school parents reporting they have a tutor for their child has increased by 7 points since January.

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

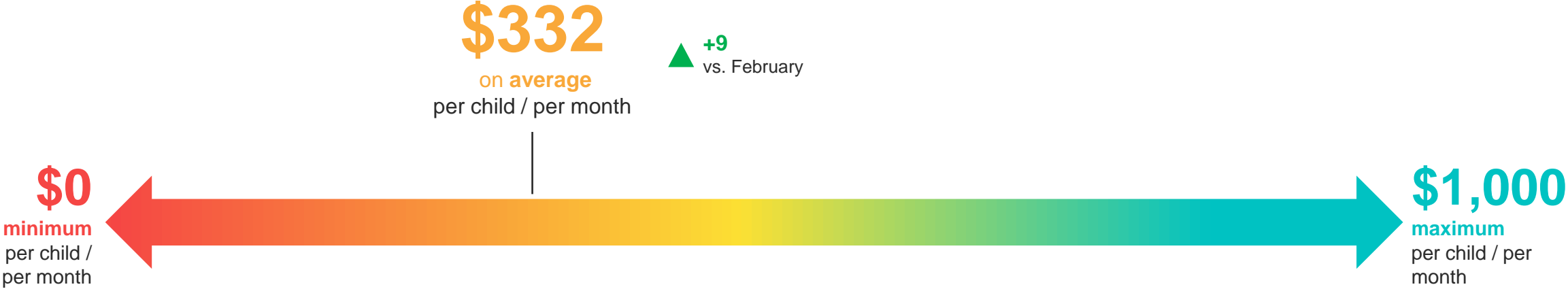


Note: Question was not asked in July 2021 and August 2021.

In March, the amount parents were willing to spend on tutoring rose to about \$330 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



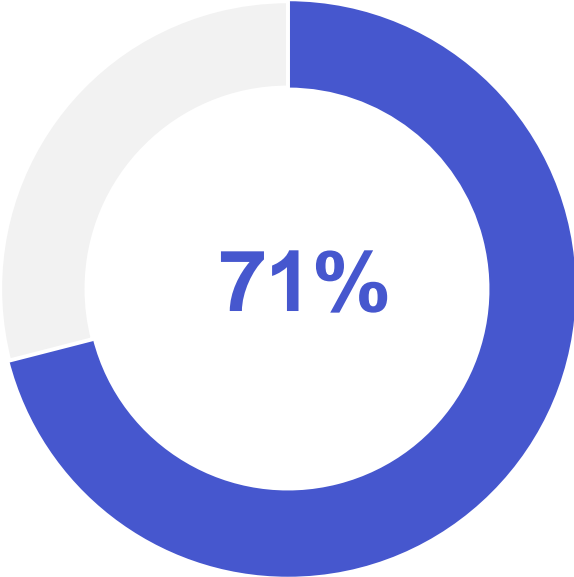
Source: Survey conducted March 7, 2024 – March 10, 2024, among U.S. adults

About 7 in 10 parents feel students should be able to have cell phones in schools. They are much less likely to support cell phones in the classroom.

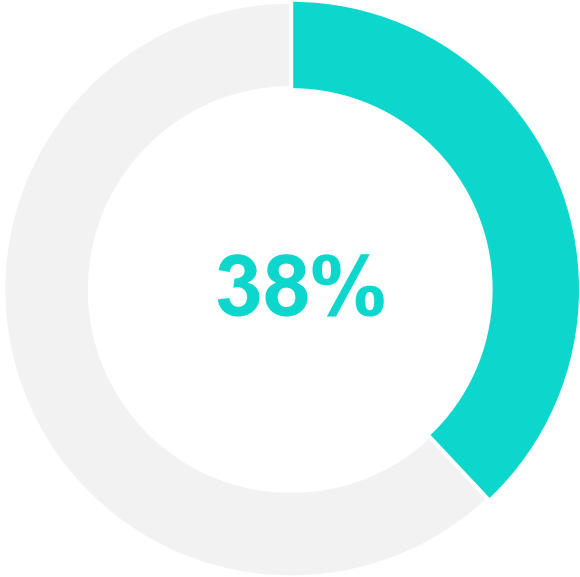
When it comes to cell phones, do you feel students should be allowed to have...

School Parents

Total % "Yes"



Cell phones in school



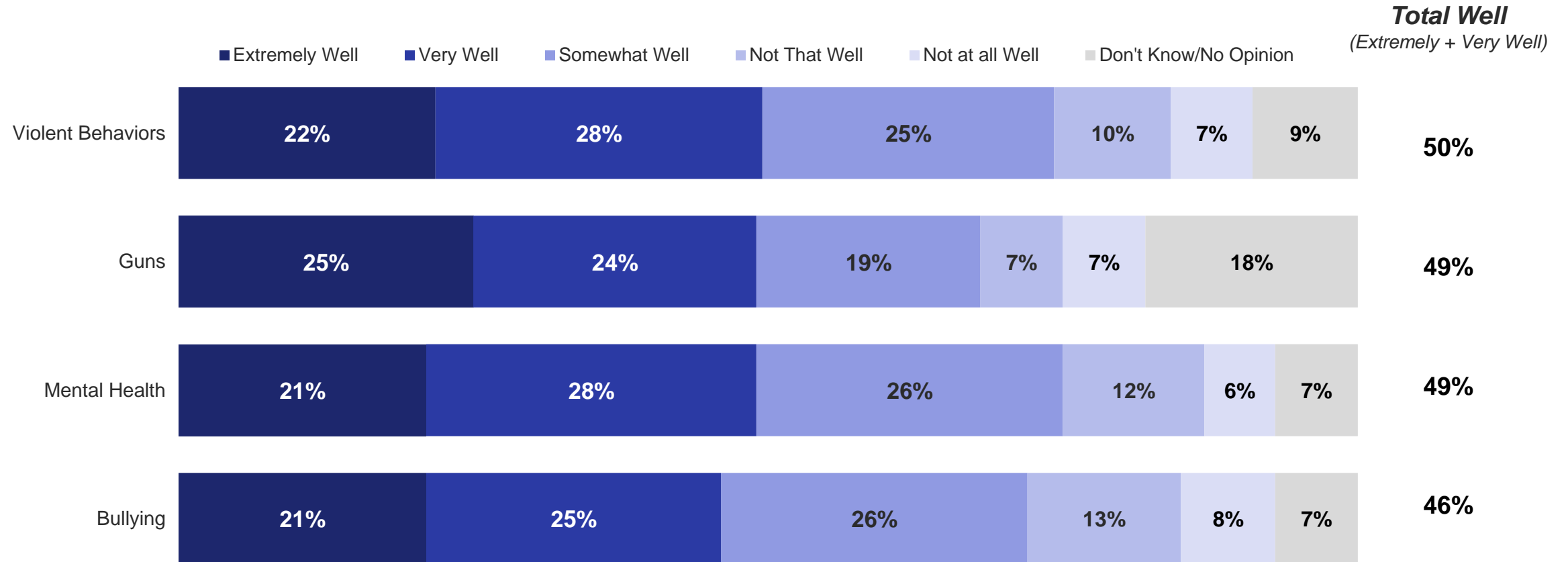
Cell phones in the classroom

Source: Survey conducted March 7, 2024 – March 10, 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?

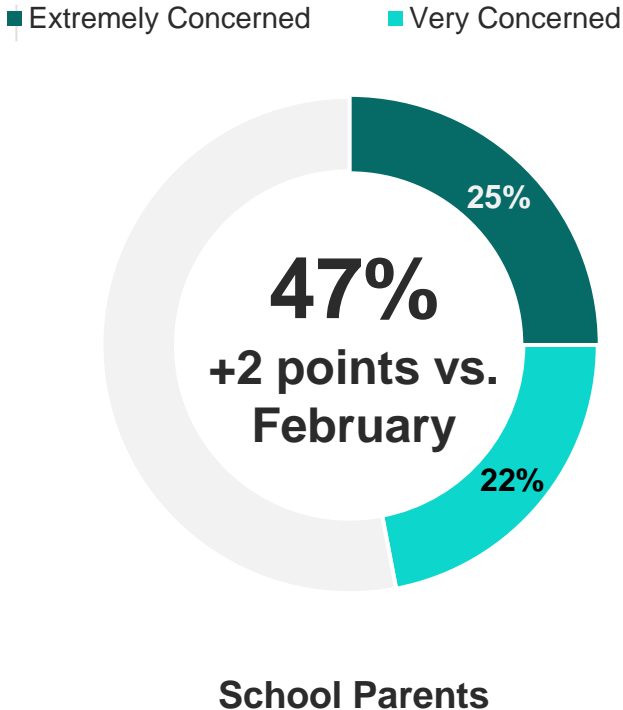
School Parents



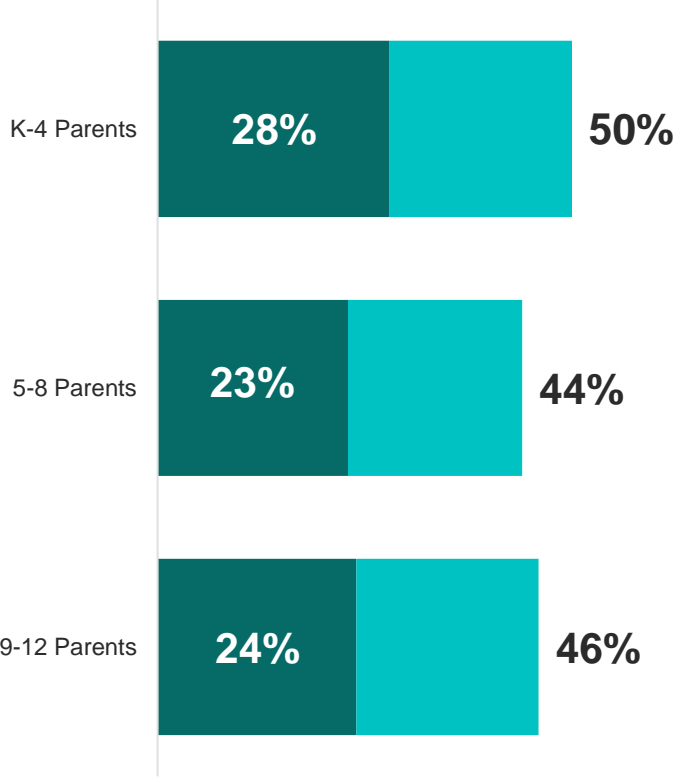
In March, almost half of parents were concerned about a violent intruder entering their child's school. This proportion increased slightly from the previous month.

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

School Parents



Total Concern
(Extremely + Very Concerned)

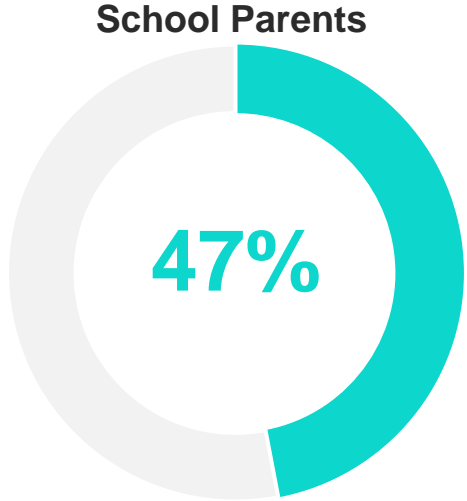


Source: Survey conducted March 7, 2024 – March 10, 2024, among U.S. adults

Nearly half of parents report having at least one child taking a gifted, advanced, or honors class at their school.

How many of your children, if any, are taking at least one gifted, advanced, or honors class at her/his school?

School Parents



% With at least one "gifted" child

of "gifted" children

1	38%
2	8%
3	1%
4+	0%

% of parents with at least one "gifted" child

K-4 Parents	42%
5-8 Parents	53%
9-12 Parents	59%

Top % With at least one "gifted" child

Private School	65%
High Income: \$75k+	60%
9-12 Parents	59%
Education: Bachelors+	57%
Liberal	57%

Bottom % With at least one "gifted" child

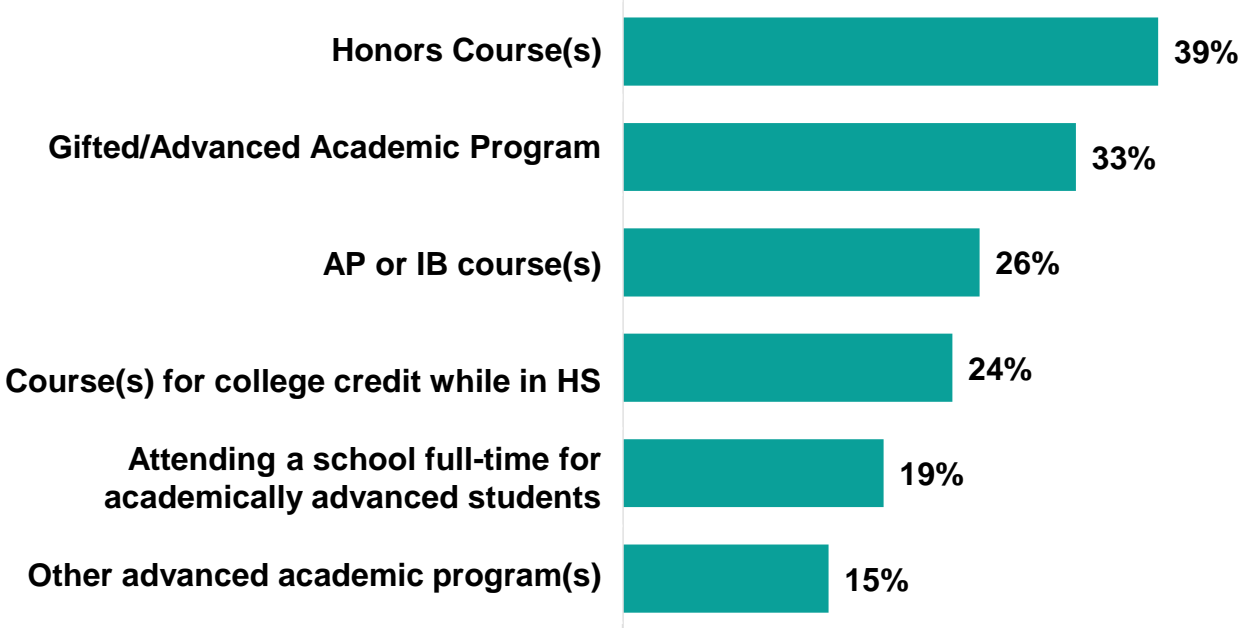
K-4 Parents	42%
Midwest	41%
Education: <College	39%
Low Income: <\$50k	39%
Small Town	26%

Source: Survey conducted March 7, 2024 – March 10, 2024, among U.S. adults

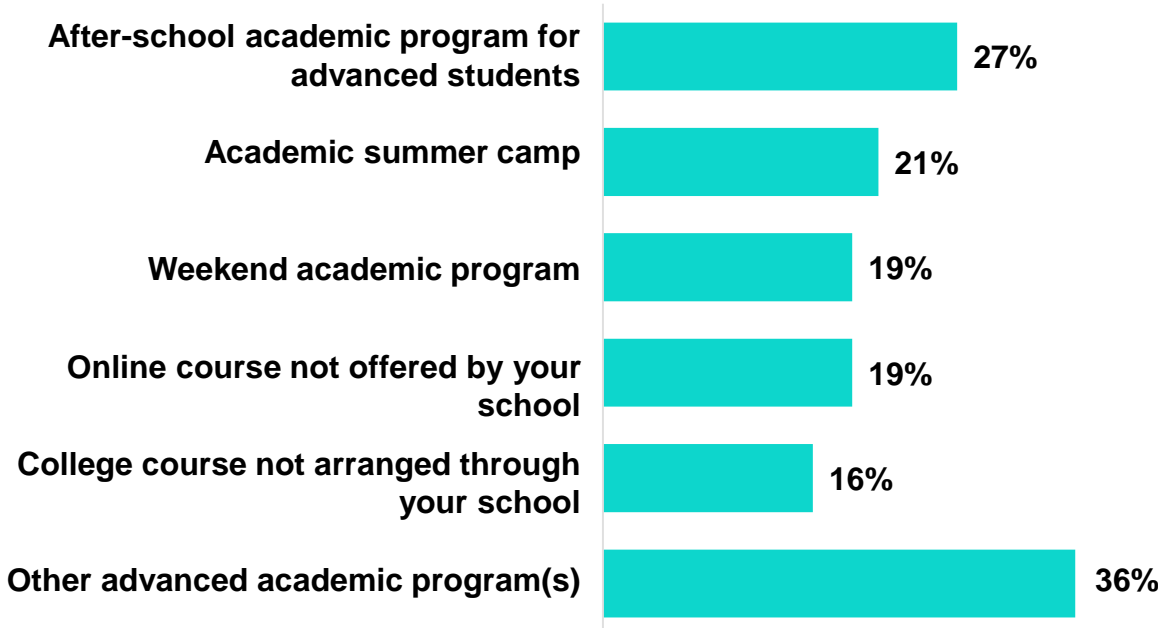
Parents of “gifted children” are most likely to say their child currently participates in an honors course(s). Just over 1 in 4 parents of “gifted children” had their child participate in an after-school academic program for advanced students.

Among those School Parents who have at least one “gifted” child (N=612)

Which of the following school-based academic programs or courses is your child/children participating in?



Which of the following out-of-school gifted/advanced academic programs has your child/children participated in over the past year?

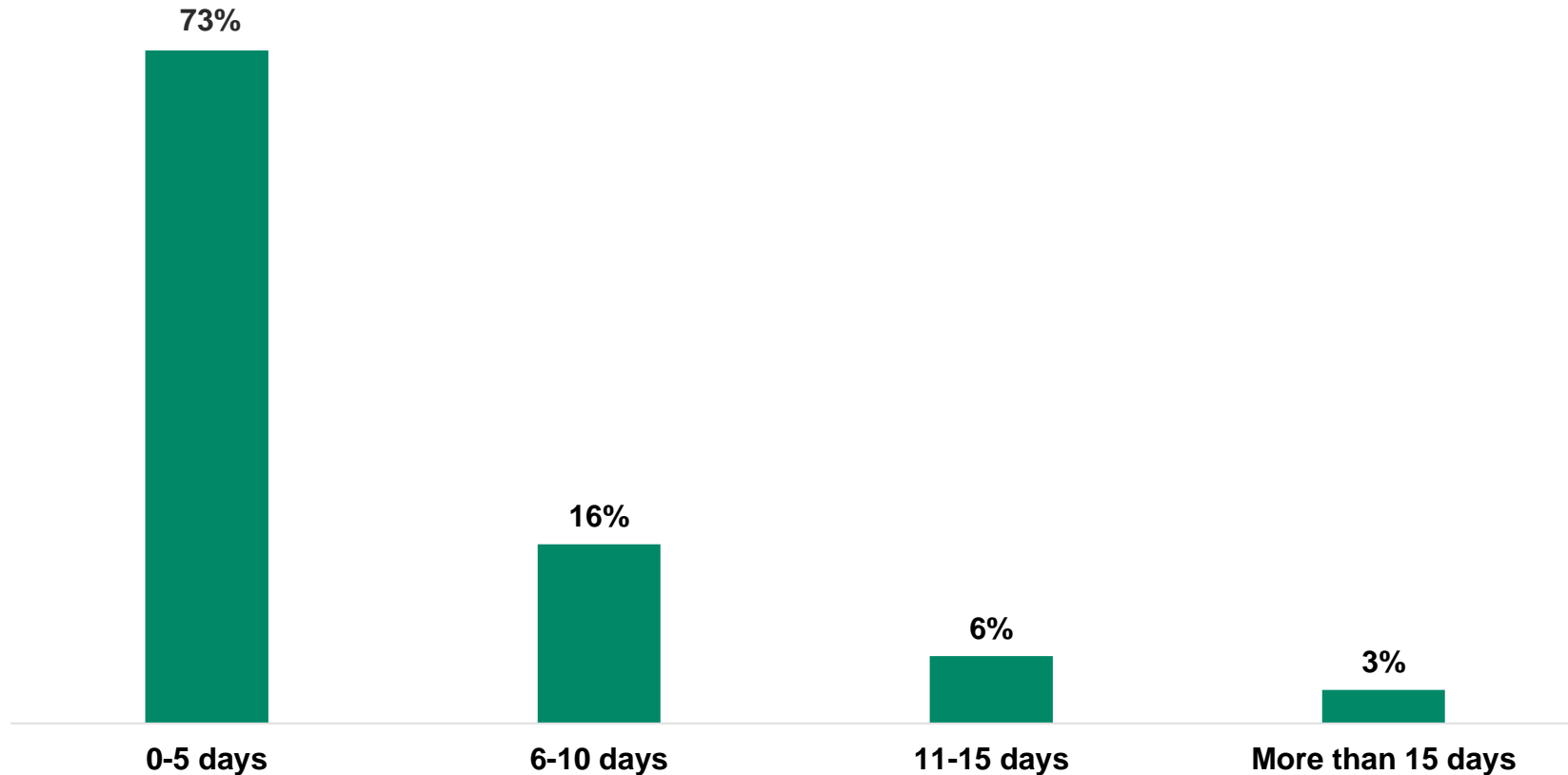


Source: Survey conducted March 7, 2024 – March 10, 2024, among U.S. adults

Only 3 percent of school parents report their child has missed more than 15 days of school this year.

Thinking about this school year, how many WHOLE DAYS of school has youngest/oldest child missed and been absent?

School Parents



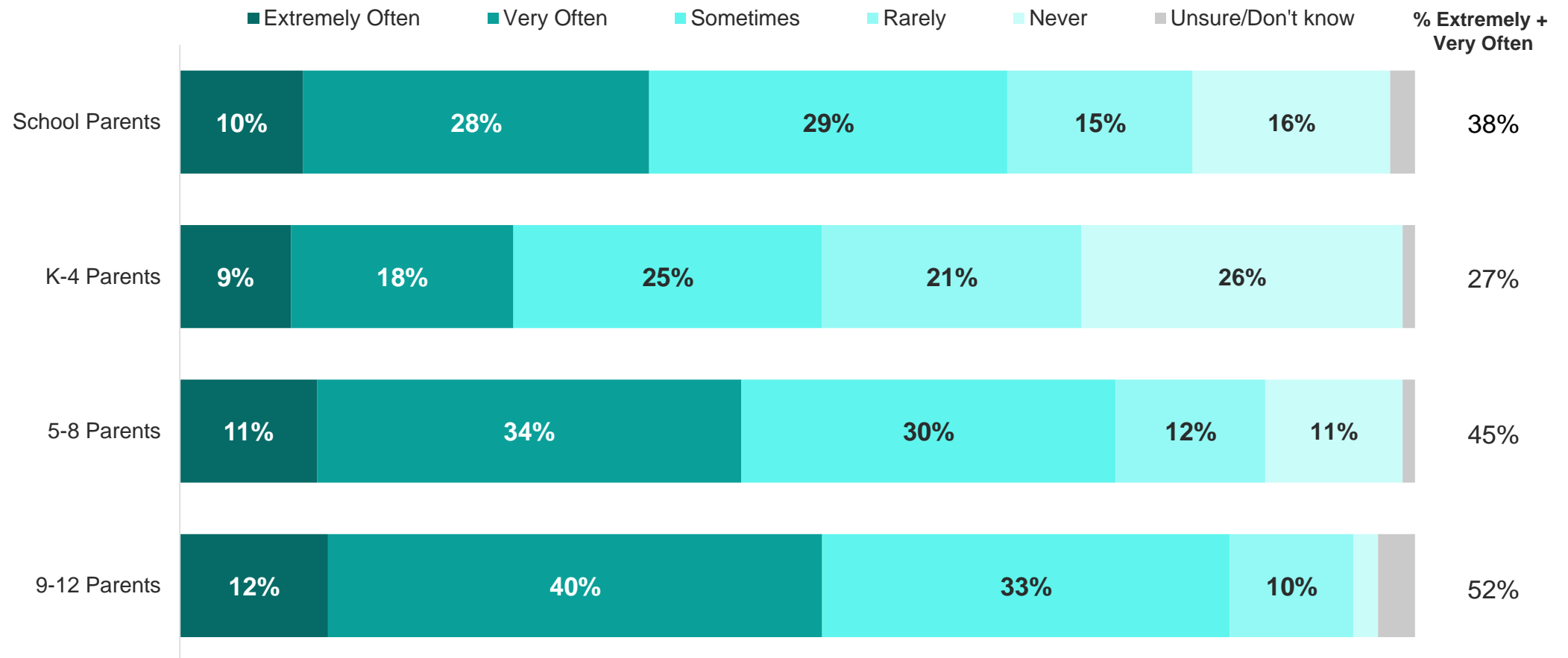
Note: Results are composite numbers between those who were asked about their youngest child and those who were asked about their oldest child.

Source: Survey conducted March 7, 2024 – March 10, 2024, among U.S. adults

Over half of high school parents say their children are on social media at least “very” often.

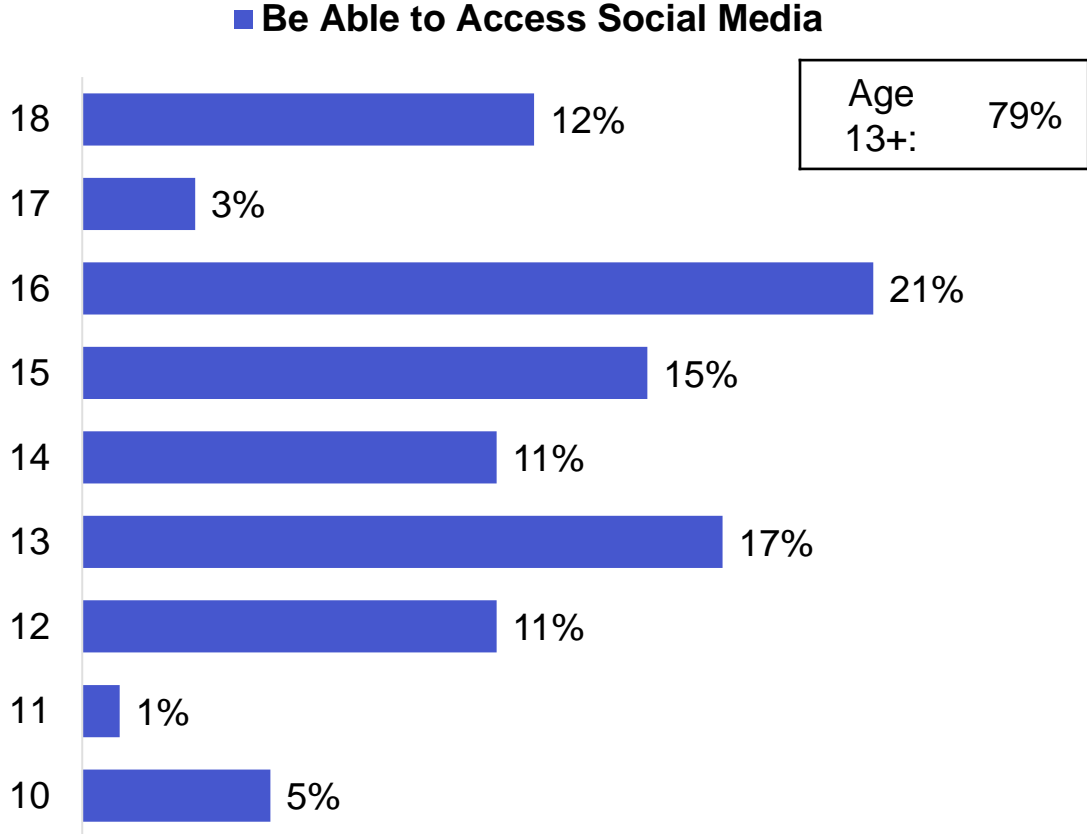
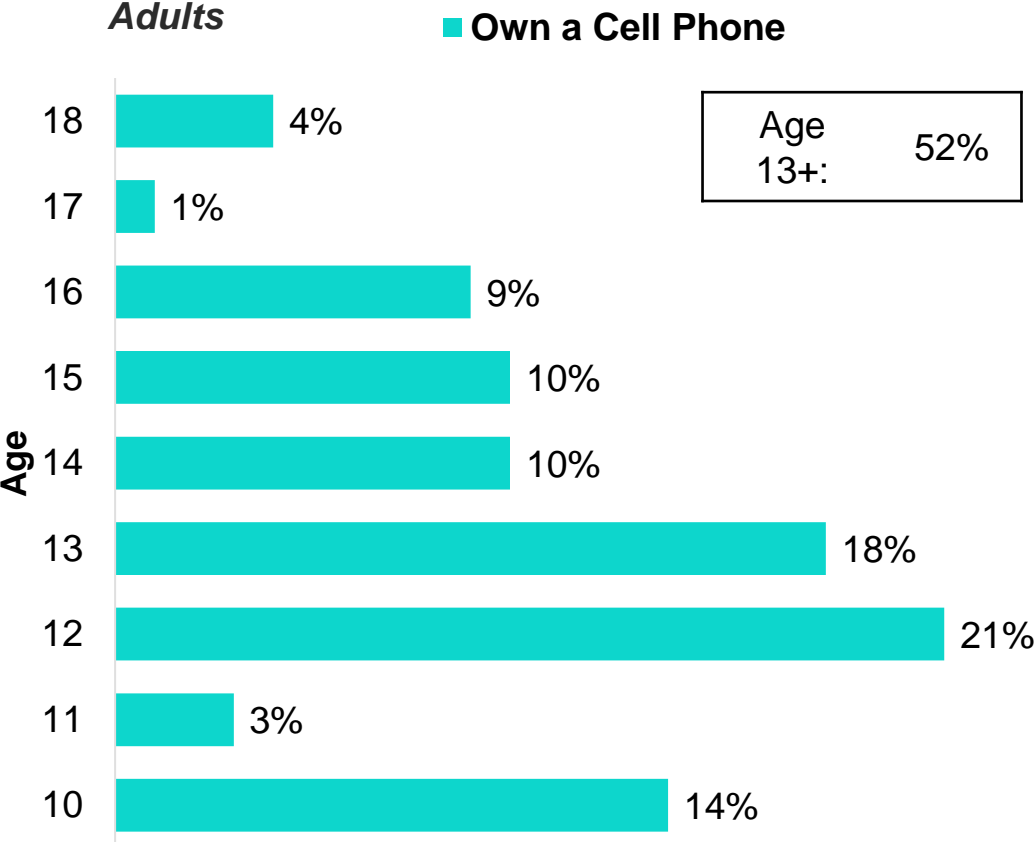
Overall, how often would you say your child/children spends time on social media?

School Parents



Adults are much more likely to think a child should be older to be able to use social media compared to owning a cell phone.

What do you think should be the youngest age for someone to...

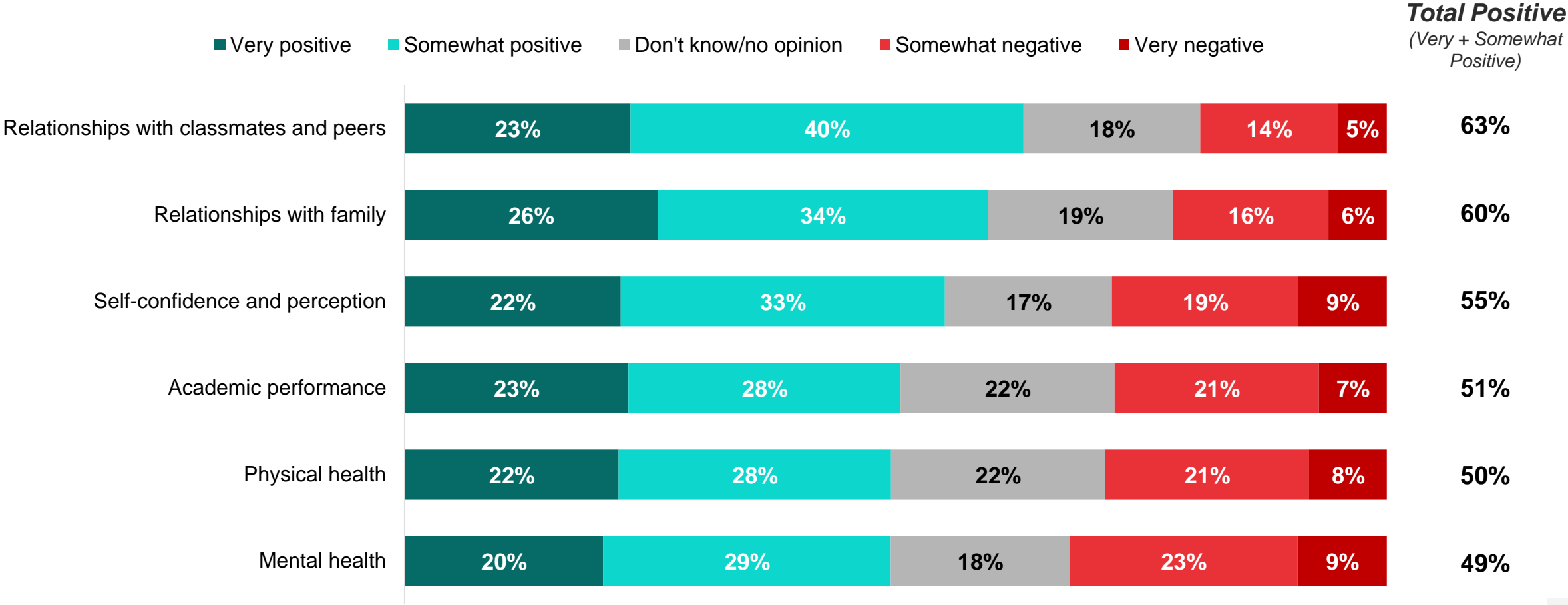


Note: Not including Ages 5-9
Source: Survey conducted March 7, 2024 – March 10, 2024, among U.S. adults

School parents report that social media access has had the most positive impact on their child’s relationships but has had the most negative impact on their physical health and mental health.

What kind of impact do you think social media access has had on your child in each of the following?

School Parents



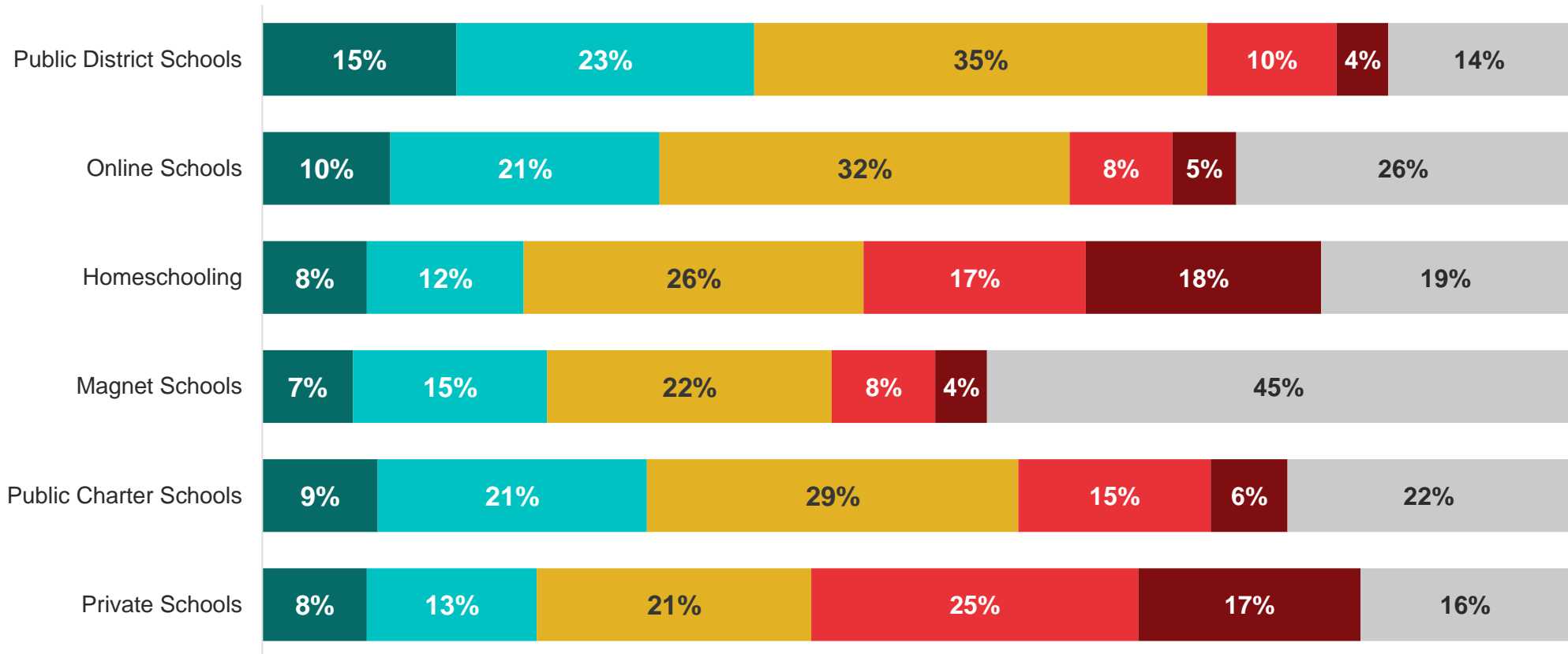
Source: Survey conducted March 7, 2024 – March 10, 2024, among U.S. adults

Adults tend to see public schools as more liberal or progressive while seeing private schools as more conservative.

When thinking about different types of schools, would you describe them as Liberal/Progressive, Moderate, or Conservative?

All Adults

■ Very liberal/progressive
 ■ Somewhat liberal/progressive
 ■ Moderate
 ■ Somewhat Conservative
 ■ Very Conservative
 ■ Don't Know/No Opinion

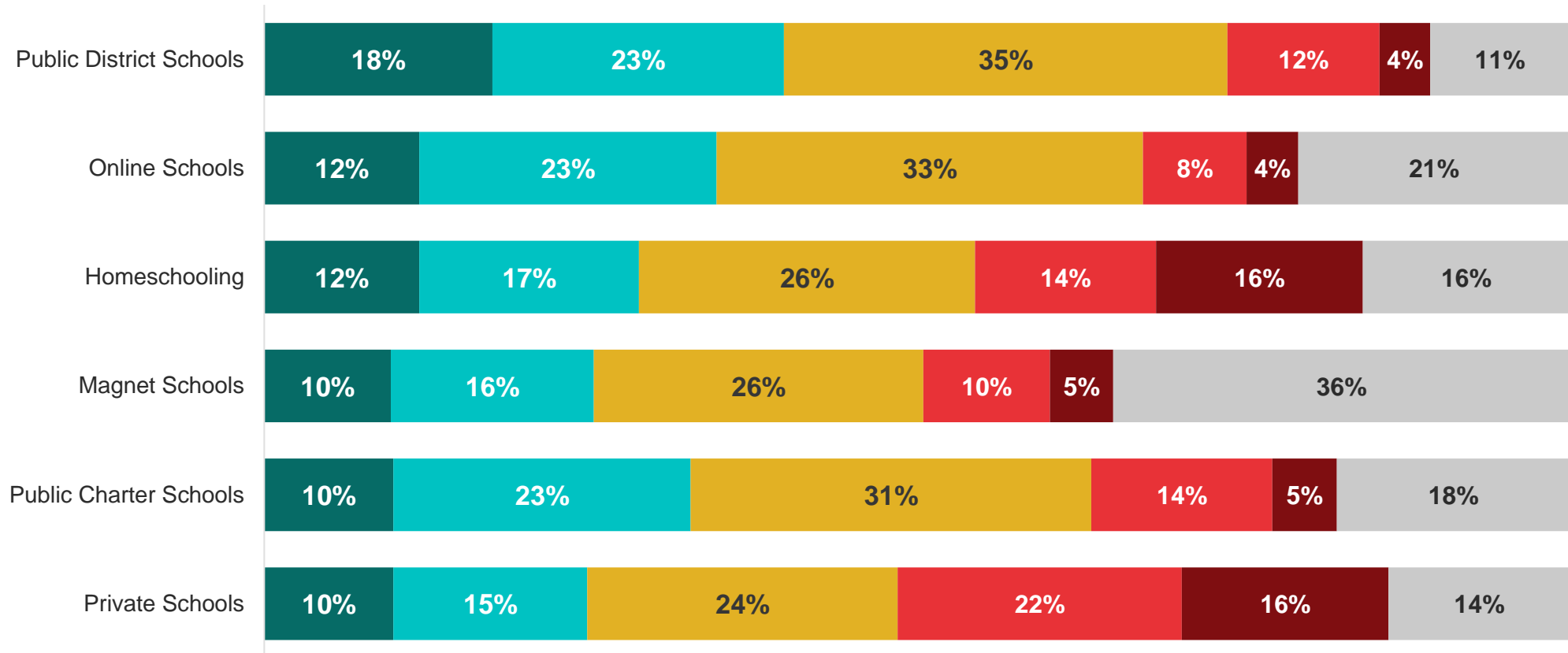


Like adults, school parents think public schools tend to be more liberal or progressive compared to other schools.

When thinking about different types of schools, would you describe them as Liberal/Progressive, Moderate, or Conservative?

School Parents

■ Very liberal/progressive
 ■ Somewhat liberal/progressive
 ■ Moderate
 ■ Somewhat Conservative
 ■ Very Conservative
 ■ Don't Know/No Opinion



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.

Charter Schools

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

School Vouchers

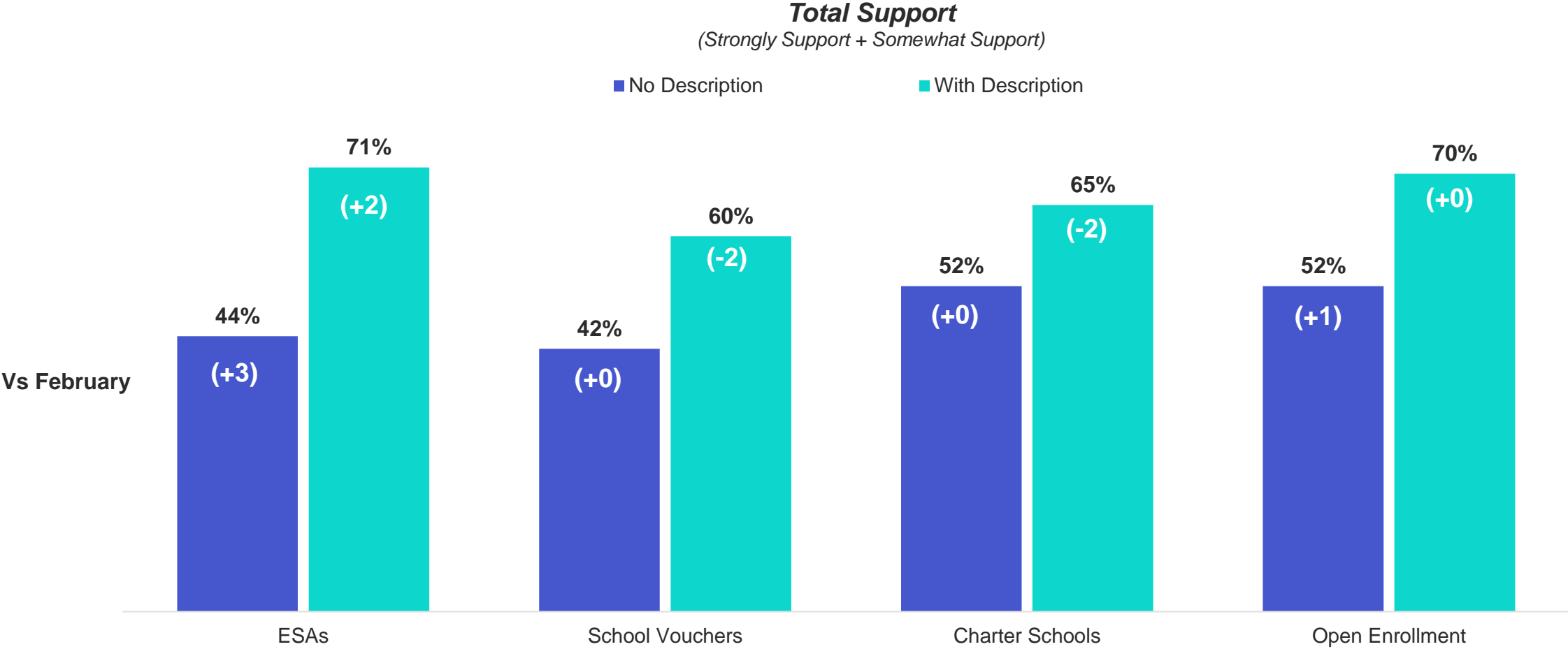
A school voucher system allows parents the option of sending their child to the school of their choice, whether that school is public or private, including both religious and non-religious schools. If this policy were adopted, tax dollars currently allocated to a school district would be allocated to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

Open Enrollment

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

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

All Adults



Source: Survey conducted March 7, 2024 – March 10, 2024, among U.S. adults

In March, support for ESAs was highest among school parents and self-identified liberals. Support was relatively lowest among political independents 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

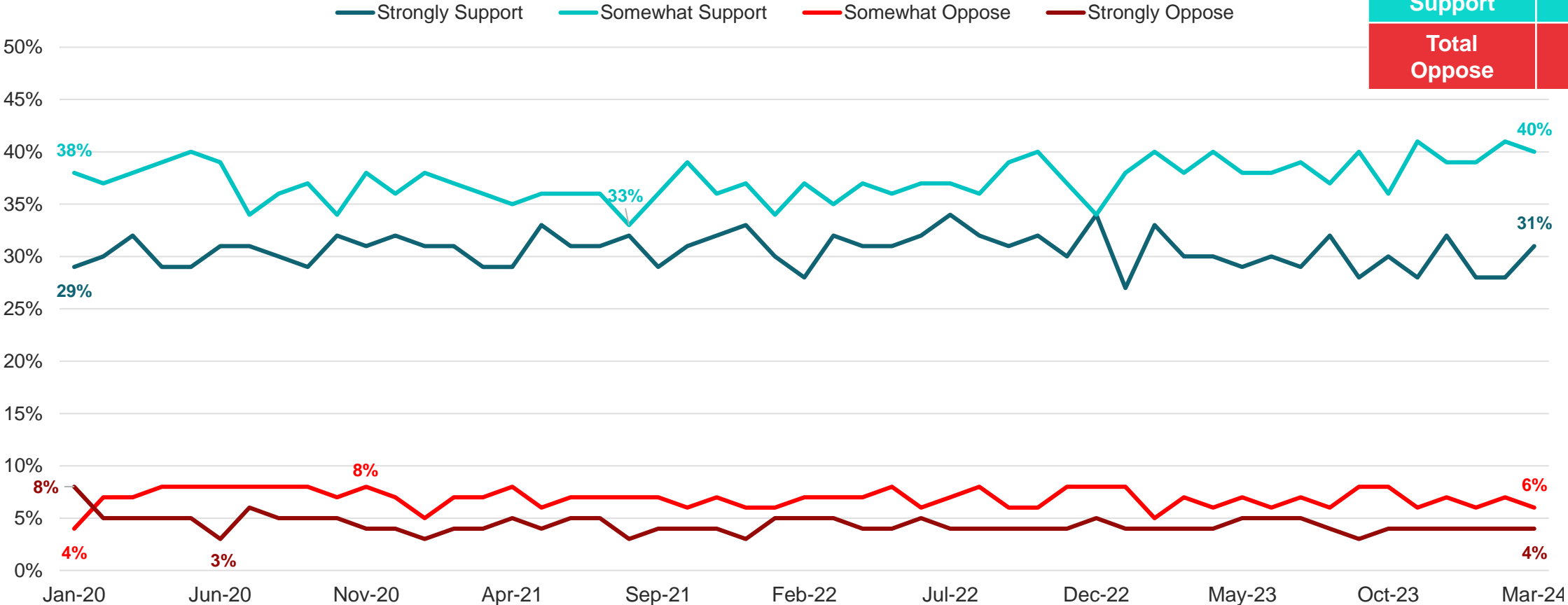
Public Support	Groups most supportive		Groups least supportive	
	Group	Support %	Group	Support %
71%	School Parents	75%	Black	69%
	Liberal	75%	Female	68%
	Education: Bachelors+	74%	Low Income: \$50k to \$100k	68%
	Urban	74%	Gen X	67%
	Small Town	73%	South	67%
	Democrat	73%	Age: 35-54	67%
	Republican	72%	Independent	66%
	Male	72%	Rural	64%

Americans' overall support of ESAs increased in March. The public is 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?

March 2024

All Adults



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

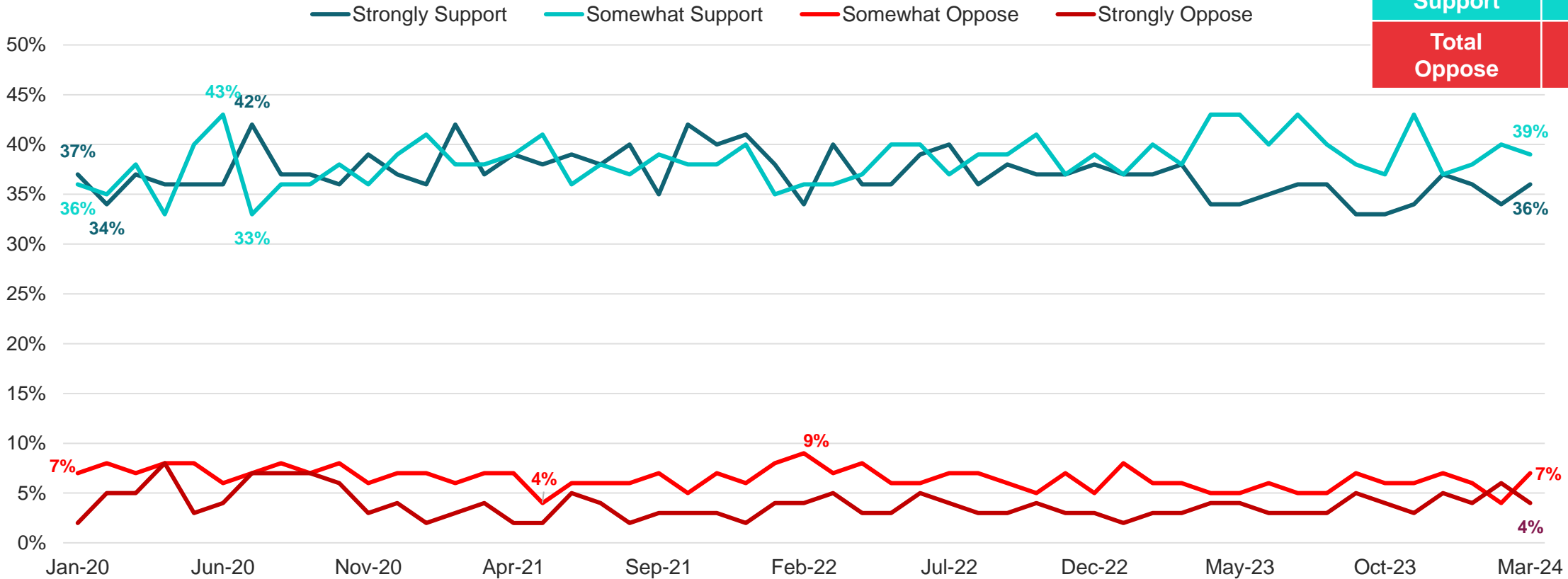
In March, school parents were about seven times as likely to be strongly supportive of ESAs than strongly opposed. Total support rose slightly since the previous month.

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?

March 2024

School Parents

Total Support	75%
Total Oppose	11%



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

Support for school vouchers was highest among Republicans, conservatives, and school parents. It was lowest among liberal adults, those living in the West, and Democrats.

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

School Voucher Support, Among All Adults

Public Support 60%

Groups most supportive		Groups least supportive	
Republican	70%	Rural	56%
Conservative	69%	Suburban	56%
School Parents	68%	Female	56%
Millennials	65%	Independent	56%
Black	65%	High Income: \$100k+	55%
Urban	65%	Democrat	55%
Male	63%	West	54%
South	62%	Liberal	51%

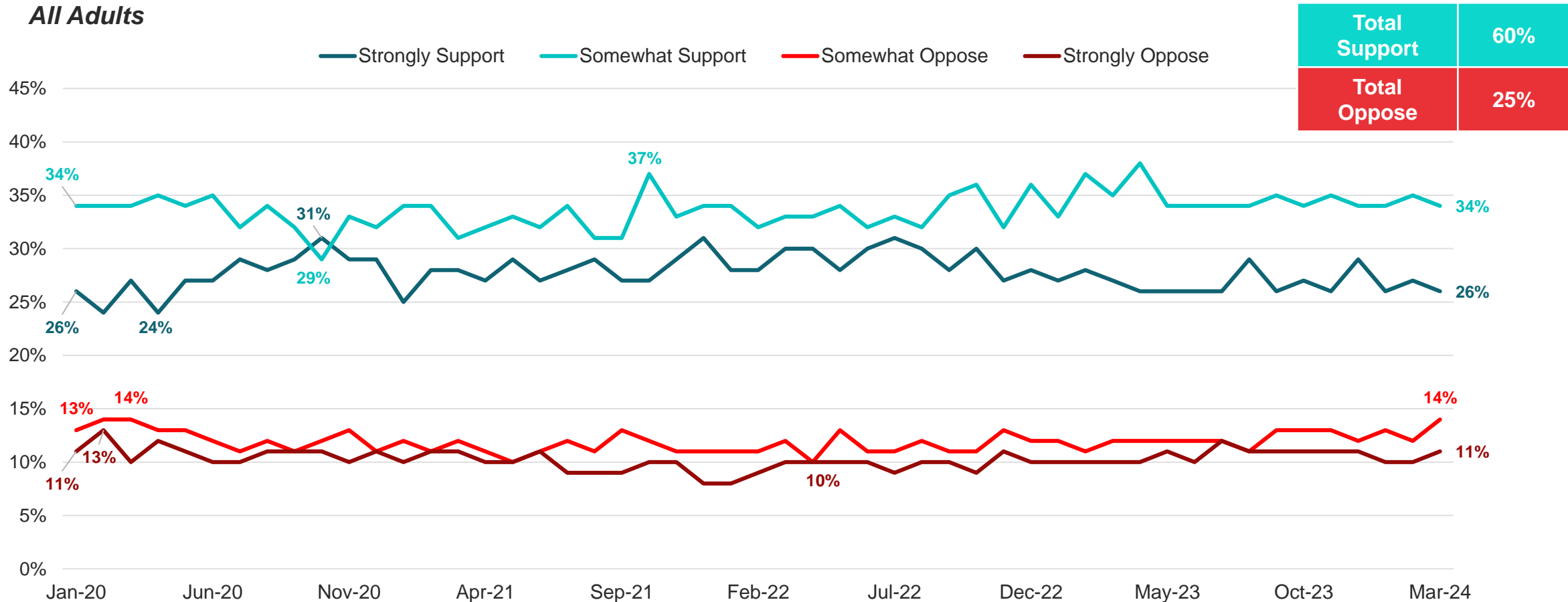
Source: Survey conducted March 7, 2024 – March 10, 2024, among U.S. adults

The public's overall support for school vouchers decreased slightly in March. Americans are more than twice 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?

March 2024

All Adults



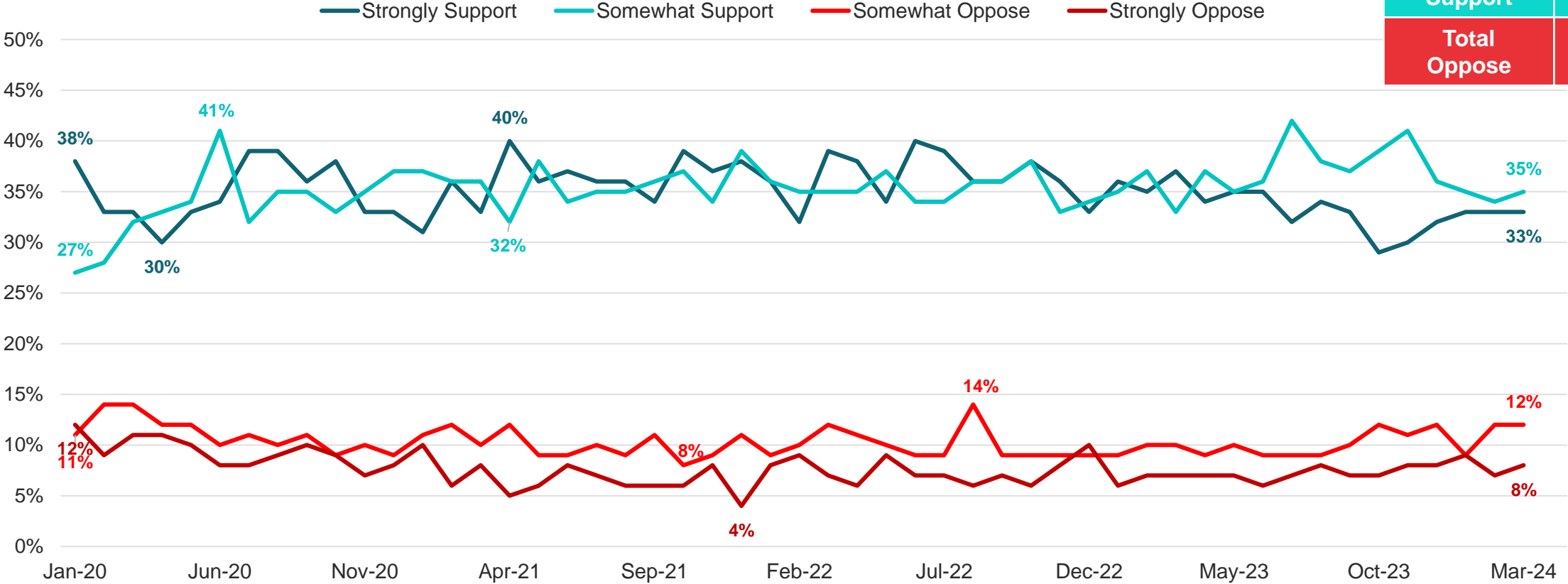
Note: Don't know/No opinion responses are not shown.

In March, 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?

March 2024

School Parents



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

Support for charter schools is highest among conservatives, Republicans, and school parents. Hispanic adults and liberals 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 65%

Groups most supportive		Groups least supportive	
Conservative	75%	Female	63%
Republican	73%	Education: <College	63%
School Parents	70%	Independent	63%
Black	69%	Democrat	63%
Middle Income: \$50k to \$100k	68%	Midwest	61%
Education: Bachelors+	68%	Rural	59%
Urban	68%	Liberal	59%
Male	67%	Hispanic	57%

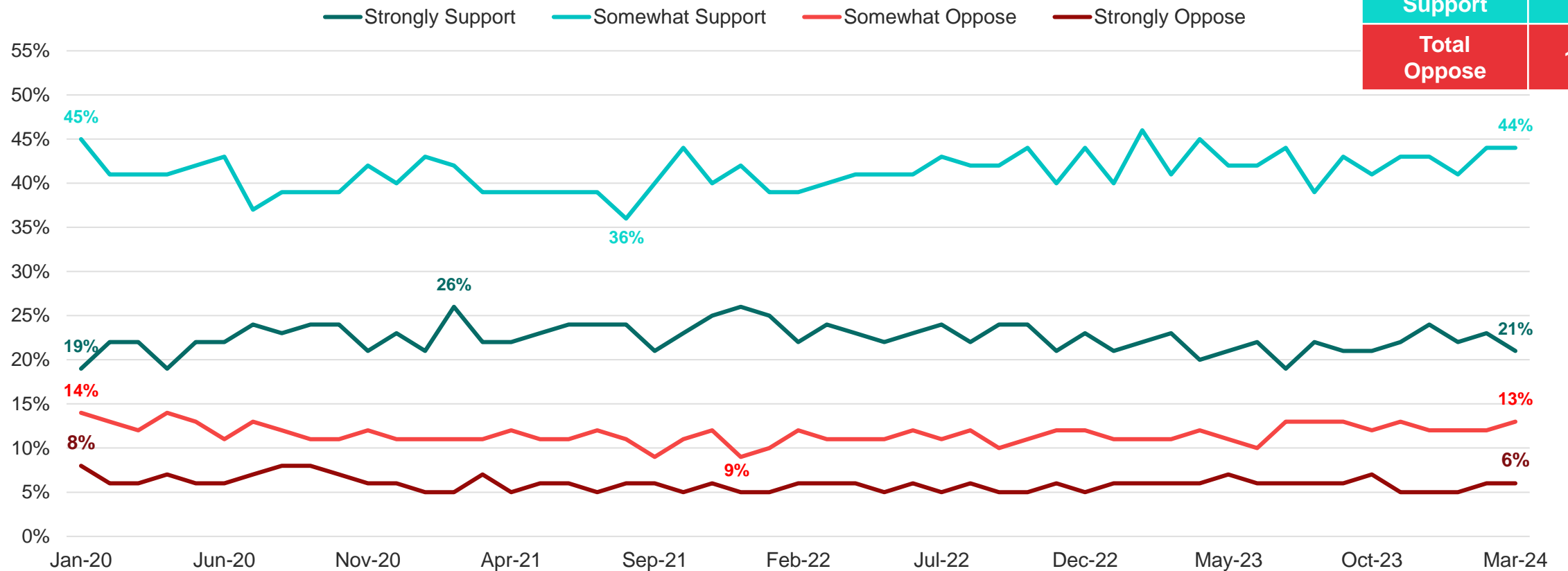
Source: Survey conducted March 7, 2024 – March 10, 2024, among U.S. adults

Americans' overall support for charter schools decreased in March.

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?

March 2024

All Adults



Total Support	65%
Total Oppose	19%

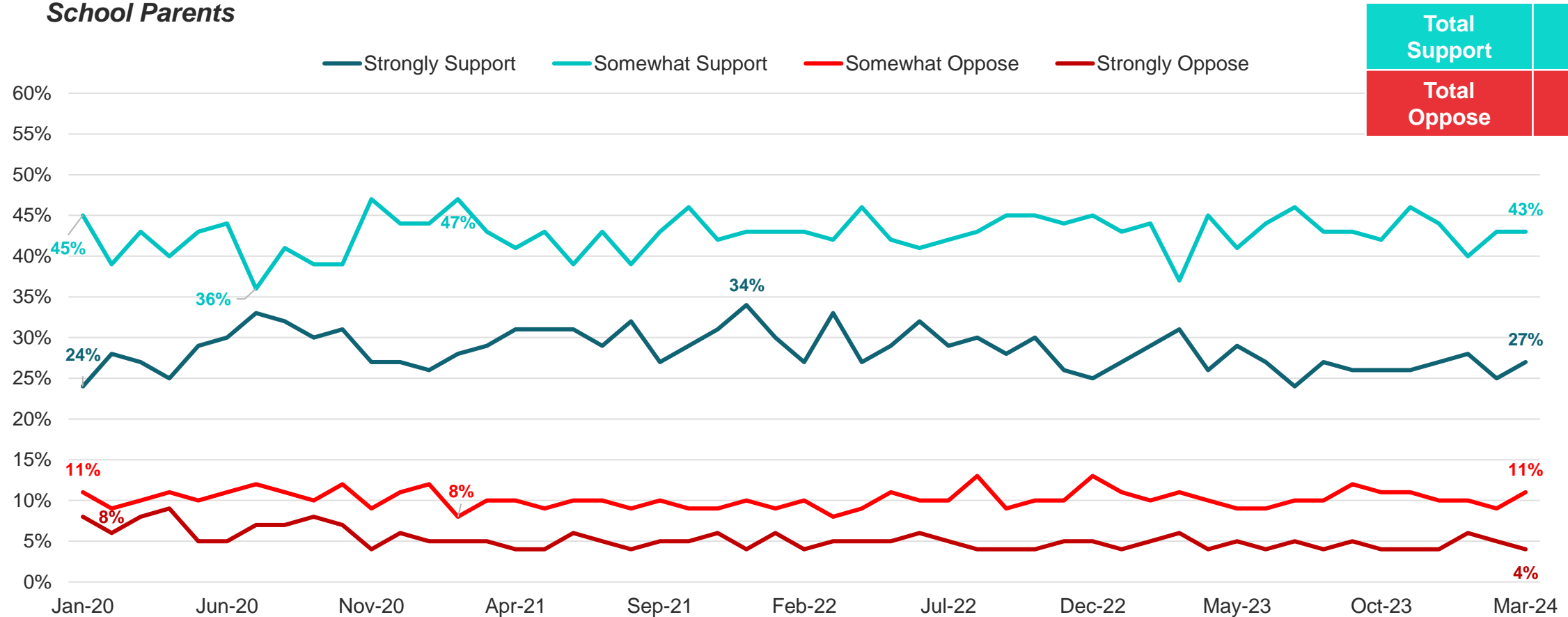
Note: Don't know/No opinion responses are not shown.

Parents' overall support for charter schools rose slightly in March. They are over four 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

March 2024



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

School parents, urbanites, and Democrats are most likely to support open enrollment. Rural adults and Independents 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%

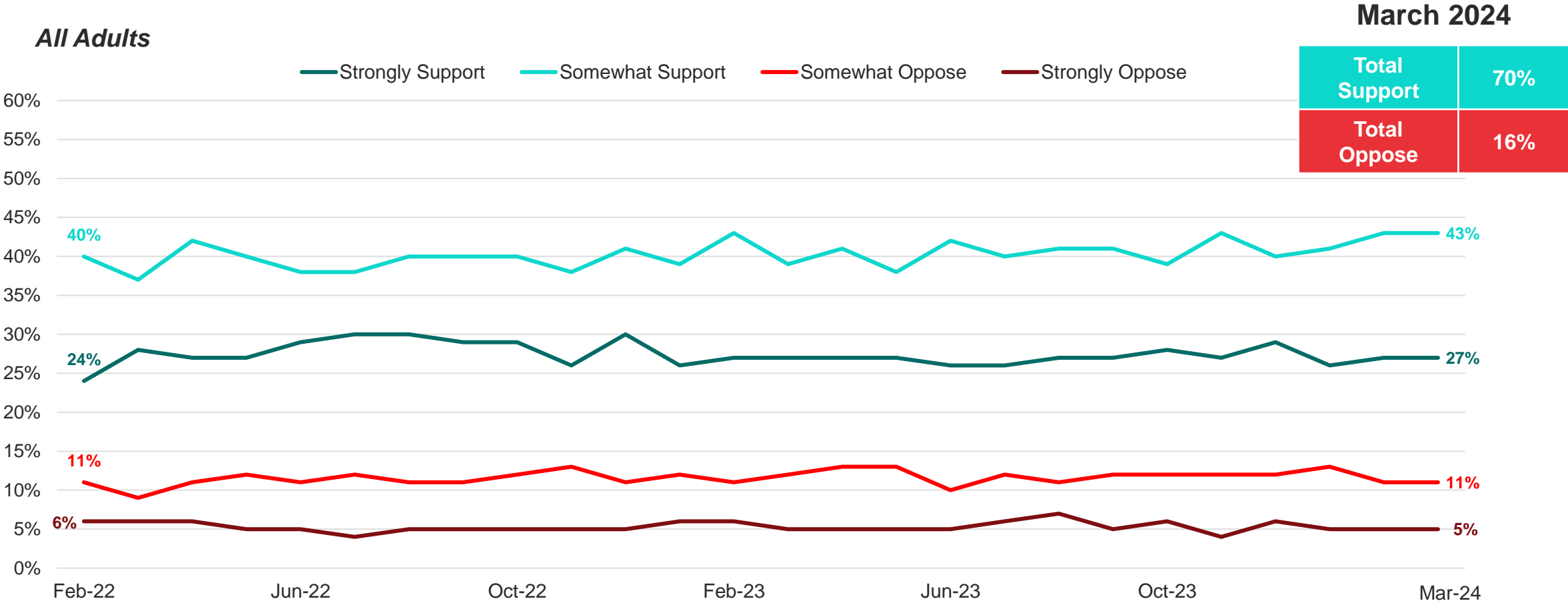
Groups most supportive		Groups least supportive	
School Parents	78%	Education: Bachelors+	69%
Urban	76%	Male	69%
Democrat	74%	Small Town	69%
Hispanic	74%	High Income: \$100k+	69%
Liberal	73%	Gen X	68%
Black	73%	Suburban	68%
Middle Income: \$50k to \$100k	71%	Independent	67%
Female	70%	Rural	64%

Source: Survey conducted March 7, 2024 – March 10, 2024, among U.S. adults

The public’s overall support for inter-district open enrollment remained steady in March. 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

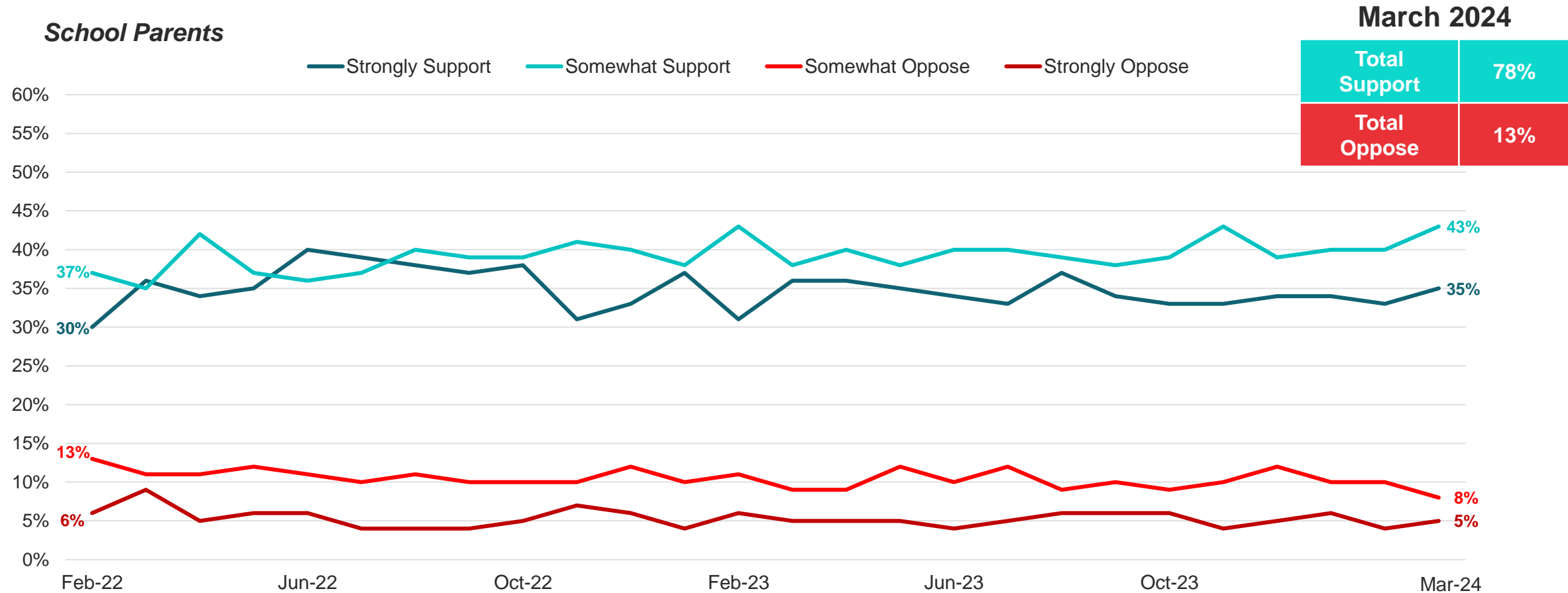


Note: Don't know/No opinion responses are not shown.

Among school parents, overall support of inter-district open enrollment increased in March. Parent support is six 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

Dates	March 7-10, 2024
Survey Data Collection & Quality Control	Morning Consult
Survey Sponsor	EdChoice
Population	General Population (Adults, Age 18+)
Sampling Frame	National sample of adults (age 18+) living in the United States, including the District of Columbia, with an oversample of school parents
Sampling Method	Non-Probability, Stratified (based on Age, Gender)
Mode	Online Survey
Language	English

Survey Profile, 2

Survey Time	Gen Pop Median = 9.40 minutes Oversample Median = 12.43 minutes
Sample Size	N = 2,252 General Population N= 1,302 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)	± 2.41 percentage points (Gen Pop), ± 3.19 percentage points (Oversample)
Participation Rate	30.17% (Gen Pop), 24.61% (Oversample)
Methods Page	https://edchoice.morningconsultintelligence.com/methodology
Project Contact	Paul DiPerna, paul@edchoice.org

Total Sample Demographics

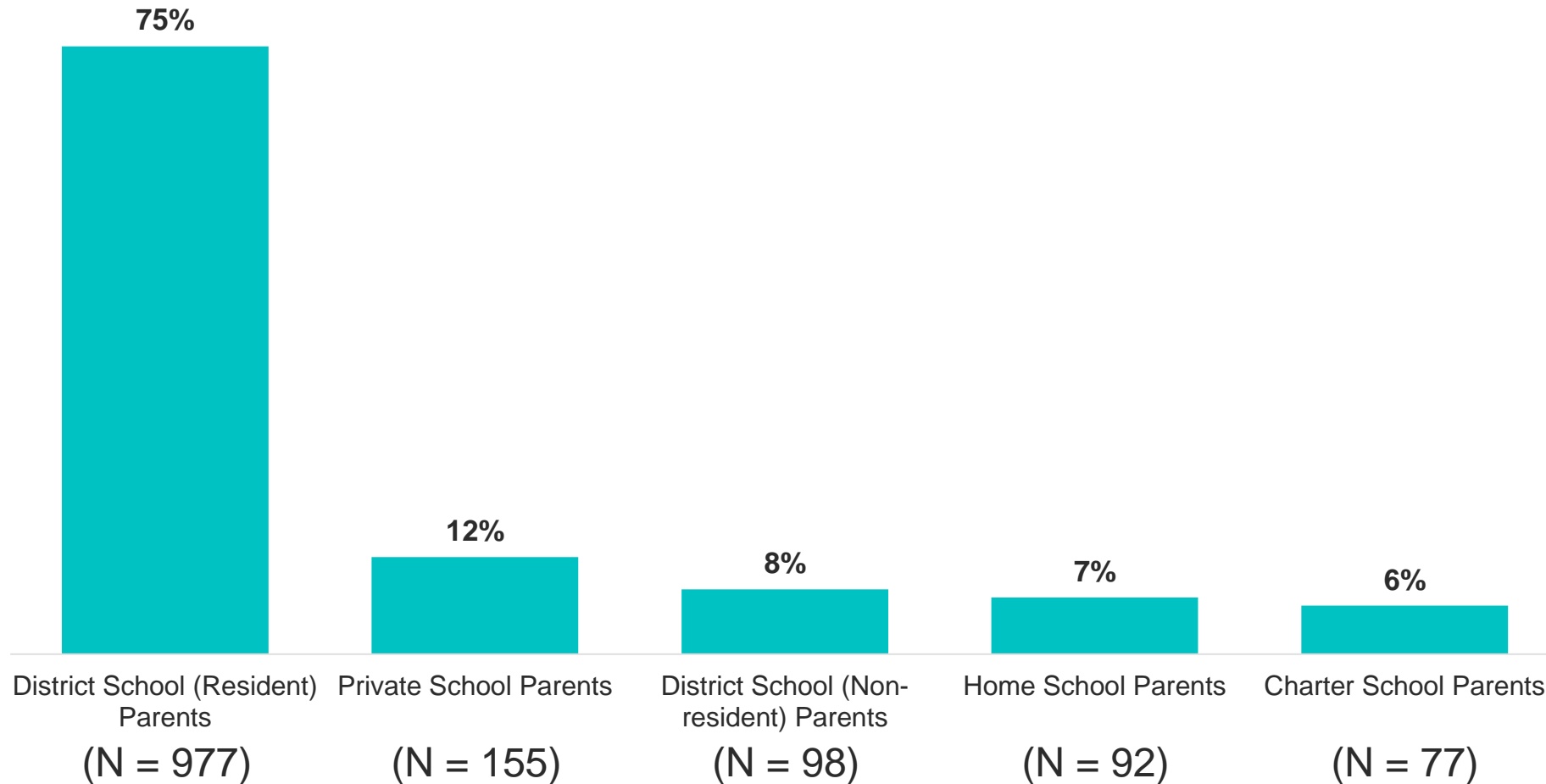
Demographics	Unweighted (N =)
Hispanic	350
Non-Hispanic White	1,484
Black	320
Other	119
Generation Z	304
Millennial	657
Generation X	543
Boomers	689
Male	1,127
Female	1,125
< College	1,446
College +	806
Northeast	461
Midwest	460
South	913
West	418

Demographics	Unweighted (N =)
Total School Parents*	1,304
K-4 Parents*	659
5-8 Parents*	563
9-12 Parents*	507
Non-Parents	978
Liberal	669
Moderate	736
Conservative	717
Democrat	846
Independent	601
Republican	681
Urban	643
Suburban	1,024
Small Town	190
Rural	395
Low Income <\$50K	1,140
Middle Income \$50K to <\$100K	740
High Income \$100K+	372

* Denotes the sample came from school parents

Demographics	Unweighted	Weighted	Target (%)
Hispanic	16%	17%	16%
White	66%	61%	78%
Non-Hispanic White	66%	n/a	n/a
Black	14%	13%	12%
Other	5%	8%	9%
Age: 18-34	28%	29%	30%
Age: 35-54	31%	31%	31%
Age: 55+	42%	40%	40%
Age: 65+	24%	23%	20%
Male	50%	49%	48%
Female	50%	51%	52%
< College	64%	65%	69%
College +	36%	35%	31%
Northeast	20%	17%	18%
Midwest	20%	21%	21%
South	41%	38%	37%
West	19%	24%	24%

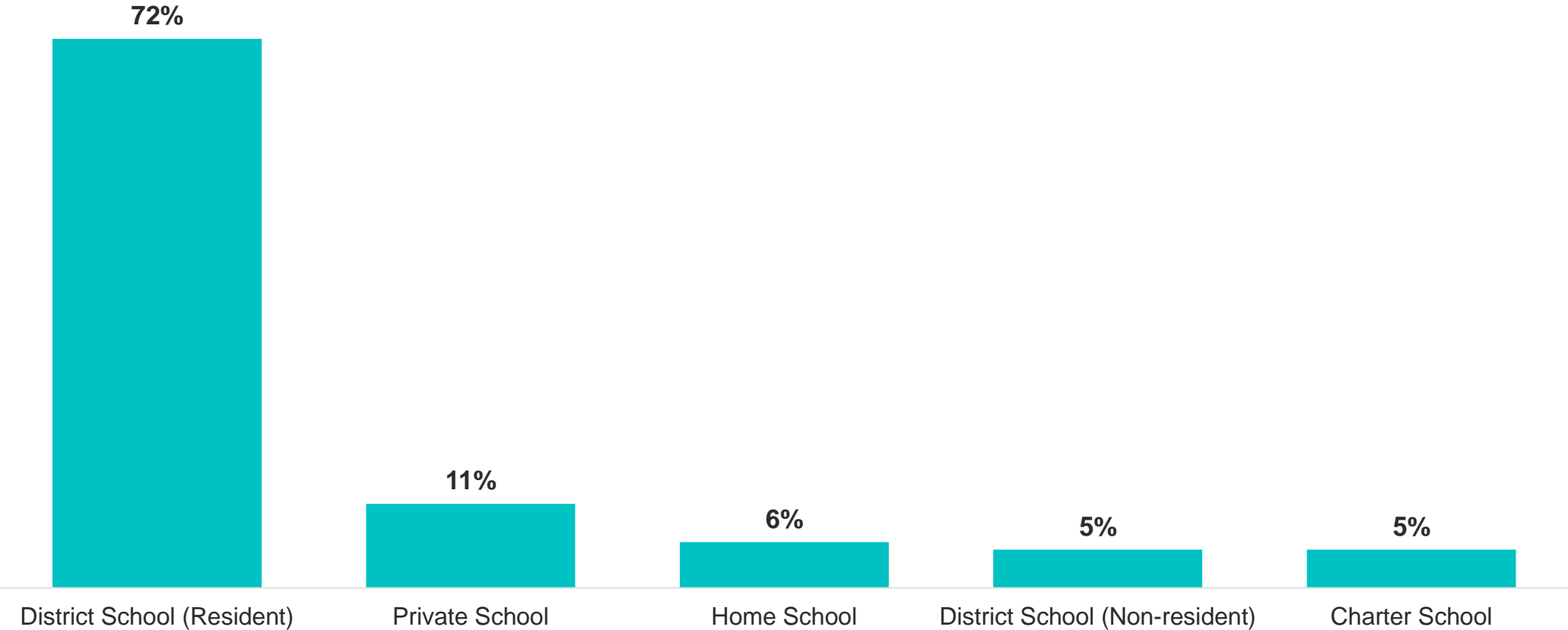
Parent groups based on estimated school type attendance for the 2023-2024 school year



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

Estimated school type attendance for the 2023-2024 school year

% of Students, Reported by Parents



Methodology Update

In addition to the monthly general population polling, Morning Consult oversamples K-12 school parents, among a national sample of parents living in the United States (including the District of Columbia). The sample is collected via stratified sampling based on race and ethnicity quota targets derived from the U.S. Census Bureau's 2021 American Community Survey. Approximately 800 additional K-12 school parents are interviewed in English each month comprising the oversample. The completed K-12 school parent interviews are weighted to population totals obtained from the 2021 American Community Survey on the following demographic variables: age, gender, region, race/ethnicity, and educational attainment.

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

WHO WE ARE

 **MORNING CONSULT**[®]

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

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

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



 **CHOICE**

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

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



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