



edCHOICE

THE PUBLIC, PARENTS, AND K-12 EDUCATION

A National Polling Report

April 2024

KEY FINDINGS

1. In April, at least one-third of parents have a child attending a microschool or are interested in learning more about microschools. When given a more detailed description of a “microschool,” parents appear to have less interest.
2. Among microschool parents, 28% say instruction is completely virtual or online, though only 4 percent of parents interested in microschooling would prefer this instruction style.
3. Parents say the most important considerations when choosing a microschool for their child are teaching a different curriculum than the local public schools, state accreditation, and state-licensed educators.
4. Roughly half of parents would prefer having their child learn at home at least one day per week.
5. In April, just over 40 percent of parents are currently using a tutor or are interested in tutoring for their children – roughly the same as in March. The amount parents were willing to spend on tutoring rose by about \$50 to \$381 per child/month.
6. Parents report their children missing fewer days of school than teens self-report missing. Twenty-five percent of teens say they missed more than 10 days of school this year, while only 10% of parents say their children were absent for that much time.
7. 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.
8. Over half of high school parents say their children are on social media at least “very” often. Teachers observe much higher social media usage among their students compared to what parents report about their own children.
9. Overall support levels for choice-based policies remain high among school parents and the general public:
 - Education savings accounts (ESAs) – 77% / 71%
 - School vouchers – 70% / 62%
 - Charter schools – 73% / 68%
 - Open enrollment – 75% / 69%

Methodology

This poll was conducted between April 4-8, 2024 among a sample of 2,257 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

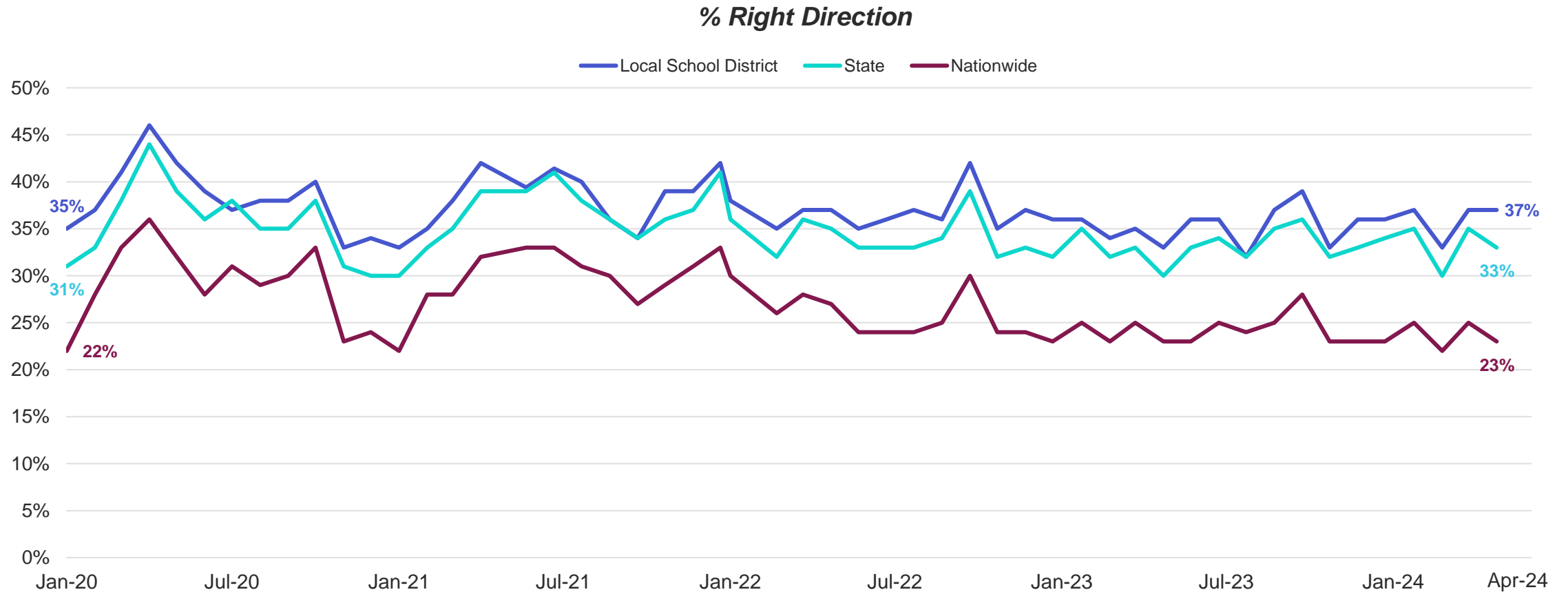
SURVEY PROFILE AND DEMOGRAPHICS



The public's optimism towards the direction of K-12 education fell slightly at the state and national levels in April.

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

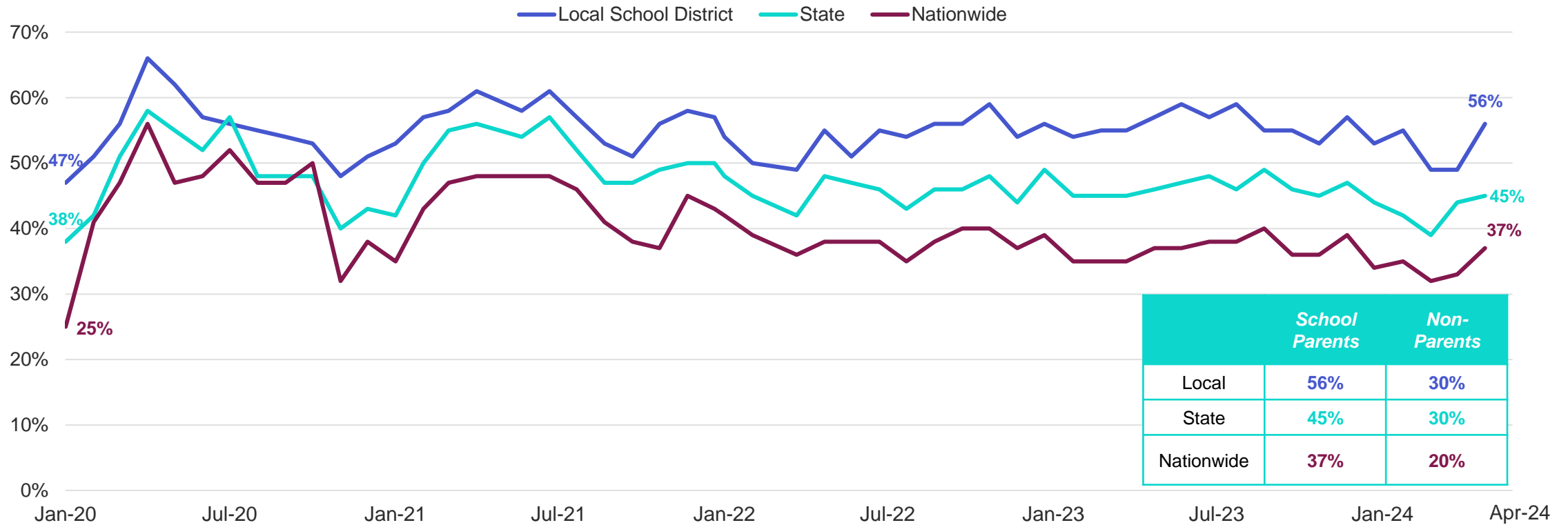


Parents' positivity about K-12 education increased in April across all levels, especially at the local and national levels. Large opinion gaps continue to persist between school parents and non-parents.

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. 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 (58%)
-  Socialization (47%)
-  How to be good citizens (46%)
-  To become independent thinkers (45%)
-  Skills for future employment (41%)
-  Values, moral character, religious virtues (36%)
-  To fix social problems (16%)

Grades 9-12

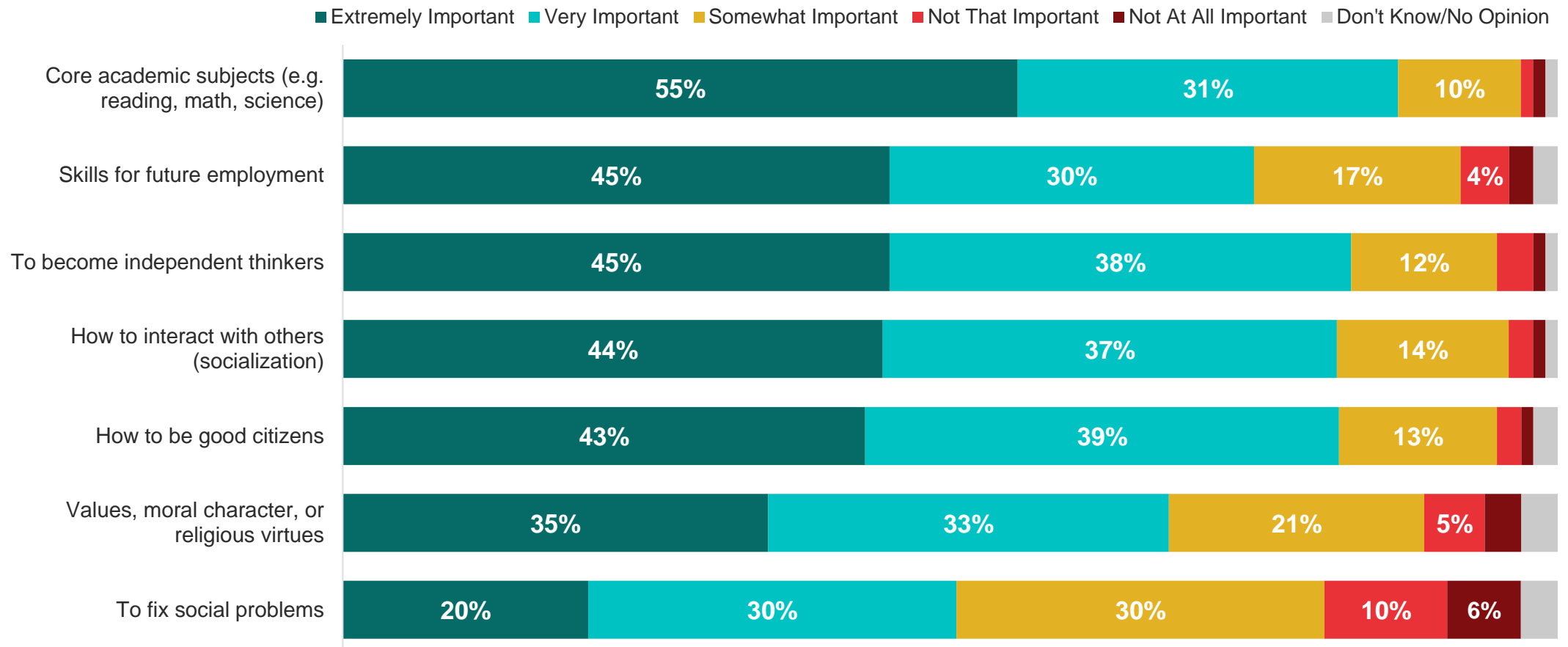
Average % selected Extremely Important **42%**

-  Skills for future employment (59%)
-  Core academic subjects (56%)
-  Become independent thinkers (48%)
-  How to be good citizens (43%)
-  Socialization (39%)
-  Values, moral character, religious virtues (33%)
-  To fix social problems (17%)

School parents are most likely to say core academic subjects are extremely important for K-8 education. Fixing social problems ranks as the lowest priority.

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...

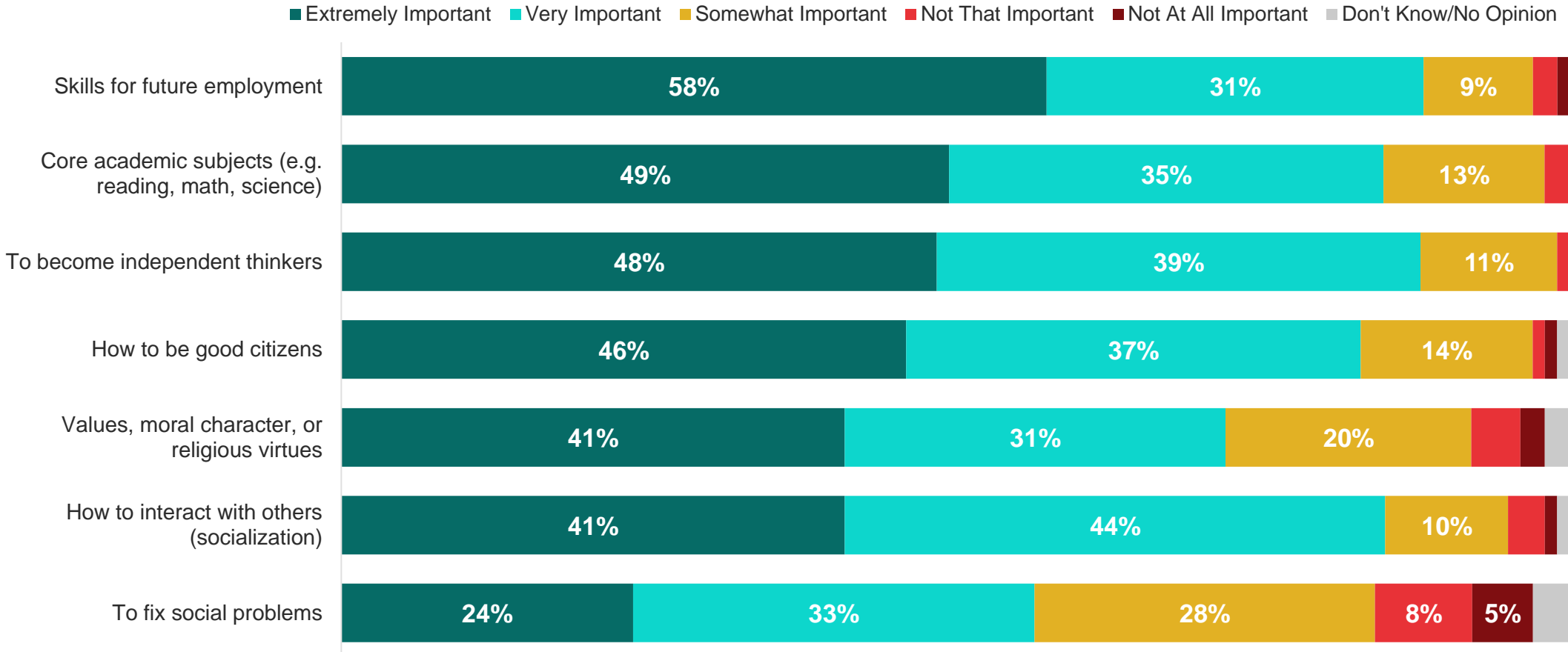
School Parents



School parents are most likely to believe 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 April 4, 2024 – April 8, 2024, among U.S. adults

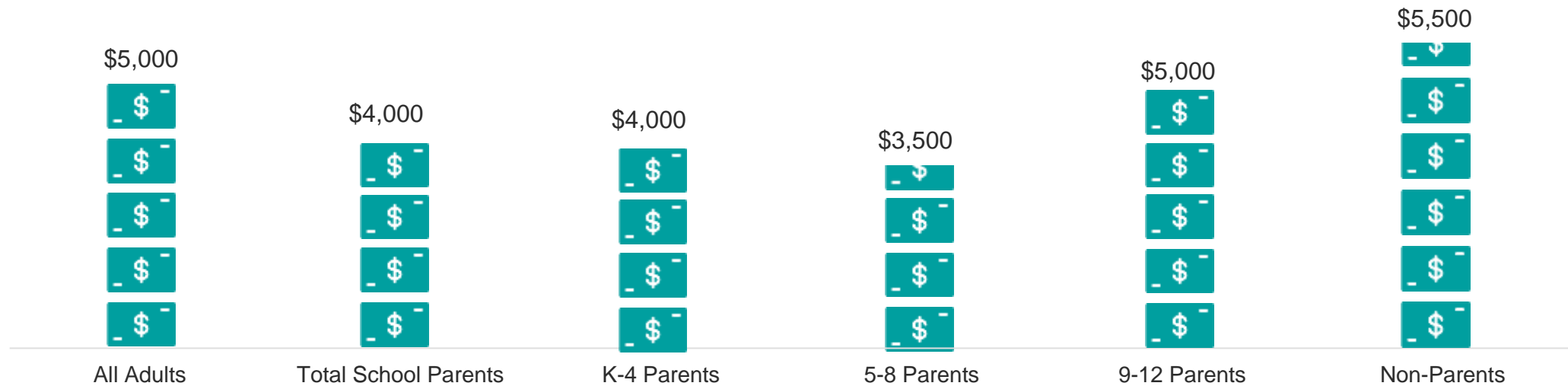
The general public and school parents greatly underestimate per-student spending in public schools.

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 |
| Mean | \$14,295 |
| 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 17 point and 16 points, respectively.

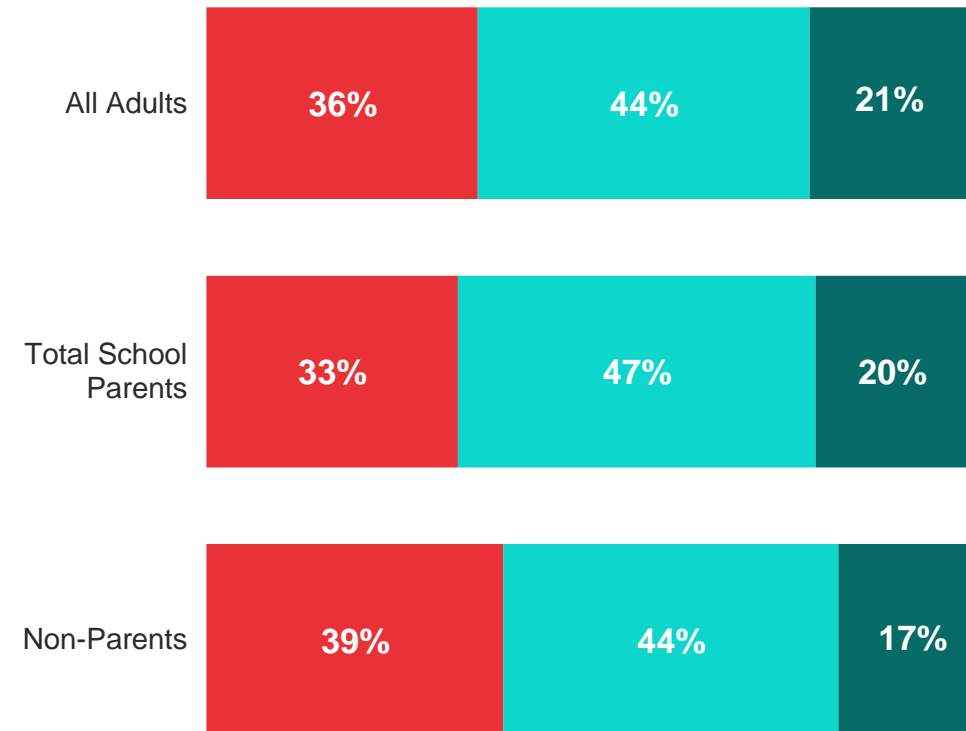
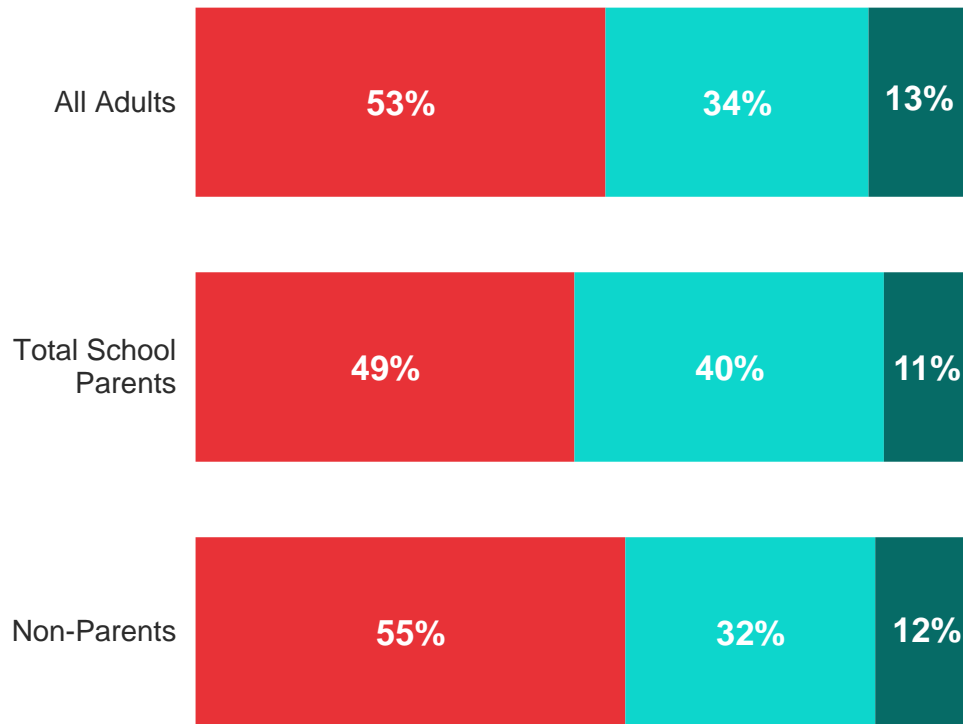
Do you believe public school funding in [STATE] is:

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



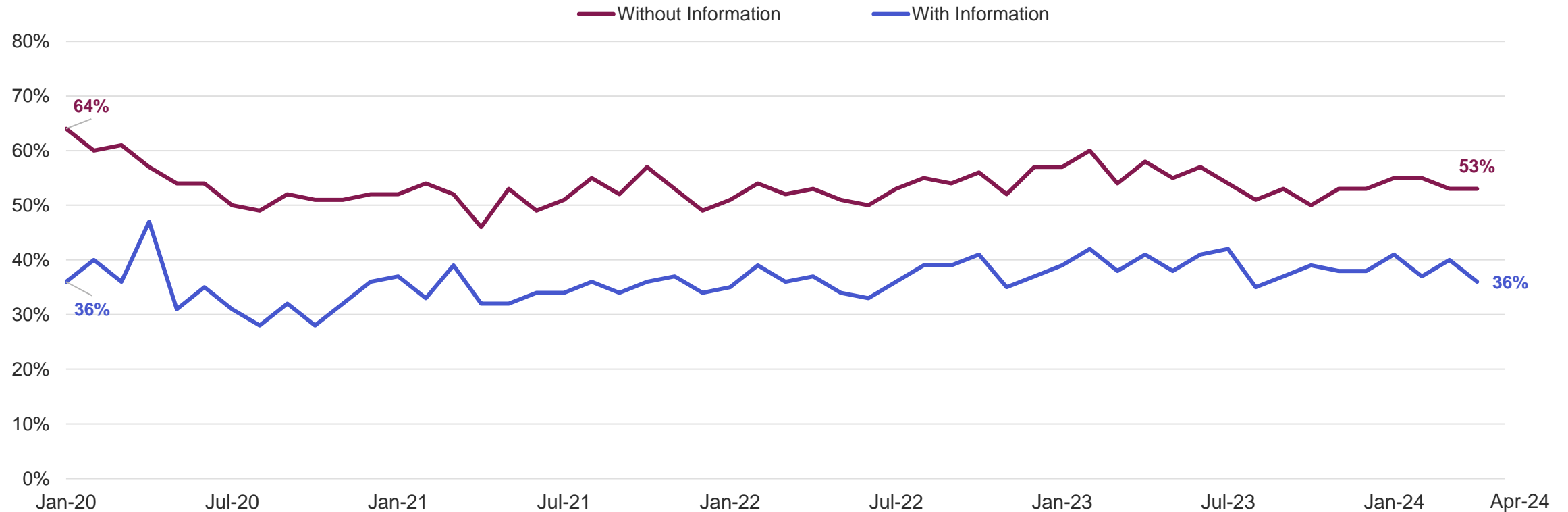
Providing respondents with a government-reported statistic consistently affects answers, decreasing the tendency to say school funding is “too low.”

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



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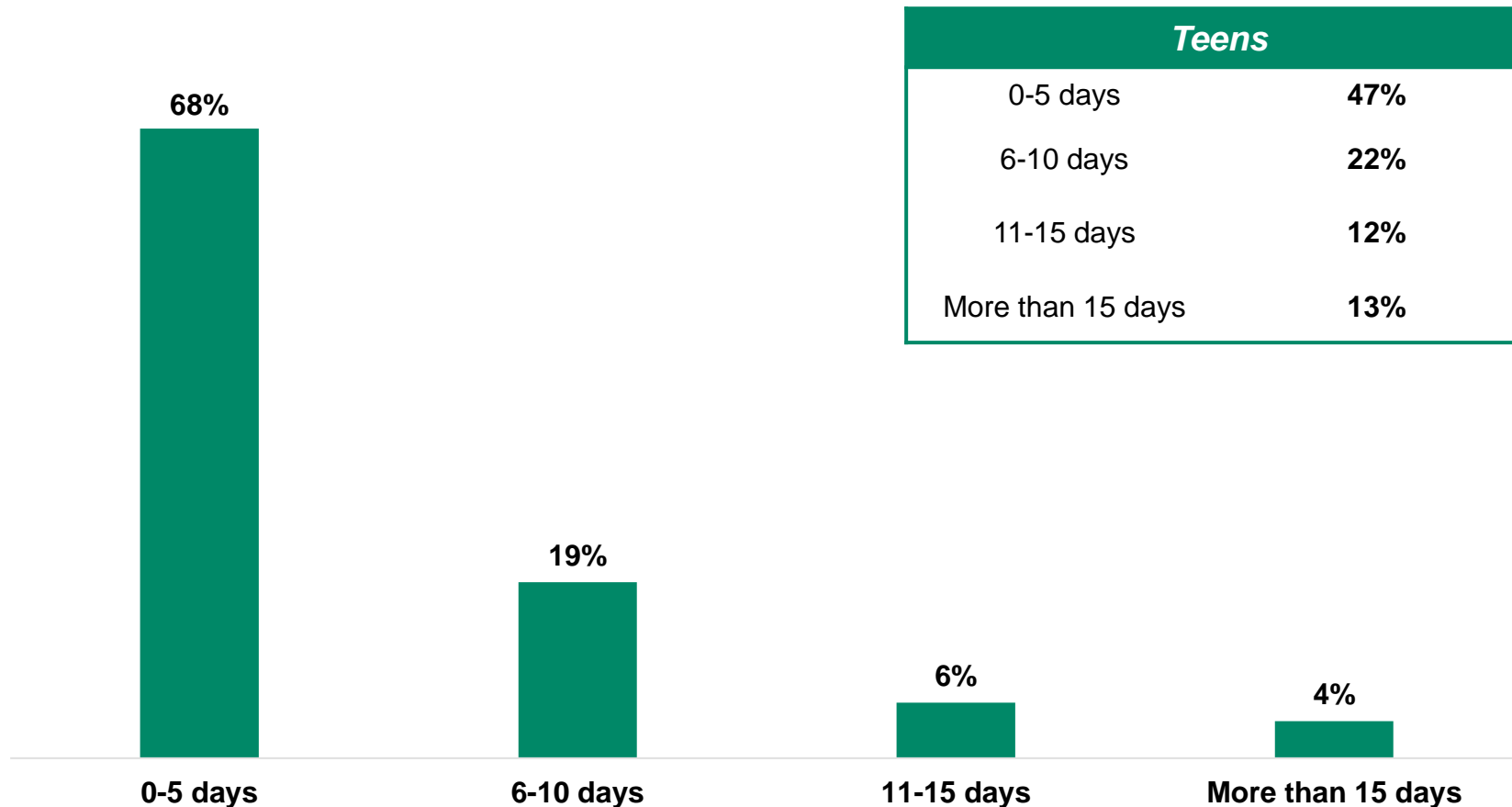
SURVEY PROFILE AND DEMOGRAPHICS



Parents report their children missing fewer days of school than teens self-report missing. Twenty-five percent of teens say they missed over 10 days of school this year, while only 10% of parents say their children were absent for that much time.

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.

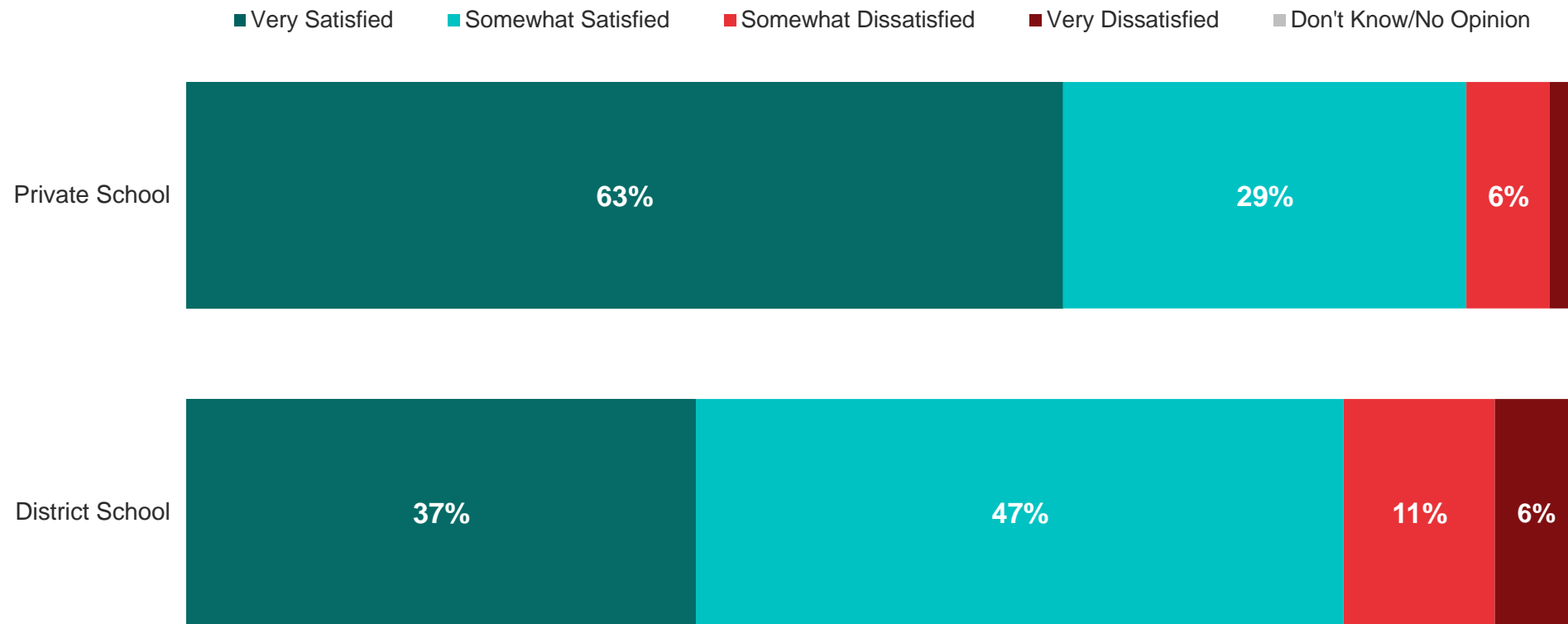
Note: *Teens data comes from March 2024 U.S. Teens Report

Source: Survey conducted April 4, 2024 – April 8, 2024, among U.S. adults

Private school parents are much more likely to say that they are “very satisfied” with their child’s schooling experiences than district school parents.

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

School Parents

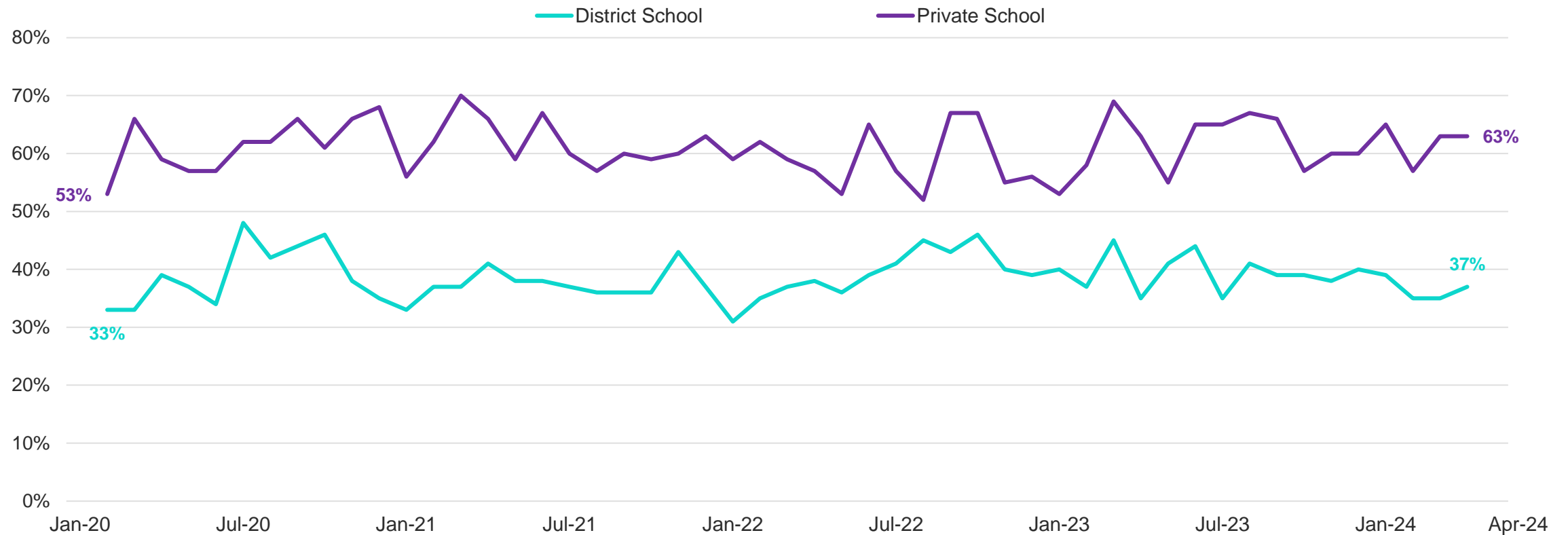


Parents are consistently more likely to say they are “very satisfied” with private schools than public district schools.

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.

Public district school parents are most likely to cite location as the main reason for choosing a school, and by comparison, private school parents are more likely to say academic quality or safety.

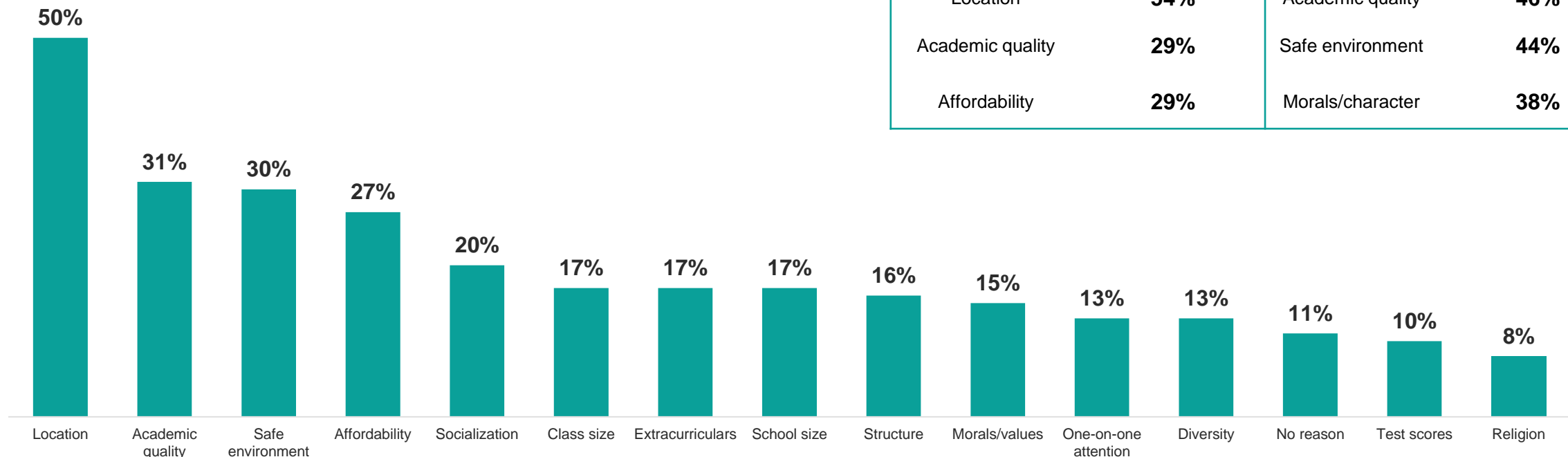
Why is your youngest/oldest child enrolled in that school type? Please select the most important reason(s).

School Parents

% Selected

Top 3 Reasons

% Selected



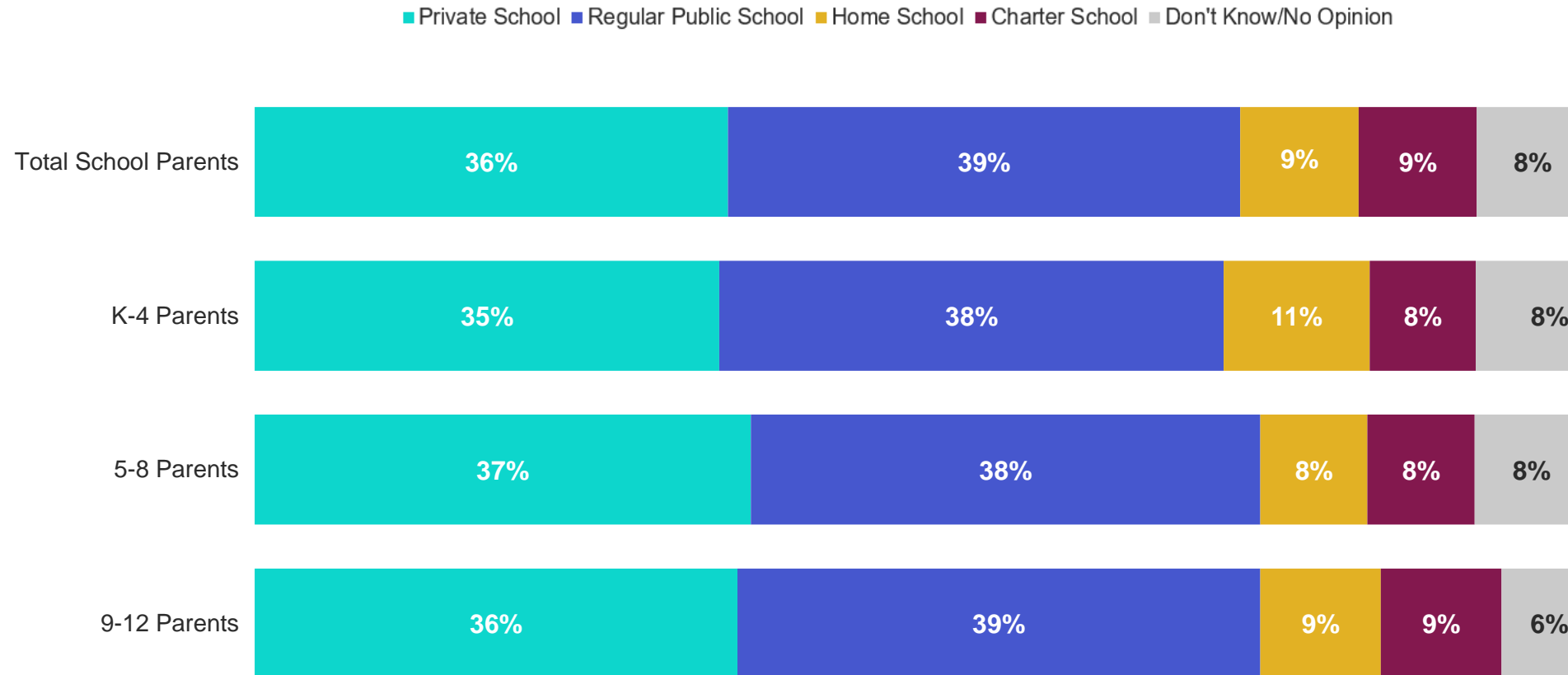
| | District School Parents | Private School Parents |
|------------------|-------------------------|-----------------------------|
| Location | 54% | Academic quality 46% |
| Academic quality | 29% | Safe environment 44% |
| Affordability | 29% | Morals/character 38% |

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 April 4, 2024 – April 8, 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?

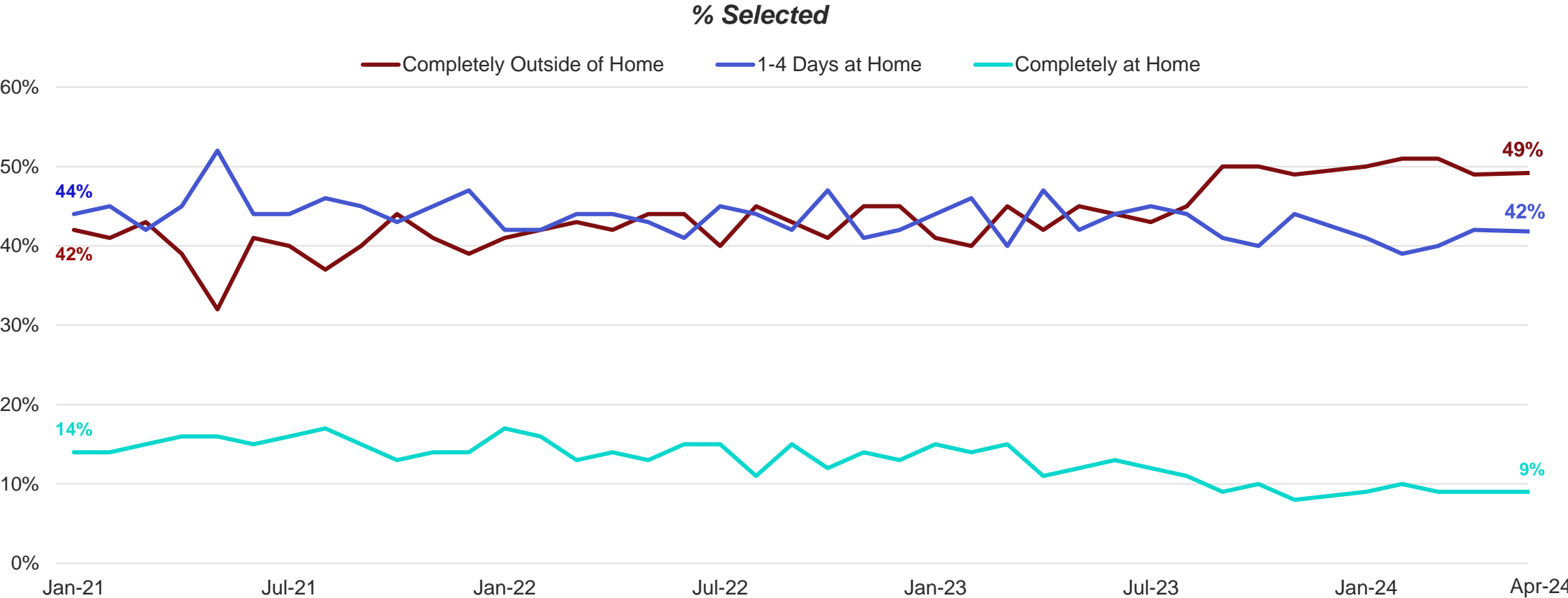
School Parents



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?

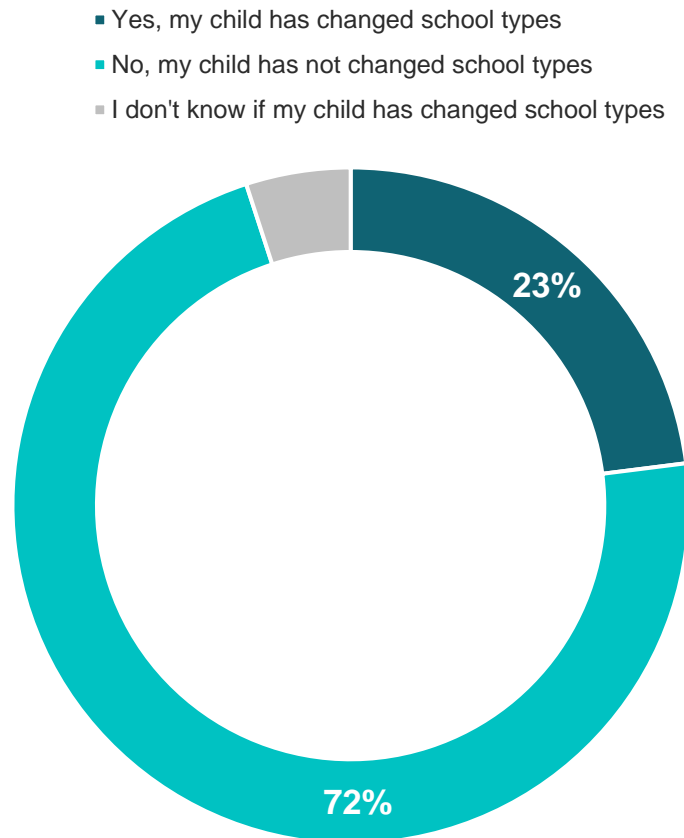
School Parents



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 education and special needs 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



Top % Yes

| | |
|-------------------|-----|
| Private School | 43% |
| Special Education | 35% |
| Special Needs | 34% |

Bottom % Yes

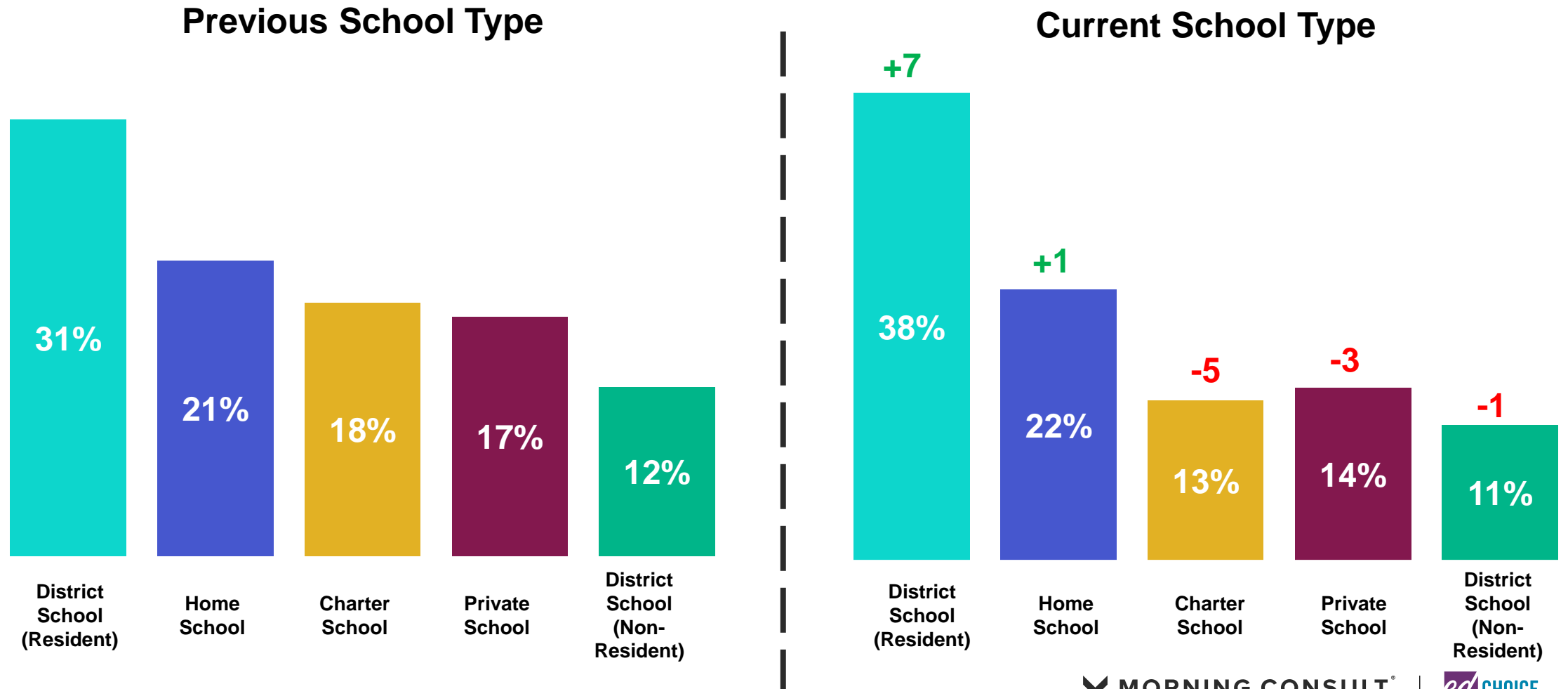
| | |
|-----------------|-----|
| District School | 19% |
| Suburban | 19% |
| Small Town | 13% |

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 April 4, 2024 – April 8, 2024, among U.S. adults

Among those who switched schools, parents tended to enroll in residential district schools and leave charter schools and private 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?

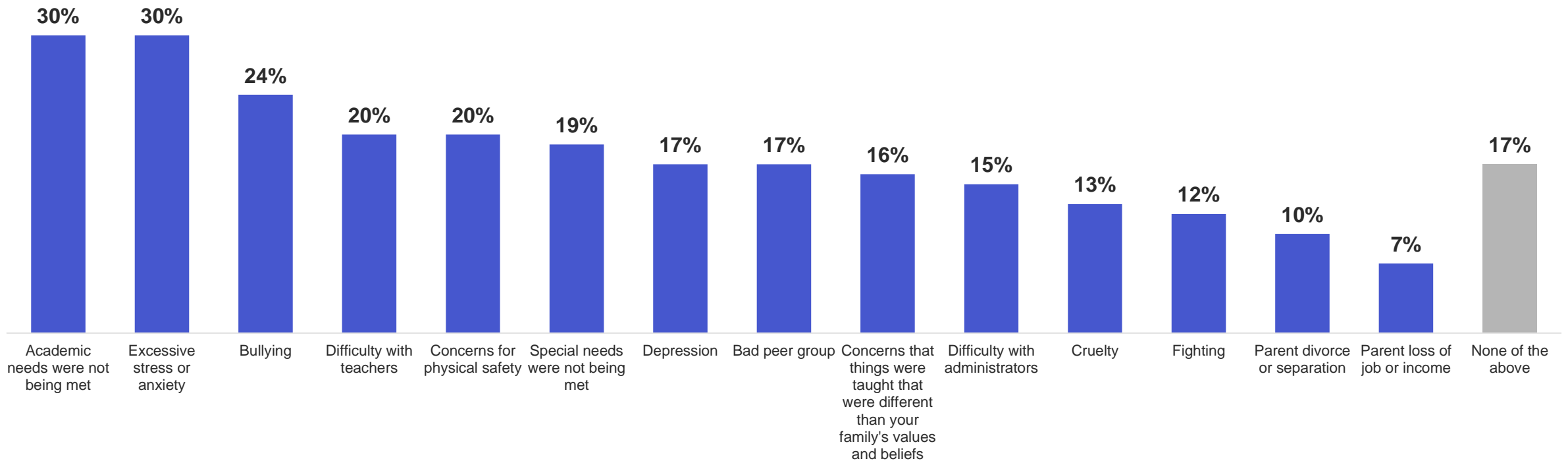


School switchers are most likely to indicate a change because of academic needs not being met or excessive stress/anxiety at their former school.

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.

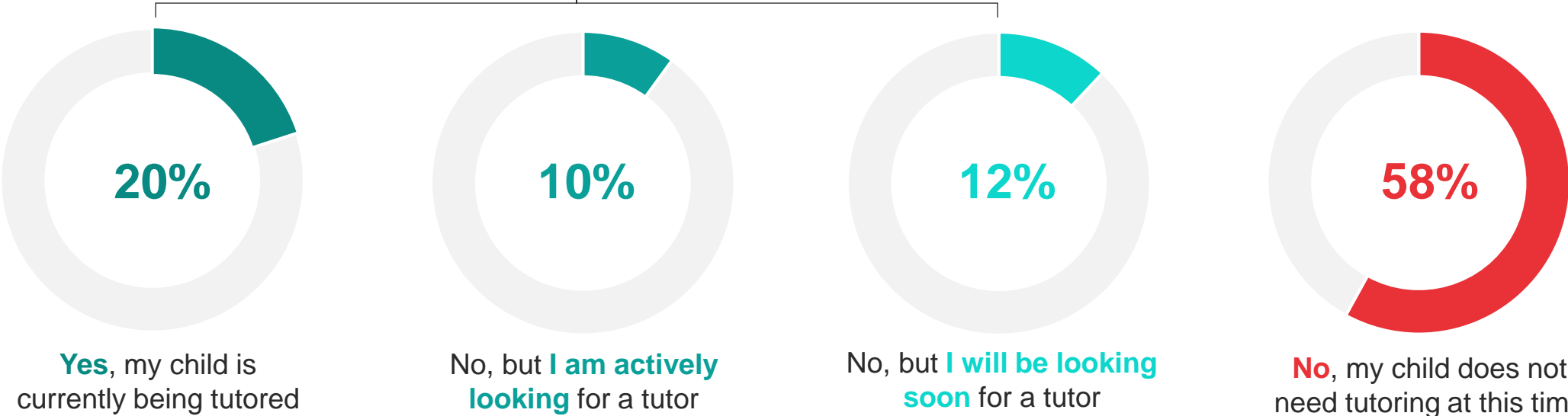
Source: Survey conducted April 4, 2024 – April 8, 2024, among U.S. adults

In April, just over 40 percent of parents are currently using a tutor or are interested in tutoring for their children – roughly the same as in March.

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

School Parents

42% (+1 points vs. March)
currently have a tutor or looking for a tutor



Source: Survey conducted April 4, 2024 – April 8, 2024, among U.S. adults

In April, interest in tutoring was highest among private school and special education 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 42%

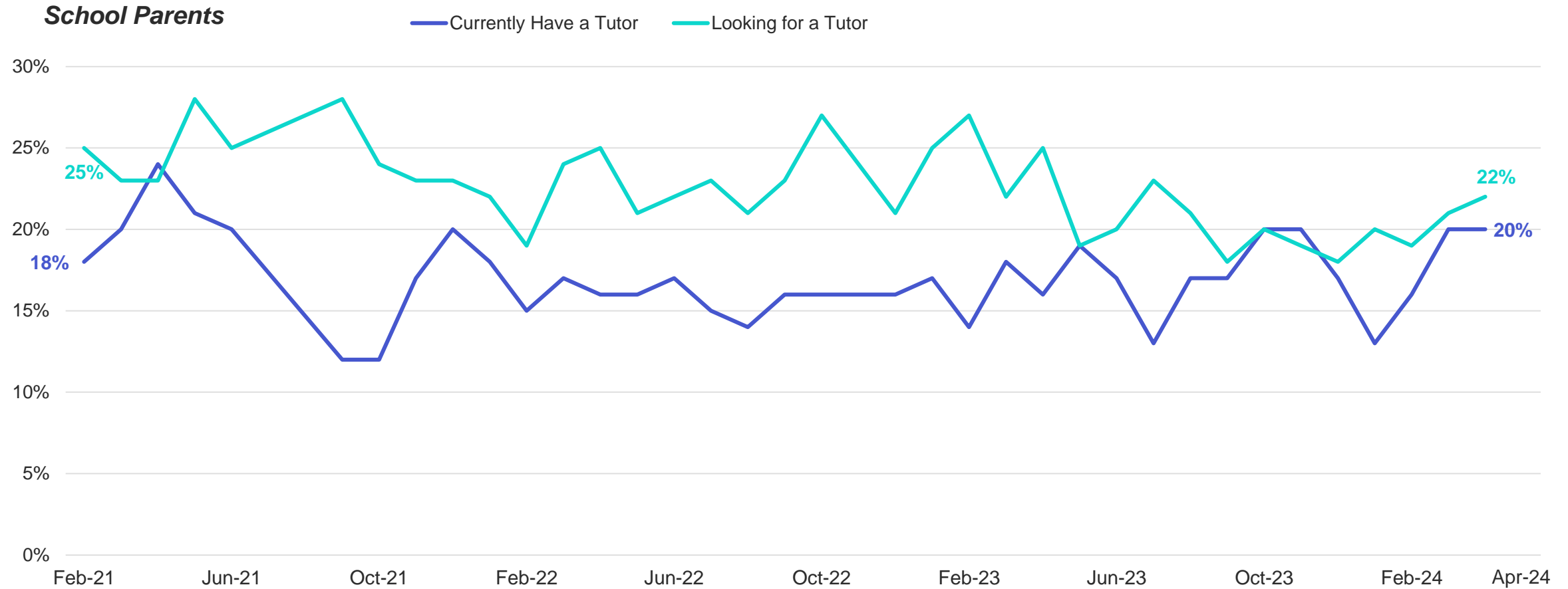
| | |
|-------------------|-----|
| Private School | 67% |
| Special Education | 63% |
| Special Needs | 61% |
| Urban | 59% |
| Hispanic | 54% |
| Democrat | 52% |
| Liberal | 52% |

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

| | |
|---------------------|-----|
| Education: <College | 35% |
| Low-Income: <\$50k | 34% |
| Midwest | 33% |
| Female | 33% |
| Independent | 31% |
| Small town | 27% |
| Rural | 23% |

The percentage of school parents who report either having a tutor for their child or looking for one has remained steady since March.

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

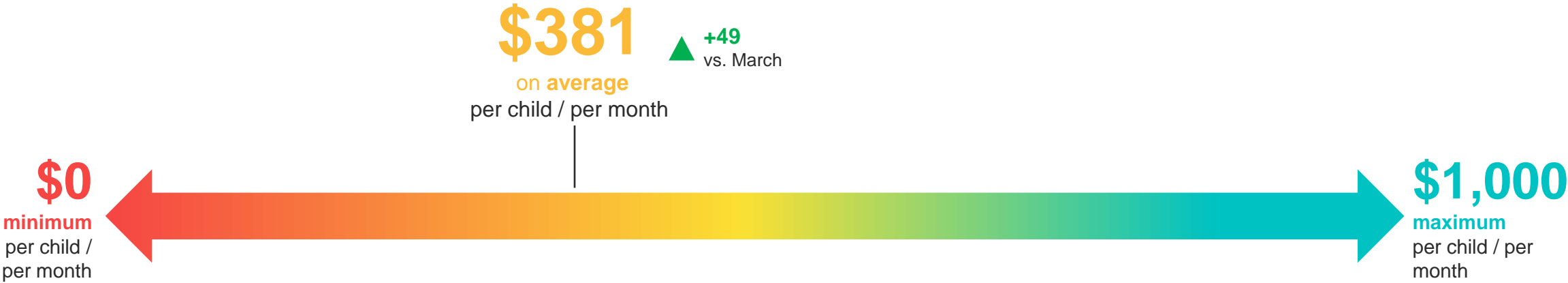


Note: Question was not asked in July 2021 and August 2021.

In April, the amount parents were willing to spend on tutoring rose to about \$380 per child/month.

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

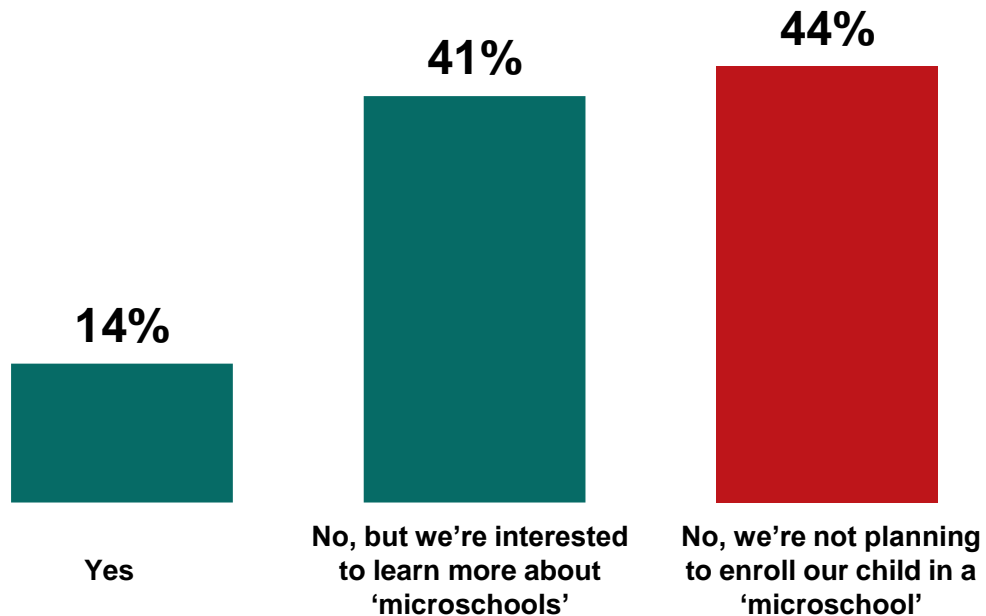
School Parents
among those interested in or participating in a tutoring



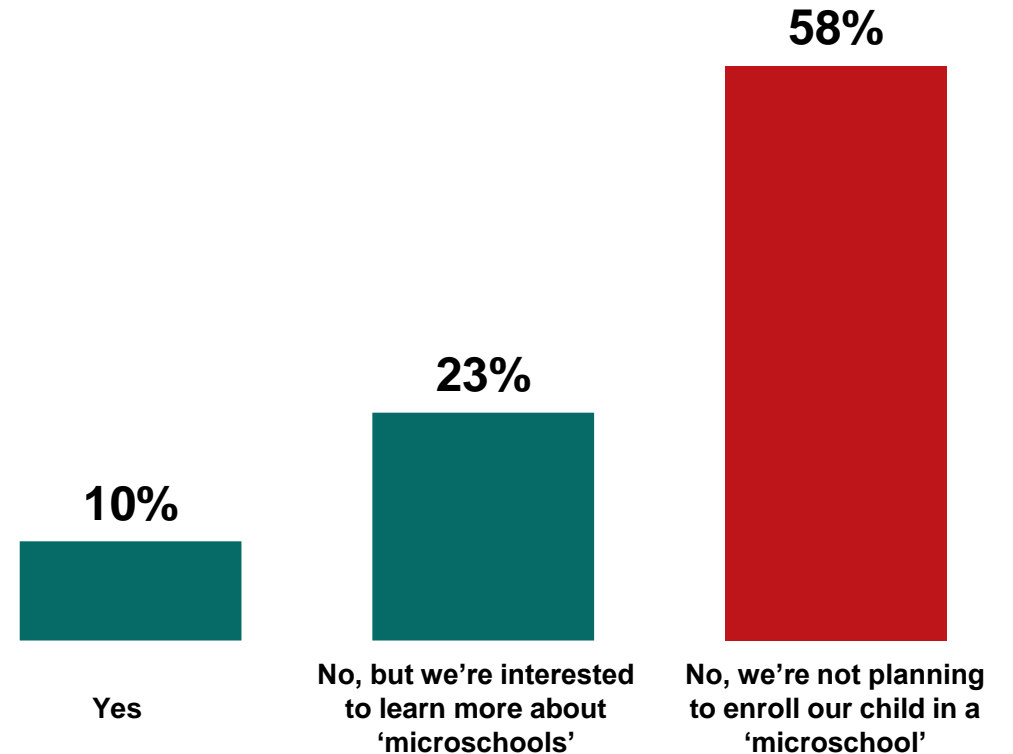
Source: Survey conducted April 4, 2024 – April 8, 2024, among U.S. adults

In April, at least one-third of parents have a child attending a microschool or are interested in learning more about microschools. When given a more detailed description of a “microschool,” parents appear to have less interest.

Microschools’ are small learning environments in K-12 education typically enrolling no more than 25 students. Do you have a child currently enrolled in a ‘microschool’?



'Microschools' are nontraditional, small learning environments in K-12 education typically enrolling no more than 25 students. These small schools are organized as the primary sources of learning for homeschool children, or operated as private schools or public charter schools. Do you have a child currently enrolled in a 'microschool'?

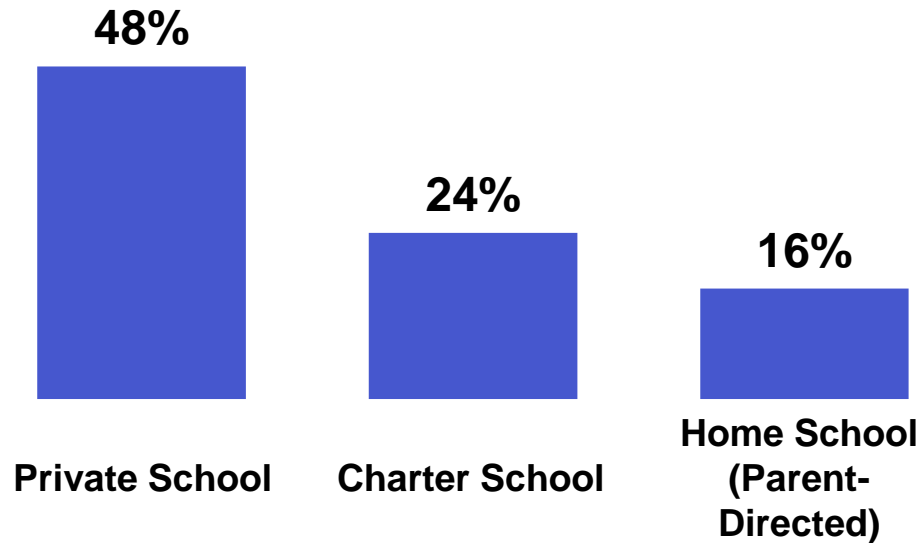


Almost half of parents of children in microschools say the school is considered private.
About 3 in 4 say they are full-time learning environments.

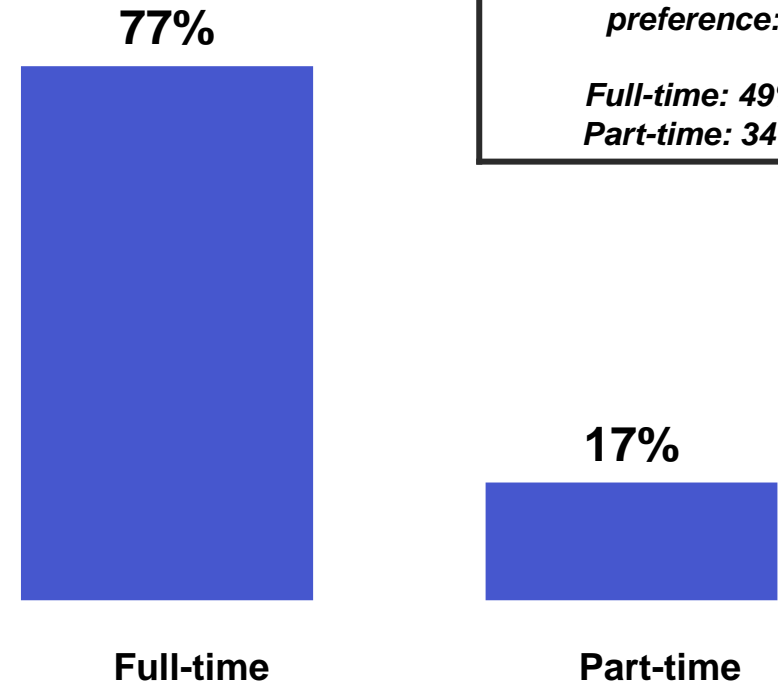
School Parents

among those with a child enrolled in a microschool

You said you have a child enrolled in a 'microschool,' is this school considered a...?



Do you consider this 'microschool' to be...?



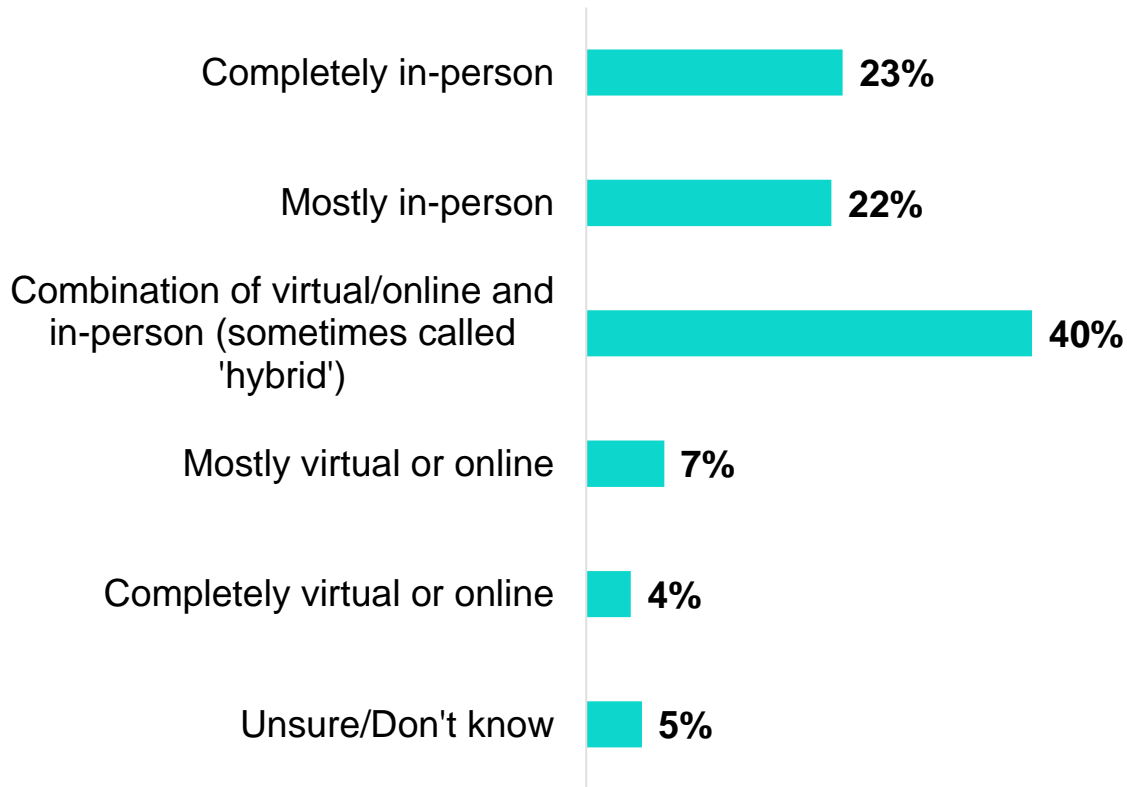
Interested parents' preference:
Full-time: 49%
Part-time: 34%

Note: Unsure/Don't know responses not shown

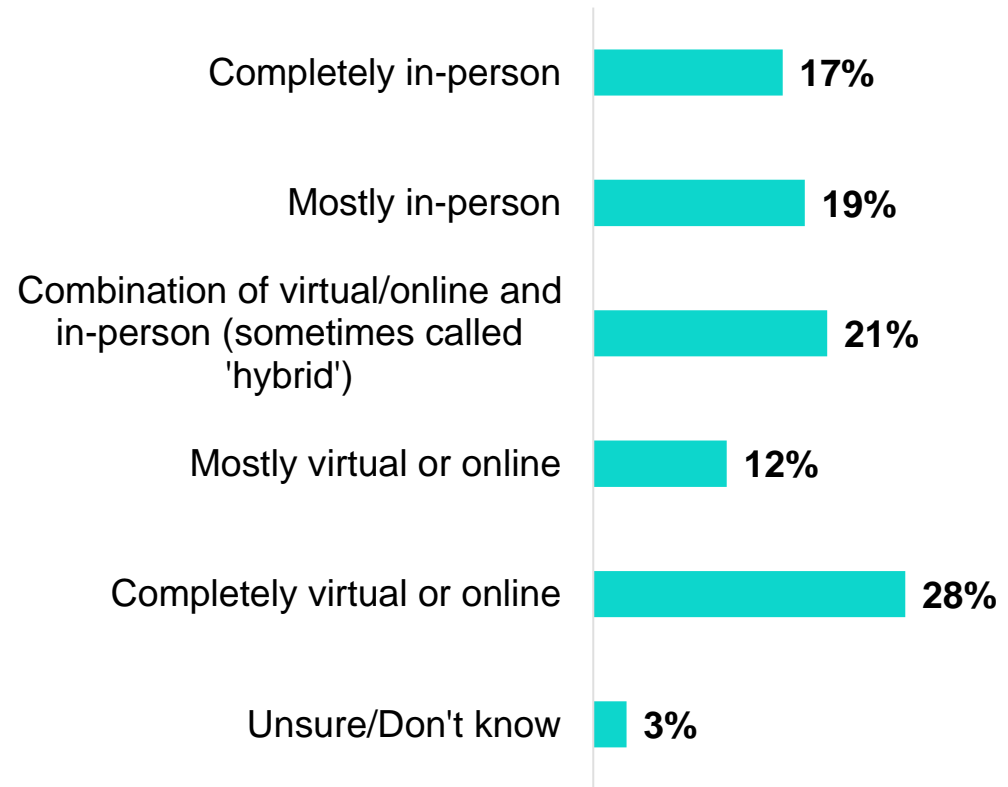
Source: Survey conducted April 4, 2024 – April 8, 2024, among U.S. adults

Among microschool parents, 28% say instruction is completely virtual or online, though only 4 percent of interested parents would prefer this instruction style.

At a 'microschool,' would you prefer instruction to be provided...? [Asked among parents with interest in learning more about microschools; no child enrolled, N=422]



At this 'microschool' is instruction provided...? [Asked among parents with at least one child enrolled in a microschool, N=157]

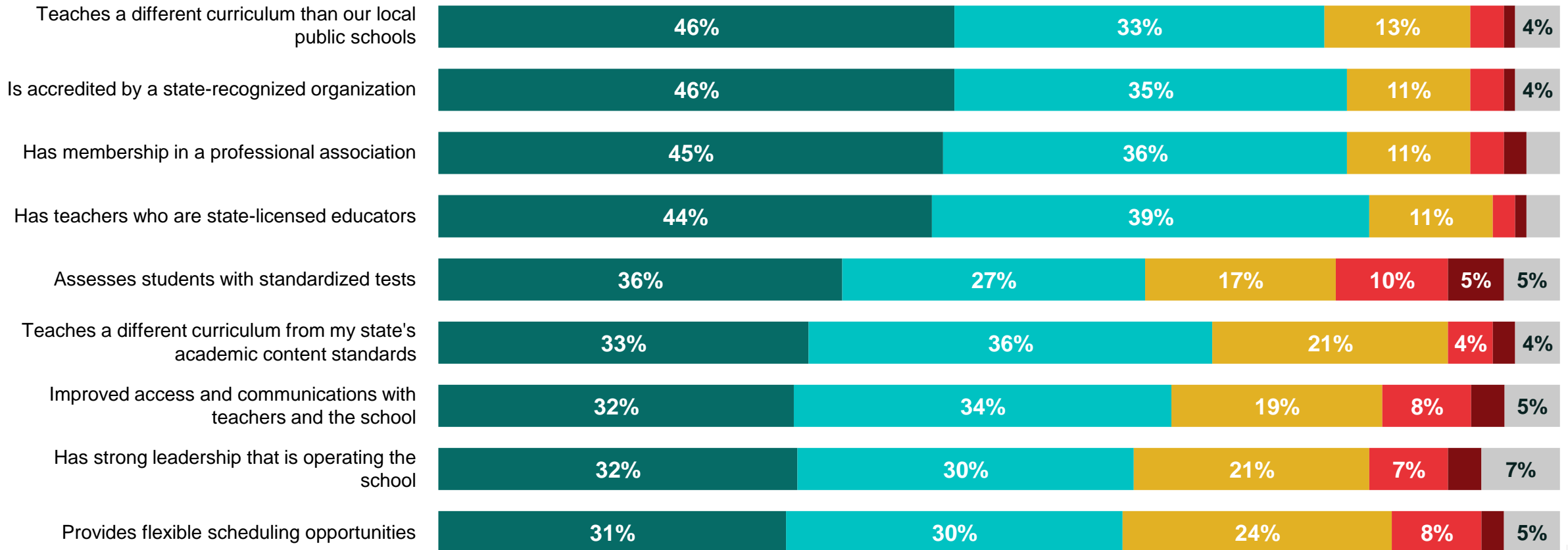


Parents say it is most important that microschoools offer a different curriculum than the local public schools, have accreditation, and have state-licensed educators.

How important would you rate each of the following reasons for choosing a microschoool for your child? The microschoool...

School Parents

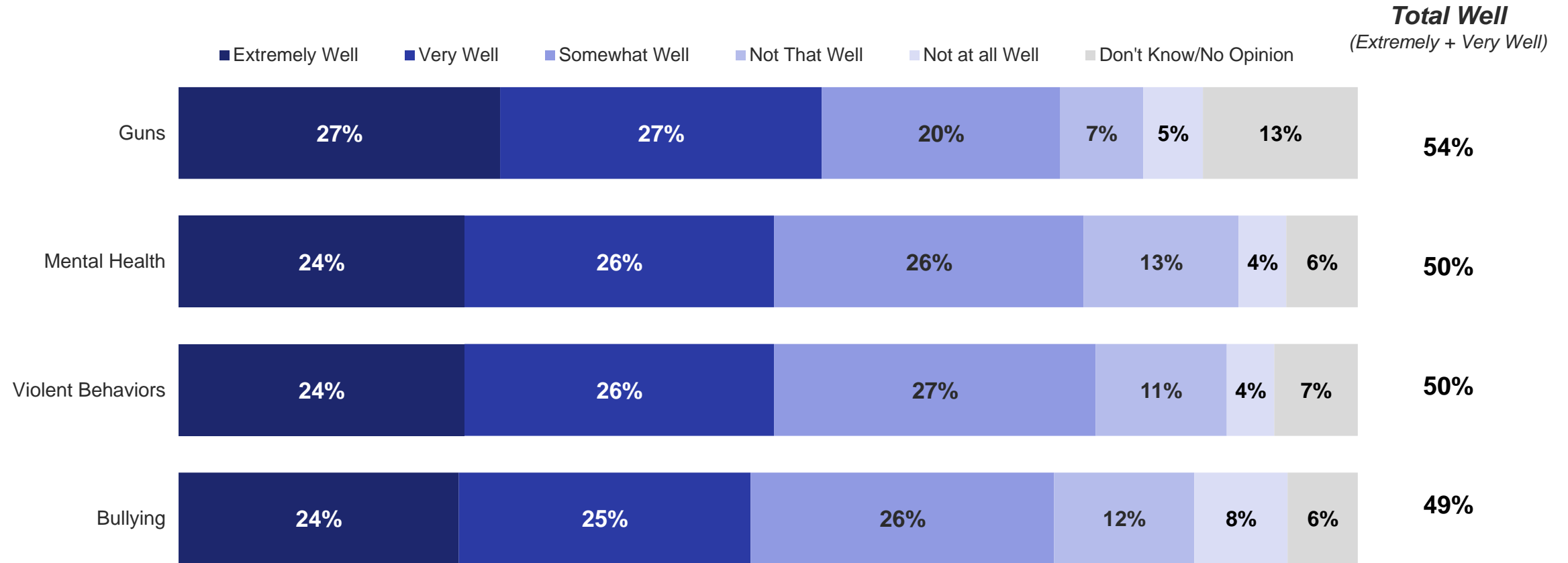
■ Extremely Important ■ Very Important ■ Somewhat Important ■ Not That Important ■ Not At All Important ■ Don't Know/No Opinion



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?

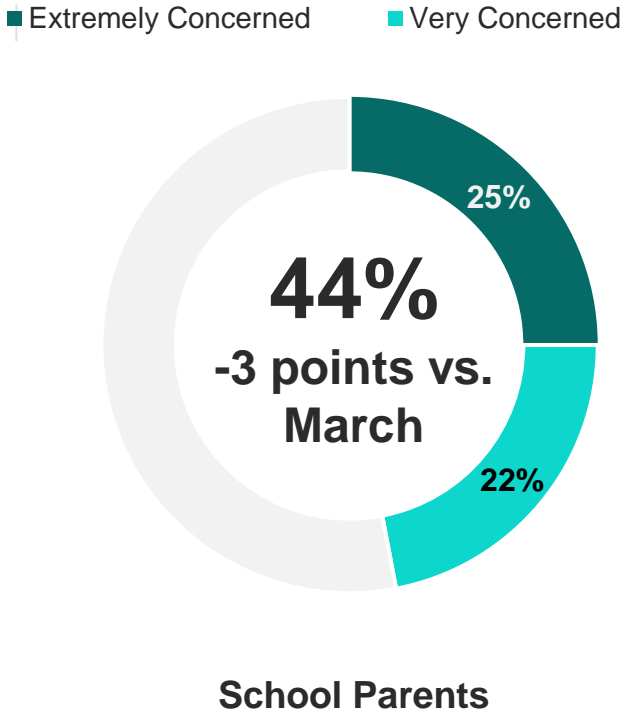
School Parents



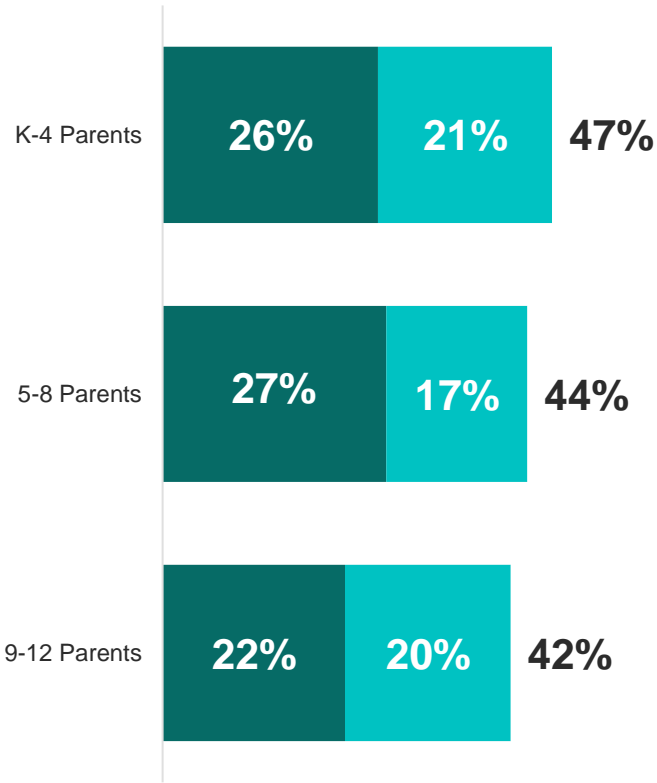
In April, less than half of parents were concerned about a violent intruder entering their child's school. This proportion decreased from the previous month.

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)

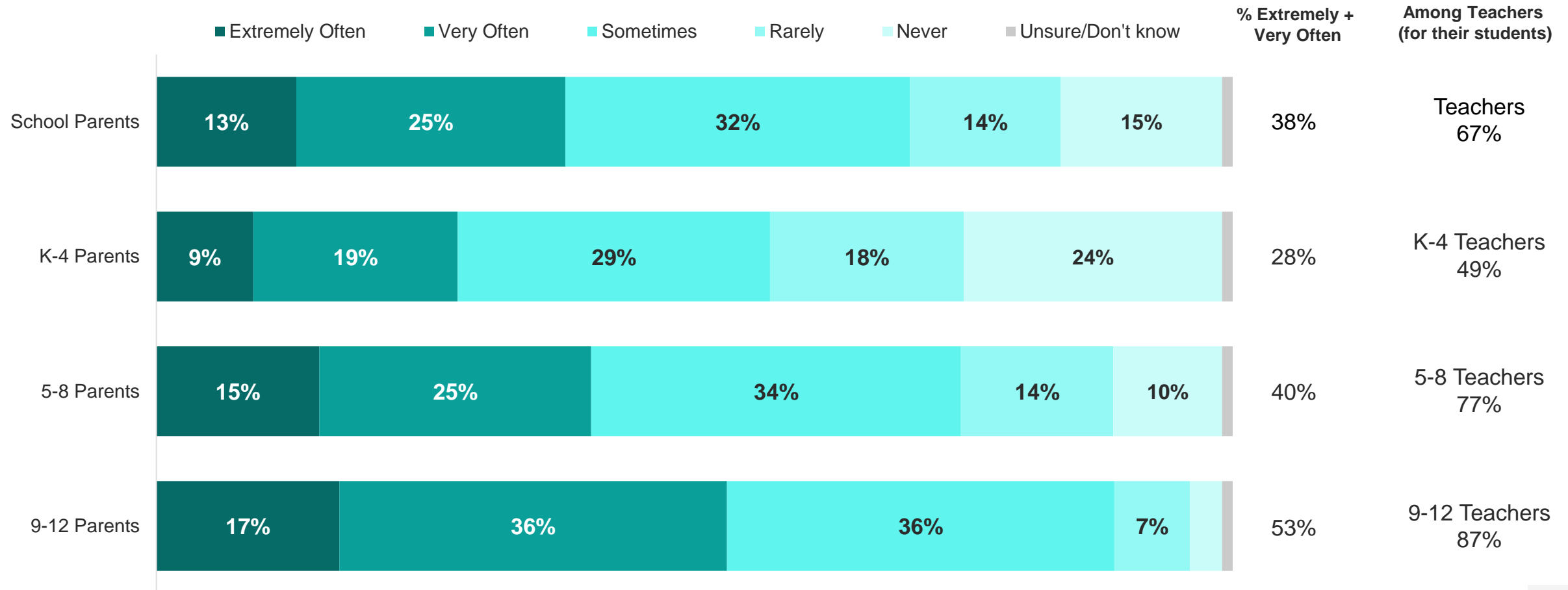


Source: Survey conducted April 4, 2024 – April 8, 2024, among U.S. adults

Over half of high school parents say their children are on social media at least “very” often. Teachers see much higher social media usage among their students compared to what parents report about their own children.

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

School Parents



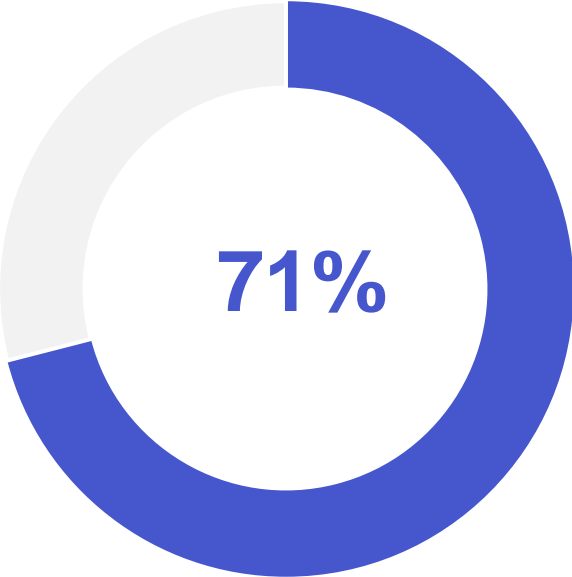
Note: *Teachers data comes from May 2024 U.S. Teachers Report
Source: Survey conducted April 4, 2024 – April 8, 2024, among U.S. adults

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

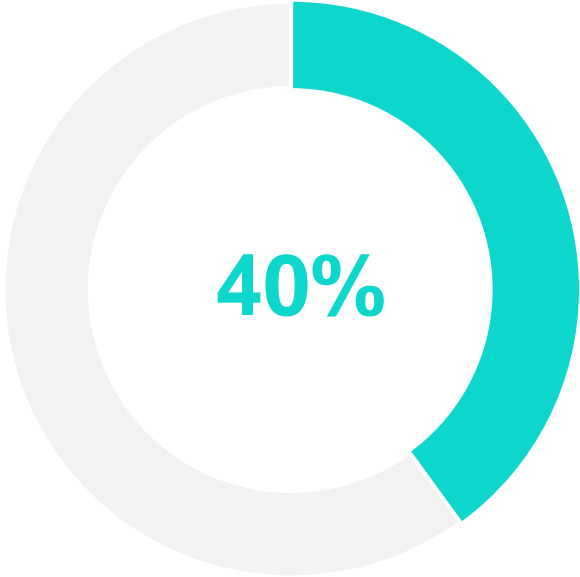
When it comes to cell phones, do you feel students should be allowed to have...

School Parents

Total % "Yes"



Cell phones in school



Cell phones in the classroom

School parents report that social media access has had the most positive impact on their child’s relationships and the most negative impact on their physical health and academic performance. Like teens, parents feel much more positively about the impact of social media than teachers do.

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

School Parents

Total Positive

■ Very positive ■ Somewhat positive ■ Don't know/no opinion ■ Somewhat negative ■ Very negative



Note: *Teachers data comes from the May 2024 Teachers Report; Teens data comes from March 2024 U.S. Teens Report
Source: Survey conducted April 4, 2024 – April 8, 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.

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

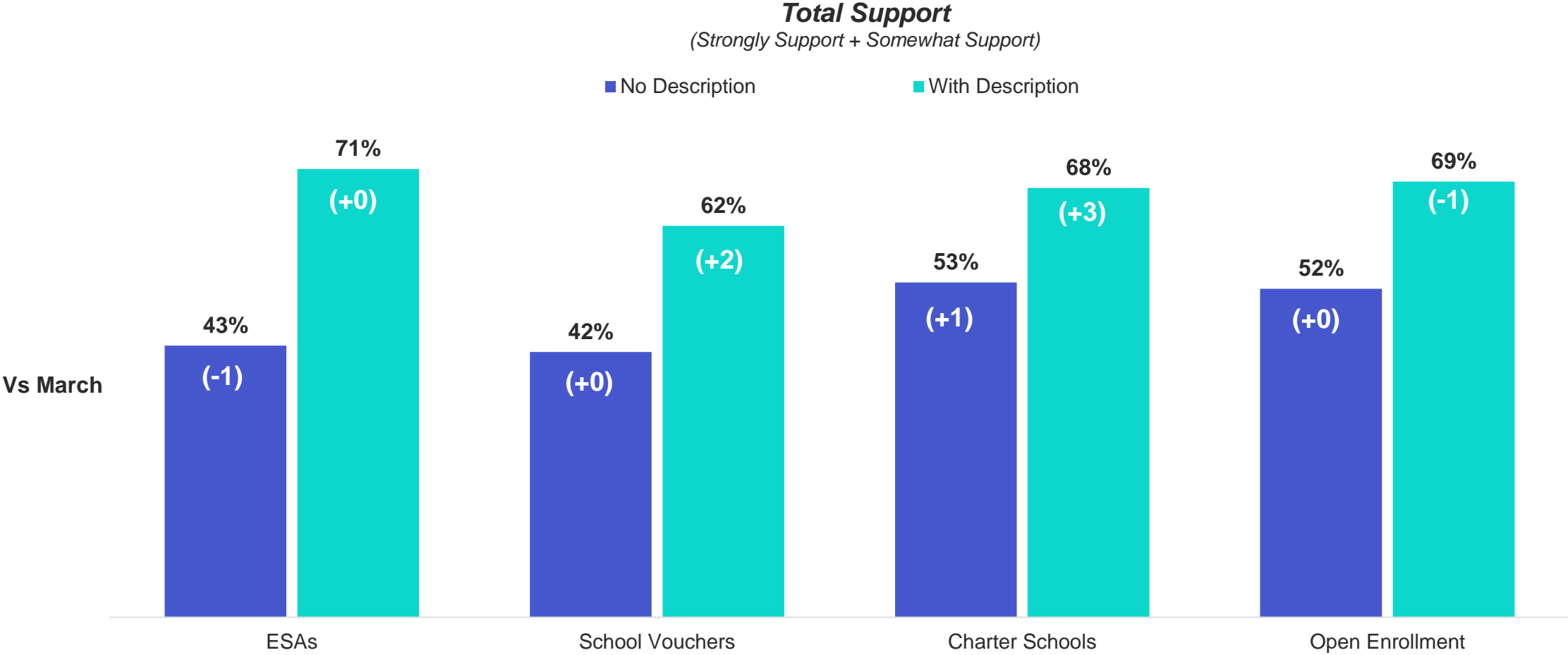
A school voucher system allows parents the option of sending their child to the school of their choice, whether that school is public or private, including both religious and non-religious schools. If this policy were adopted, tax dollars currently allocated to a school district would be allocated to 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 April 4, 2024 – April 8, 2024, among U.S. adults

In April, support for ESAs was highest among school parents and college-educated adults. Support was lowest among 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 | 77% | Independent | 71% |
| | Education: Bachelors+ | 76% | West | 70% |
| | Northeast | 75% | South | 70% |
| | High Income: \$100k+ | 75% | Female | 70% |
| | Urban | 75% | Low Income: <\$50k | 69% |
| | Conservative | 75% | Hispanic | 69% |
| | Liberal | 74% | Education: <College | 68% |
| | Black | 73% | Rural | 67% |

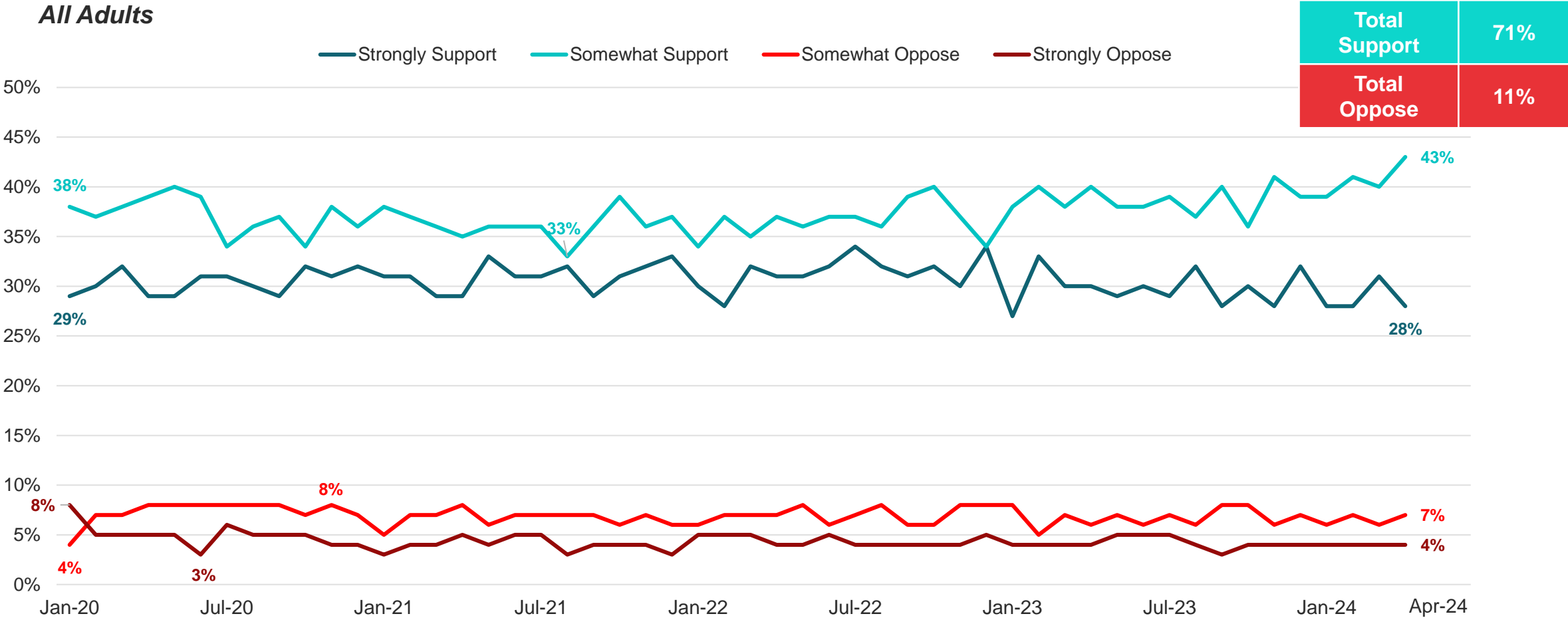
Source: Survey conducted April 4, 2024 – April 8, 2024, among U.S. adults

Americans' overall support of ESAs remained the same in April. 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?

April 2024

All Adults



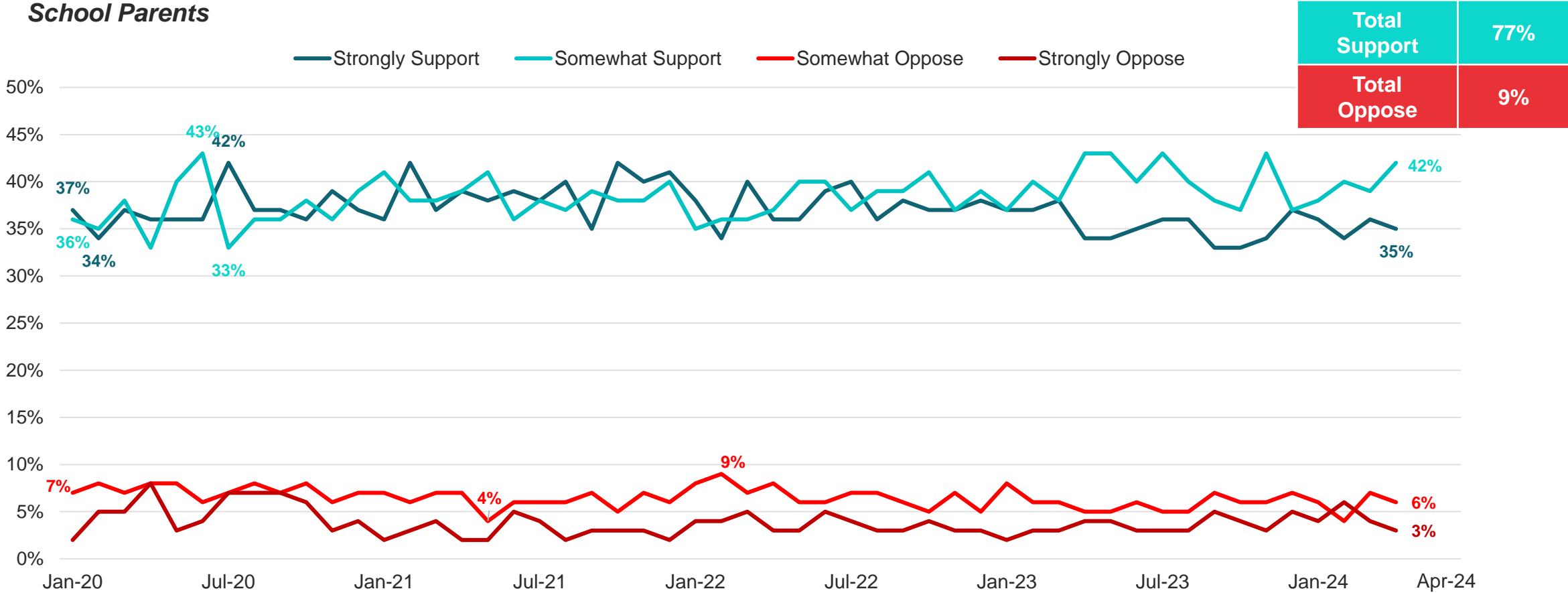
Note: Don't know/No opinion responses are not shown.

In April, school parents were more than eight times as likely to be strongly supportive of ESAs than strongly opposed. Total support rose slightly since last 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?

April 2024

School Parents



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

Support for school vouchers was highest among conservatives, school parents, and Republicans. It was lowest among self-identified liberals.

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% | Independent | 61% |
| School Parents | 70% | West | 60% |
| Republican | 69% | Female | 60% |
| Black | 68% | Democrat | 60% |
| Urban | 67% | Education: Bachelors+ | 60% |
| Hispanic | 66% | Suburban | 60% |
| Moderate | 66% | Small town | 58% |
| High Income: \$100k+ | 65% | Liberal | 54% |

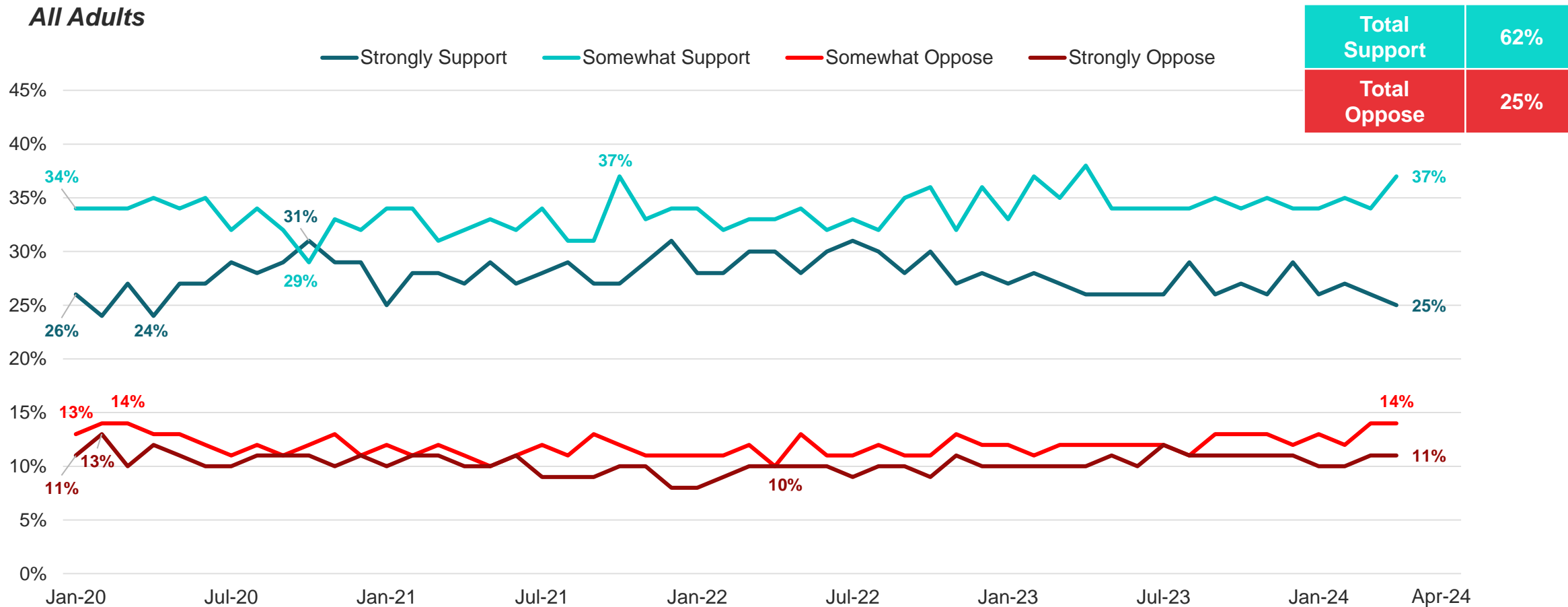
Source: Survey conducted April 4, 2024 – April 8, 2024, among U.S. adults

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

April 2024

All Adults



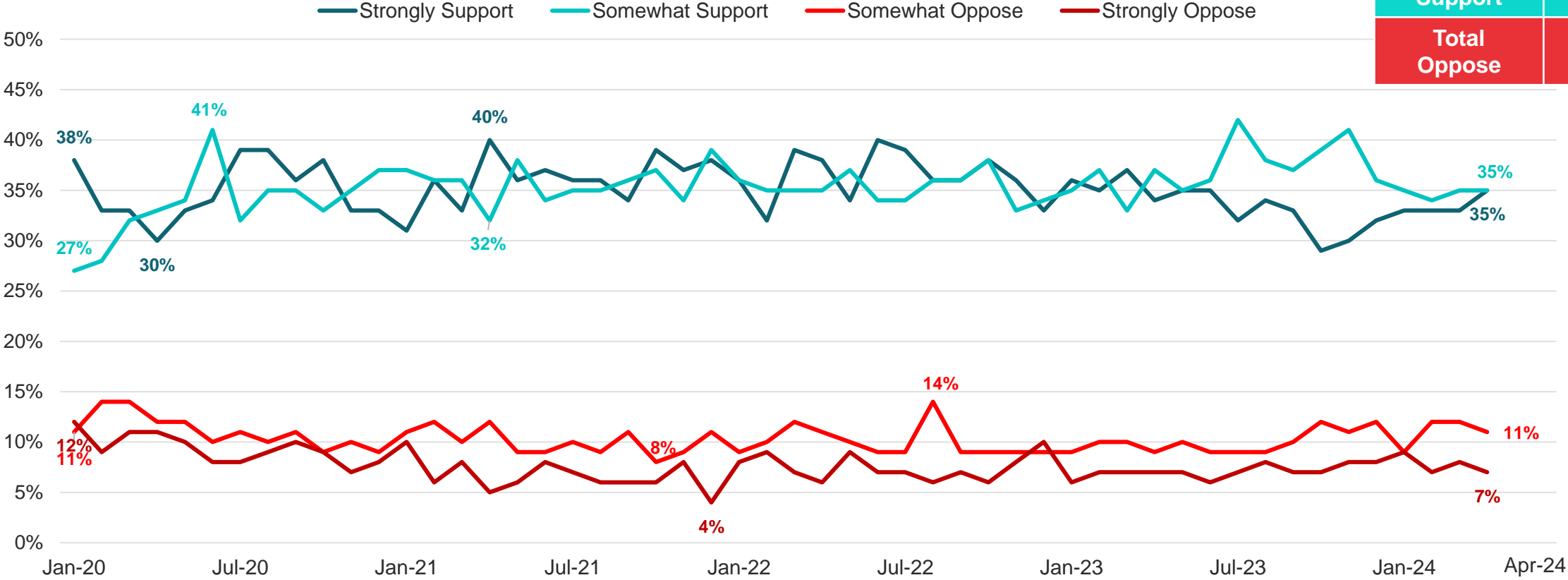
Note: Don't know/No opinion responses are not shown.

In April, support for school vouchers increased slightly among school parents. Parents are almost four 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?

April 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. Adults living in small towns 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

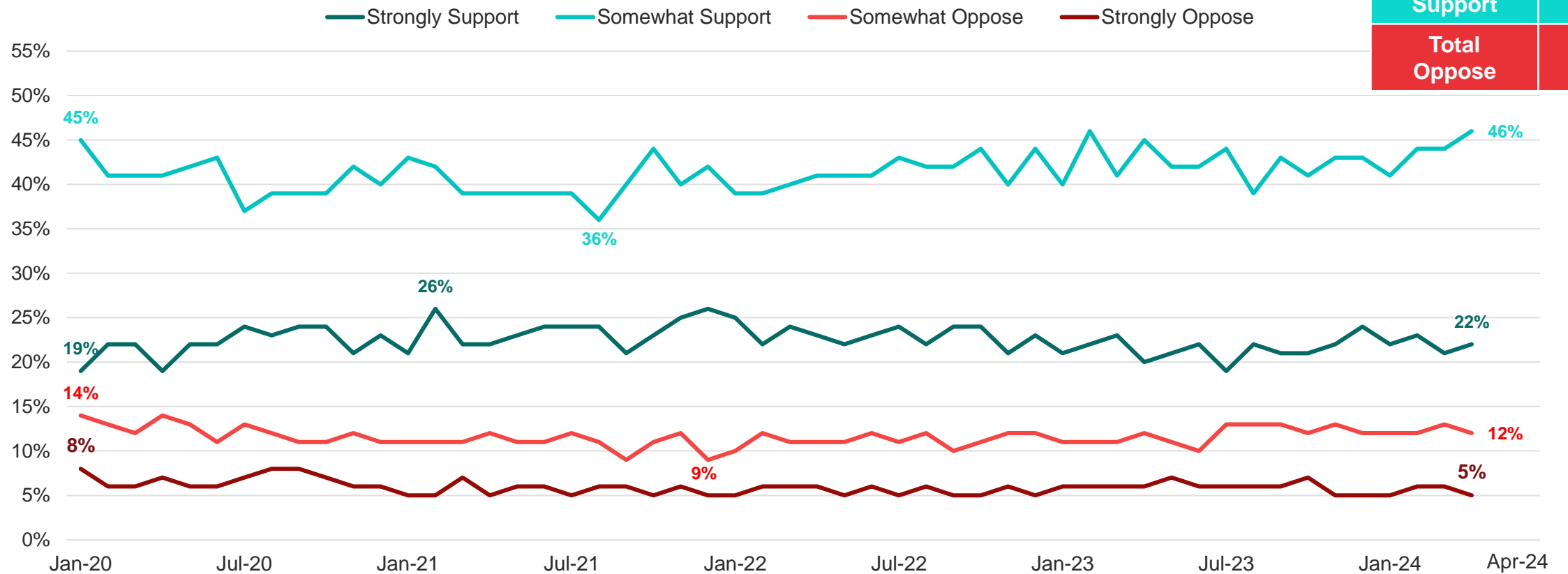
| Public Support | Groups most supportive | | Groups least supportive | |
|----------------|------------------------|-------------|-------------------------|-------------|
| | Group | Support (%) | Group | Support (%) |
| 68% | Conservative | 74% | Female | 67% |
| | Republican | 74% | Midwest | 66% |
| | School Parents | 73% | Rural | 66% |
| | Hispanic | 72% | Low-Income: <\$50k | 66% |
| | High Income: \$100k+ | 71% | Non-Parents | 65% |
| | Moderate | 71% | Democrat | 63% |
| | Urban | 70% | Liberal | 63% |
| | Independent | 70% | Small town | 57% |

Americans' overall support for charter schools increased in April.

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?

April 2024

All Adults



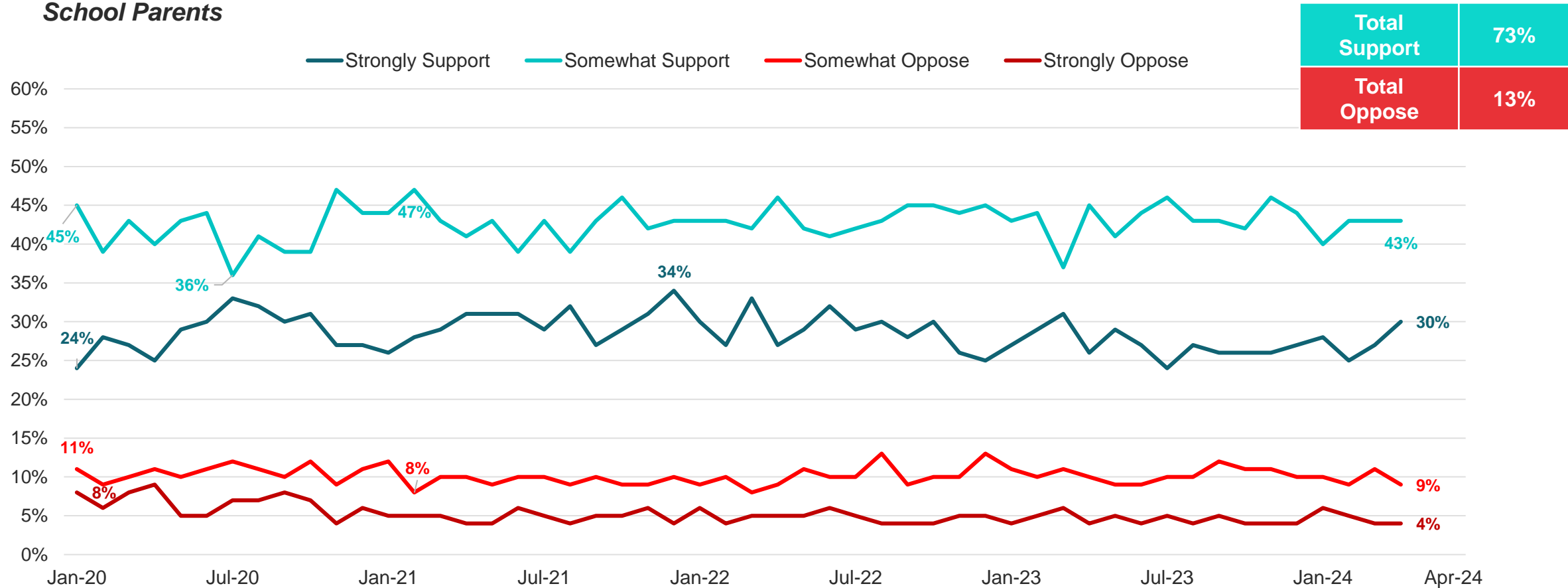
Note: Don't know/No opinion responses are not shown.

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

April 2024



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

School parents, urbanites, and Black adults are most likely to support open enrollment. Adults living in the Northeast 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 69%

| Groups most supportive | | Groups least supportive | |
|------------------------|-----|--------------------------------|-----|
| School Parents | 75% | Middle Income: \$50k to \$100k | 68% |
| Urban | 75% | Low-Income: <\$50k | 68% |
| Black | 74% | Female | 68% |
| Midwest | 73% | Suburban | 67% |
| Education: Bachelors+ | 72% | Rural | 67% |
| Democrat | 71% | Republican | 66% |
| High Income: \$100k+ | 71% | Small town | 65% |
| Conservative | 71% | Northeast | 63% |

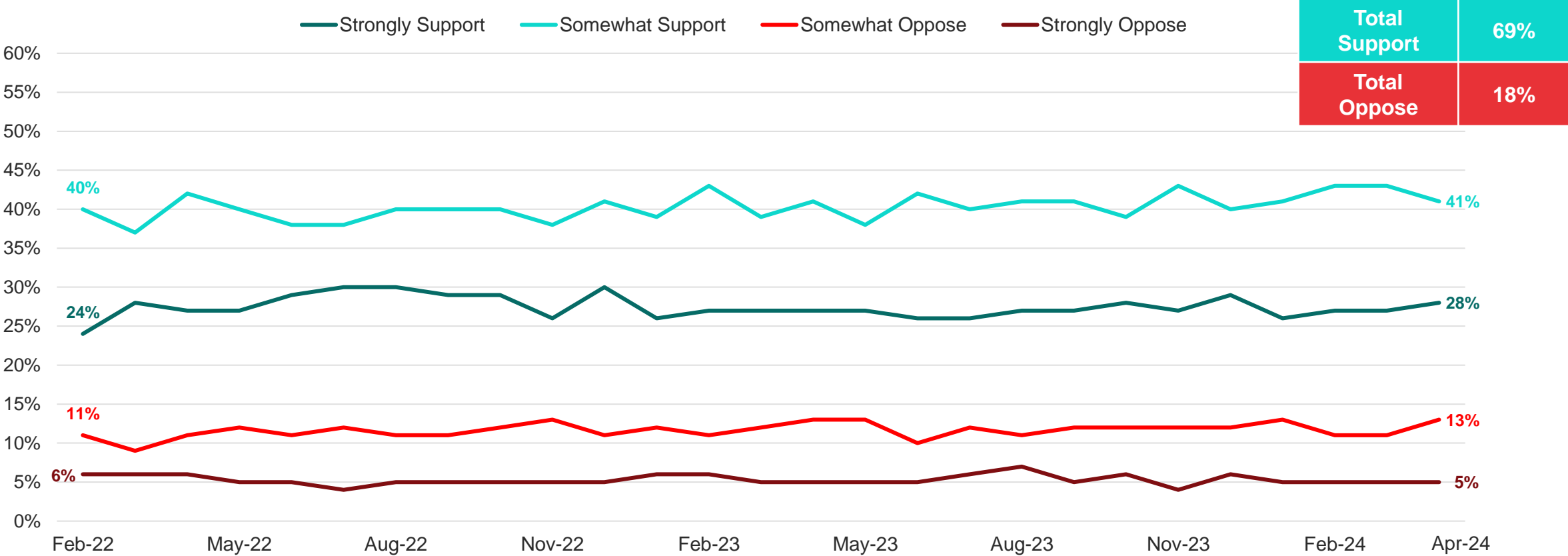
Source: Survey conducted April 4, 2024 – April 8, 2024, among U.S. adults

The public’s overall support for inter-district open enrollment remained steady in April. Overall support is almost 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.

April 2024

All Adults

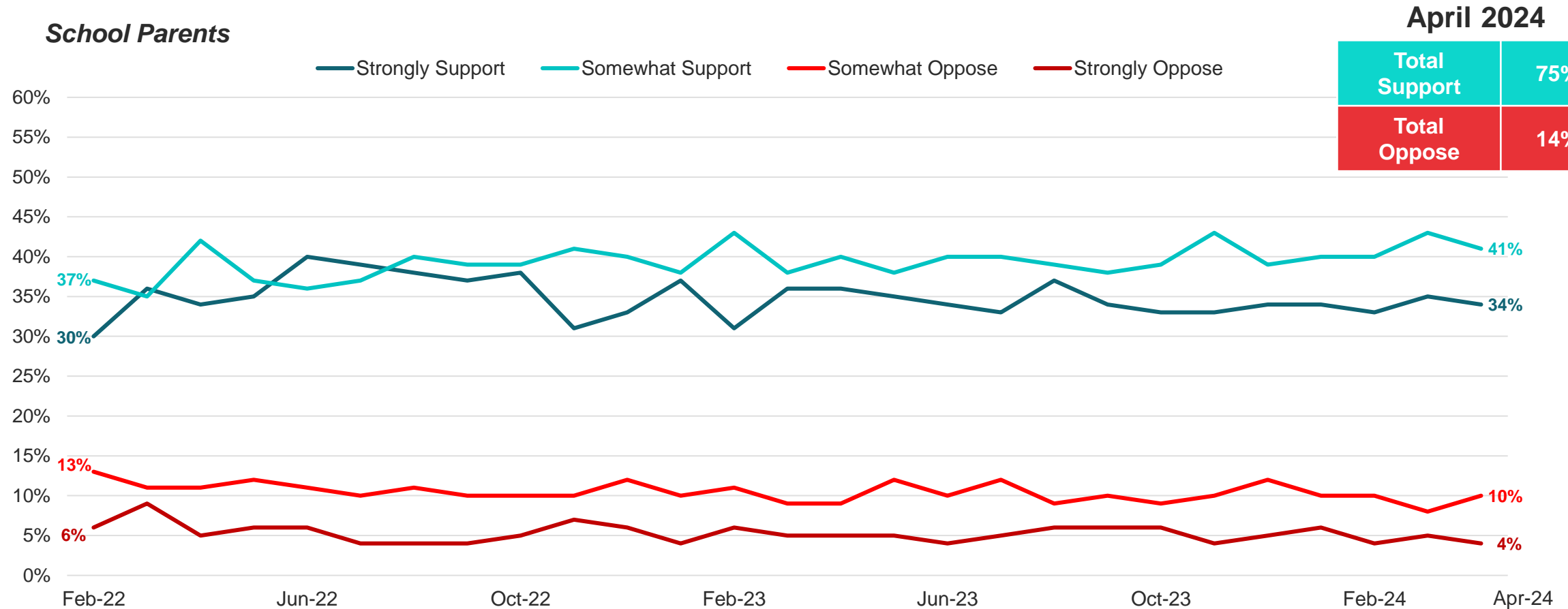


Note: Don't know/No opinion responses are not shown.

Among school parents, overall support of inter-district open enrollment fell in April. Parent support is 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

| | |
|---|---|
| Dates | April 4-8, 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 = 13.01 minutes |
| Sample Size | N = 2,257 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), ± 3.23 percentage points (Oversample) |
| Participation Rate | 32.74% (Gen Pop), 19.17% (Oversample) |
| Methods Page | https://edchoice.morningconsultintelligence.com/methodology |
| Project Contact | Paul DiPerna, paul@edchoice.org |

Total Sample Demographics

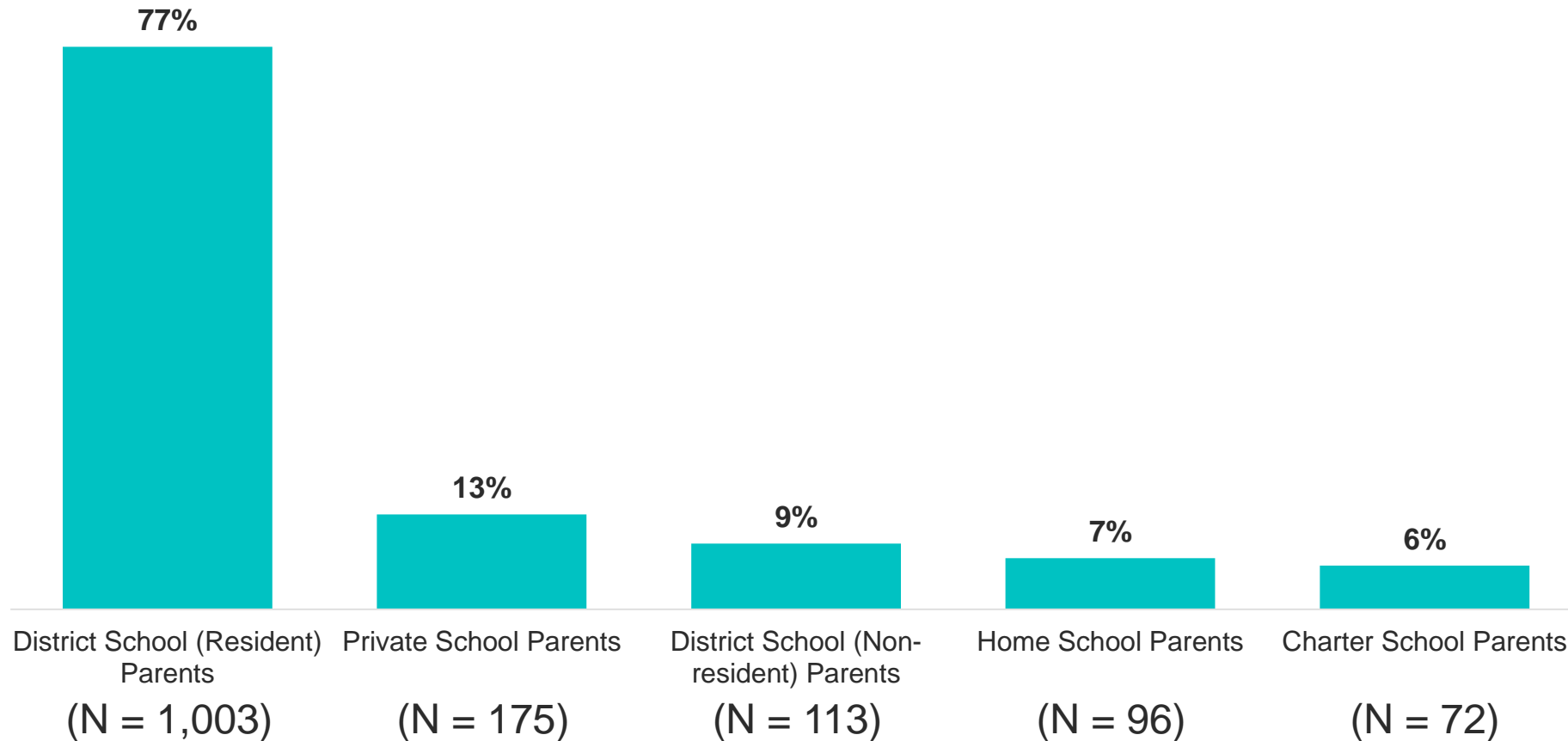
| Demographics | Unweighted (N =) |
|--------------------|-------------------|
| Hispanic | 350 |
| Non-Hispanic White | 1,525 |
| Black | 306 |
| Other | 104 |
| Generation Z | 285 |
| Millennial | 652 |
| Generation X | 530 |
| Boomers | 734 |
| Male | 1,100 |
| Female | 1,157 |
| < College | 1,484 |
| College + | 773 |
| Northeast | 434 |
| Midwest | 491 |
| South | 859 |
| West | 473 |

| Demographics | Unweighted (N =) |
|--------------------------------|-------------------|
| Total School Parents* | 1,302 |
| K-4 Parents* | 690 |
| 5-8 Parents* | 579 |
| 9-12 Parents* | 495 |
| Non-Parents | 905 |
| Liberal | 666 |
| Moderate | 717 |
| Conservative | 726 |
| Democrat | 846 |
| Independent | 570 |
| Republican | 679 |
| Urban | 619 |
| Suburban | 1,044 |
| Small Town | 201 |
| Rural | 393 |
| Low Income <\$50K | 1,100 |
| Middle Income \$50K to <\$100K | 725 |
| High Income \$100K+ | 432 |

* Denotes the sample came from school parents

| Demographics | Unweighted | Weighted | Target (%) |
|--------------------|------------|----------|------------|
| Hispanic | 16% | 17% | 16% |
| White | 68% | 61% | 78% |
| Non-Hispanic White | 68% | n/a | n/a |
| Black | 14% | 13% | 12% |
| Other | 5% | 8% | 9% |
| Age: 18-34 | 28% | 29% | 30% |
| Age: 35-54 | 29% | 30% | 31% |
| Age: 55+ | 43% | 41% | 40% |
| Age: 65+ | 24% | 23% | 20% |
| Male | 49% | 49% | 48% |
| Female | 51% | 51% | 52% |
| < College | 66% | 65% | 69% |
| College + | 34% | 35% | 31% |
| Northeast | 19% | 17% | 18% |
| Midwest | 22% | 21% | 21% |
| South | 38% | 38% | 37% |
| West | 21% | 24% | 24% |

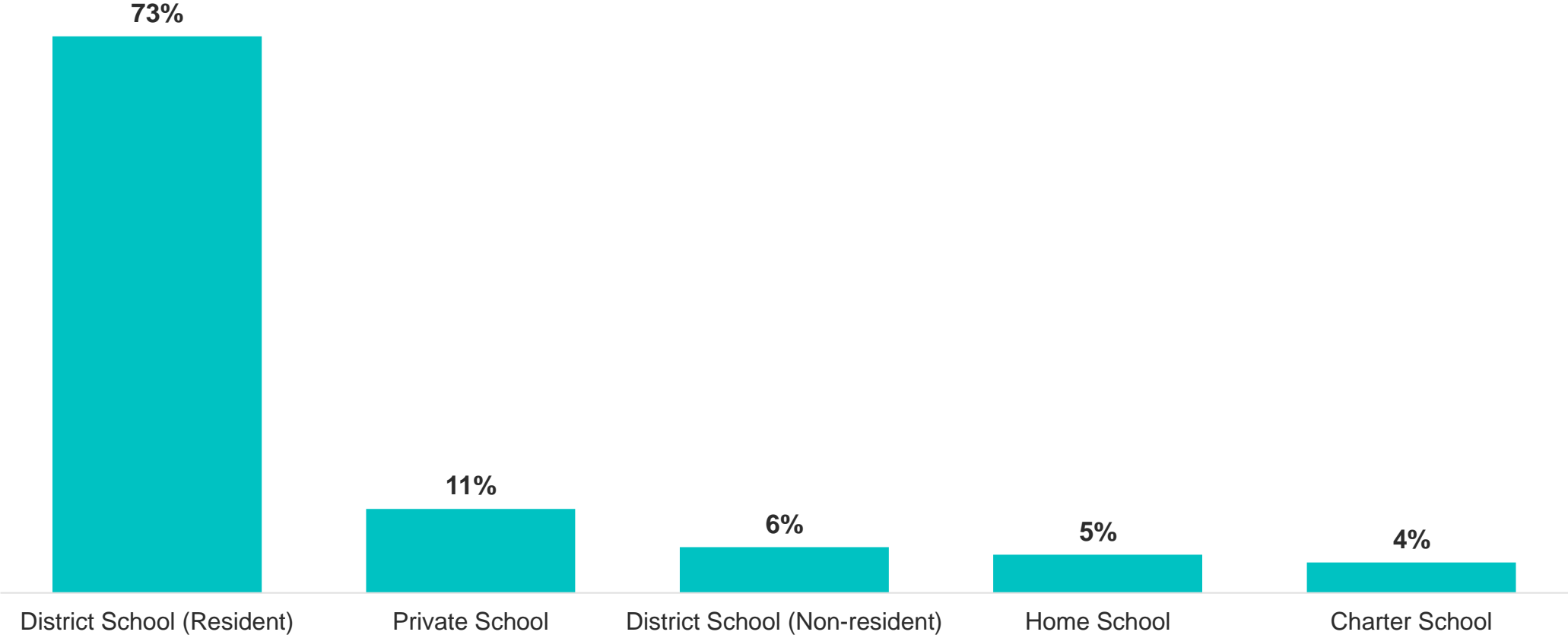
Parent groups based on estimated school type attendance for the 2023-2024 school year



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

Estimated school type attendance for the 2023-2024 school year

% of Students, Reported by Parents



Methodology Update

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

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

WHO WE ARE

 **MORNING CONSULT**[®]

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

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

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



 **CHOICE**

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

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



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