



**THE PUBLIC, PARENTS,
AND K-12 EDUCATION**

A National Polling Report
May 2024

KEY FINDINGS

1. Nearly 1 in 3 parents say the current college/university campus protests have changed their thinking “completely” or “a lot” when it comes to what they want their child to do after high school. Parents are slightly more likely to say campus protests have at least somewhat negatively changed their views of higher education.
2. A little less than half of parents report having at least one child taking a gifted, advanced, or honors class at their school. Parents of “gifted children” are most likely to say their child takes an honors course. One-third of parents of “gifted children” had their child participate in an after-school academic program for advanced students.
3. Nearly two-thirds of parents say it is important their child’s school offers advanced academic classes. Private school parents place more importance on these classes compared to district school parents. Private school parents are also more likely than district school parents to agree that schools should eliminate advanced classes in order to mix students together.
4. In May, at least one-third of parents report having a child attending a microschool or are interested in learning more about microschools. Among microschool parents, 23% say instruction is completely online. Though only 2% of interested parents would prefer this mode of instruction.
5. Parents say it is most important that microschools have state-licensed educators, are accredited by a state-recognized organization, and have improved access and communications with teachers and the school.
6. School switchers are most likely to indicate a change because of excessive stress/anxiety or bullying at their former school.
7. School parents are most likely to say core academic subjects are extremely important for K-8 education and skills for future employment are extremely important for high school. They view fixing social problems as a much lower priority for both schooling levels.
8. Overall support levels for choice-based policies remain high among school parents and the general public:
 - Education savings accounts (ESAs) – 75% / 70%
 - School vouchers – 67% / 59%
 - Charter schools – 70% / 66%
 - Open enrollment – 75% / 69%

Methodology

This poll was conducted between May 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 2.07 percentage points..

AGENDA

VIEWS ON K-12 EDUCATION

SCHOOLING AND EXPERIENCES

K-12 CHOICE POLICIES

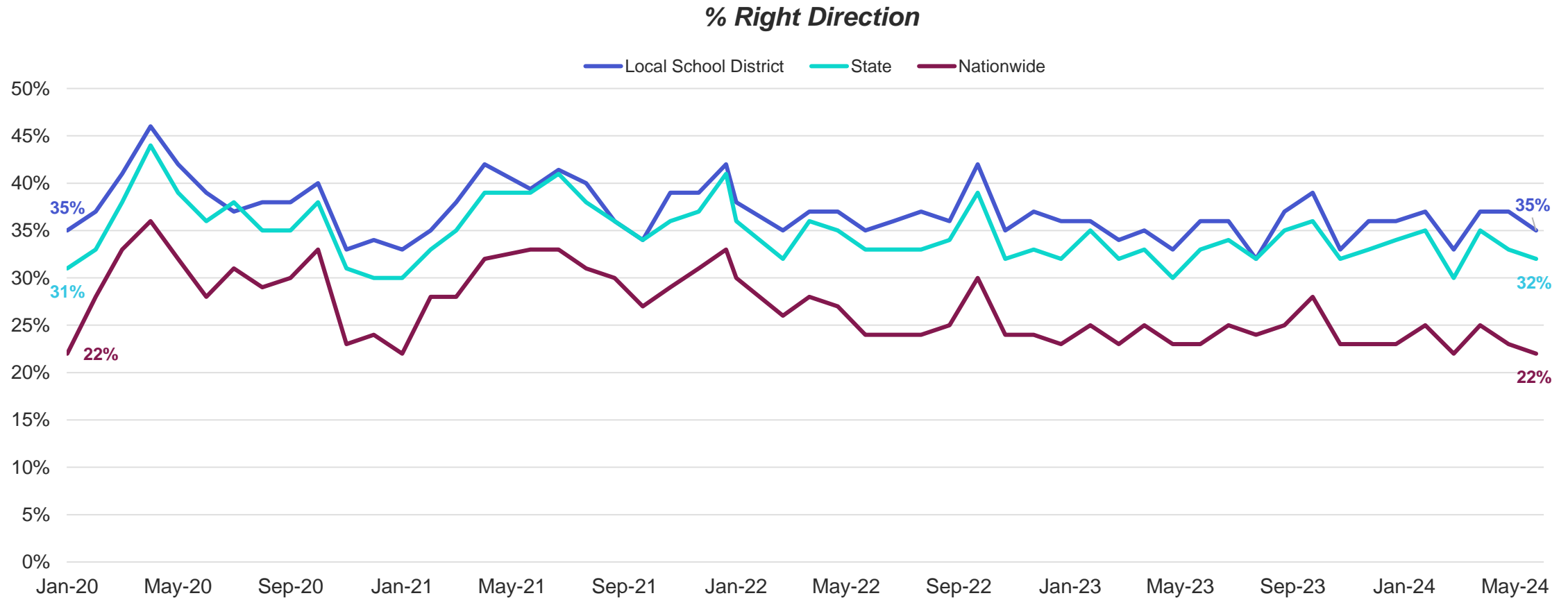
SURVEY PROFILE AND DEMOGRAPHICS



The public's optimism towards the direction of K-12 education fell slightly across all levels in May.

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

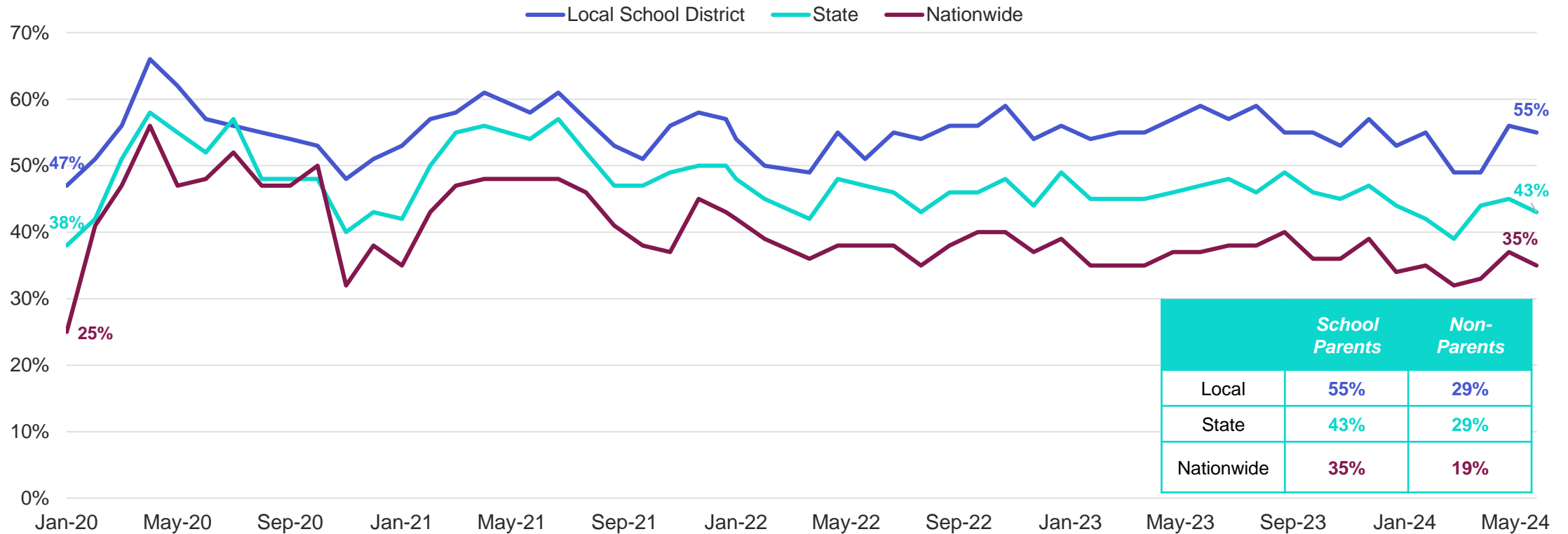


Parents' positivity about K-12 education fell slightly across all levels in May. Large opinion gaps continue to persist between school parents and non-parents.

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 **40%**

-  Core academic subjects (59%)
-  Socialization (45%)
-  How to be good citizens (44%)
-  To become independent thinkers (44%)
-  Skills for future employment (38%)
-  Values, moral character, religious virtues (34%)
-  To fix social problems (13%)

Grades 9-12

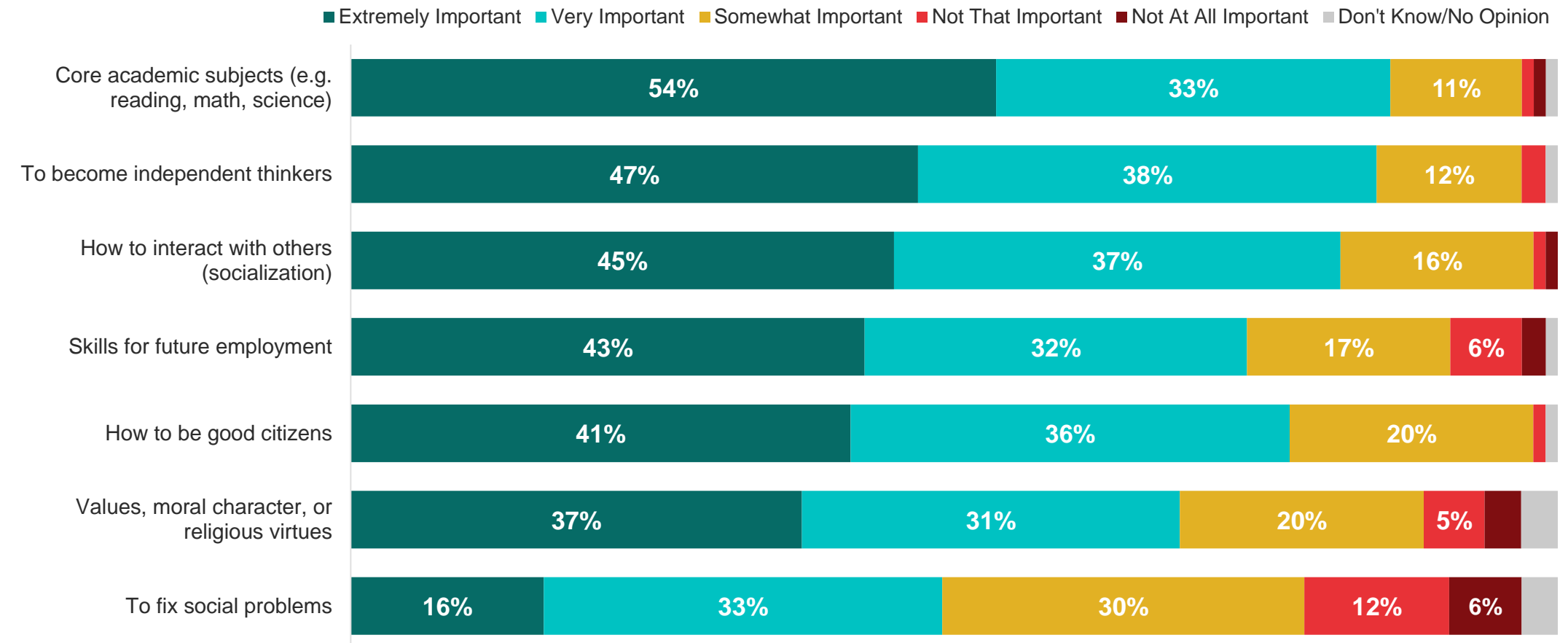
Average % selected Extremely Important **42%**

-  Skills for future employment (58%)
-  Core academic subjects (51%)
-  To become independent thinkers (49%)
-  How to be good citizens (44%)
-  Socialization (38%)
-  Values, moral character, religious virtues (36%)
-  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 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

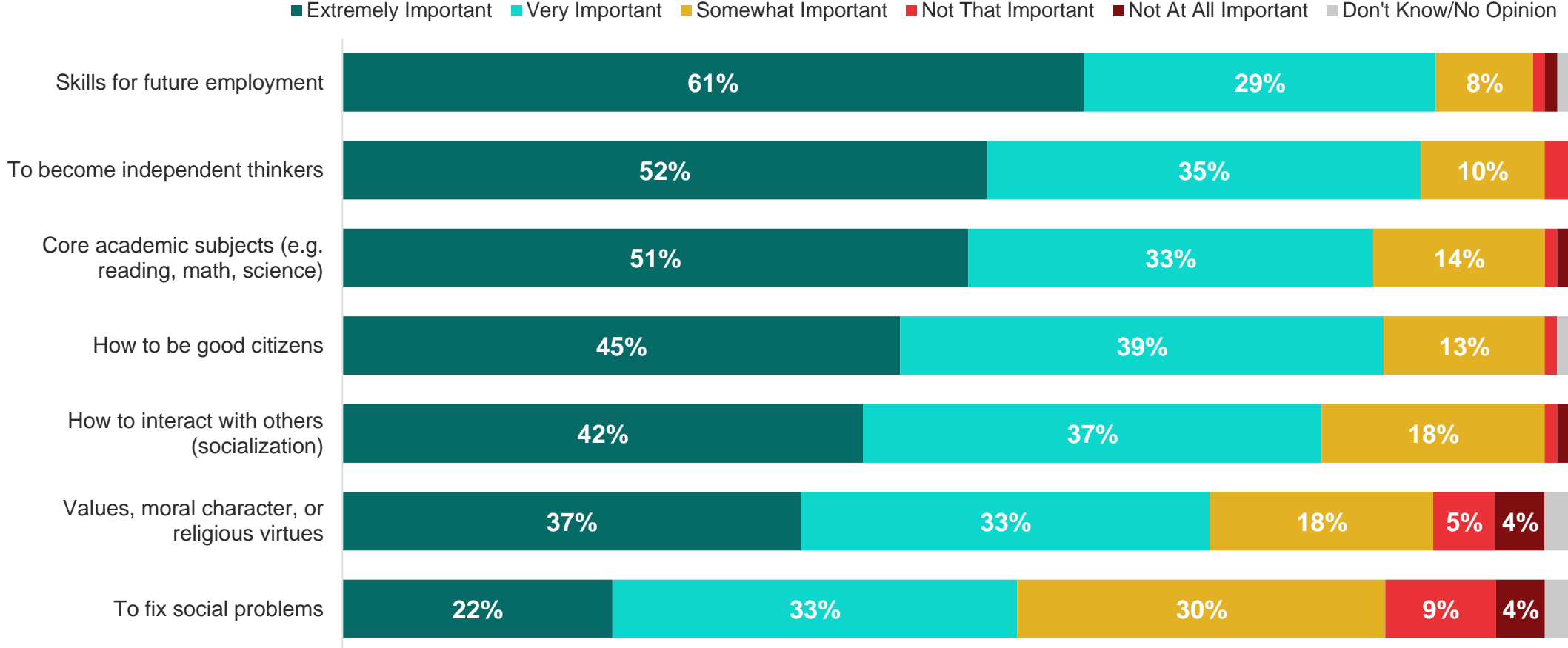


Source: Survey conducted May 7, 2024 – May 10, 2024, among U.S. adults

School parents are most likely to say 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 May 7, 2024 – May 10, 2024, among U.S. adults

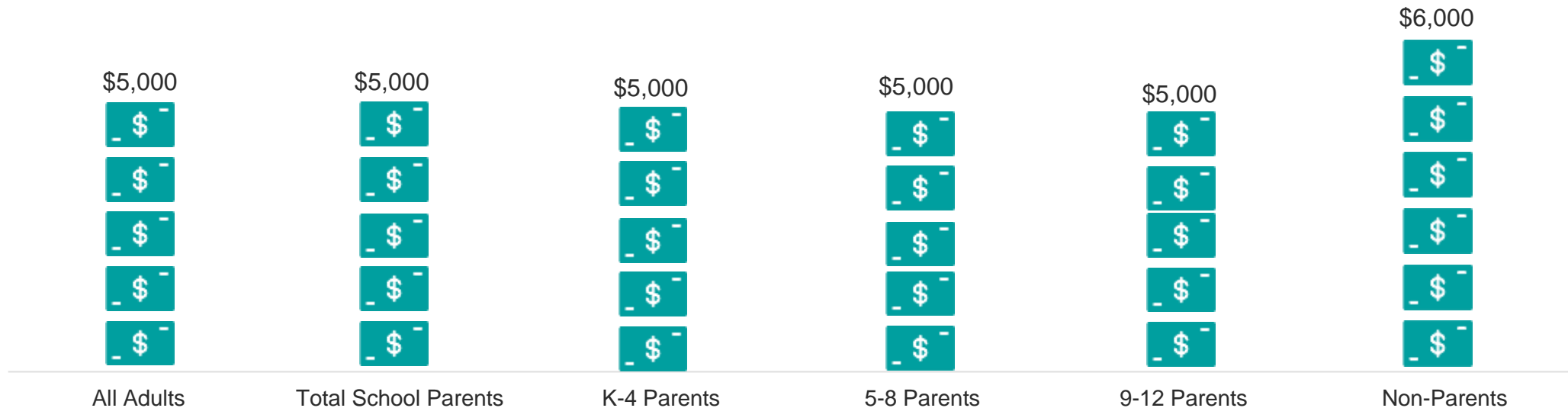
The general public and school parents greatly underestimate per-student spending in public schools.

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

FY22 State Actuals	
Maximum	\$29,284
Mean	\$15,591
Minimum	\$9,496



The general 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 21 point and 14 points, respectively.

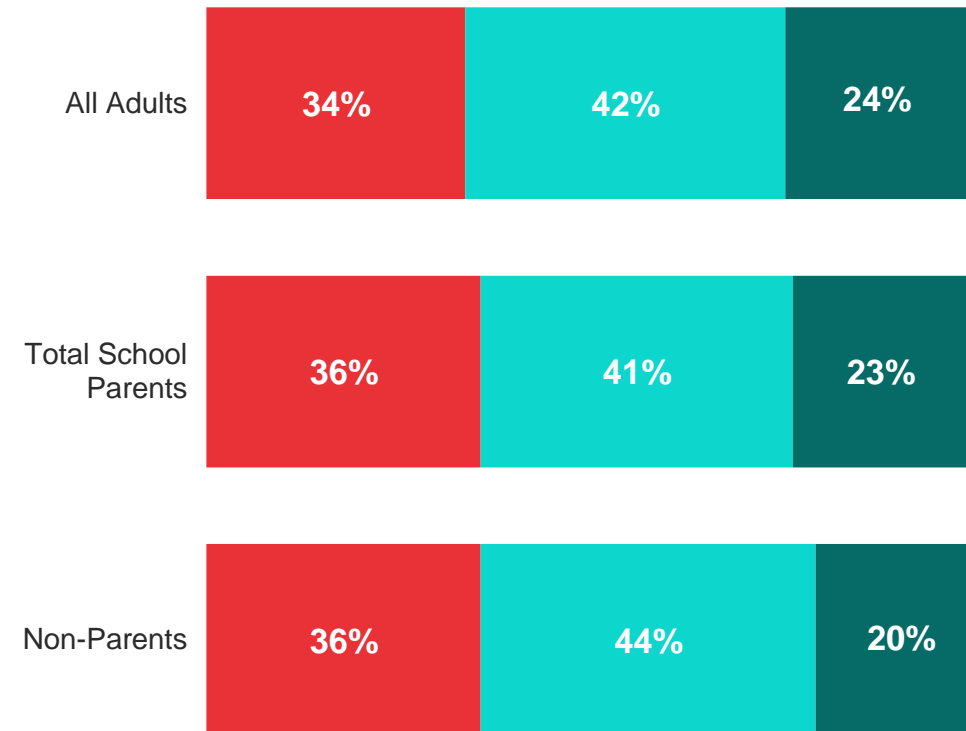
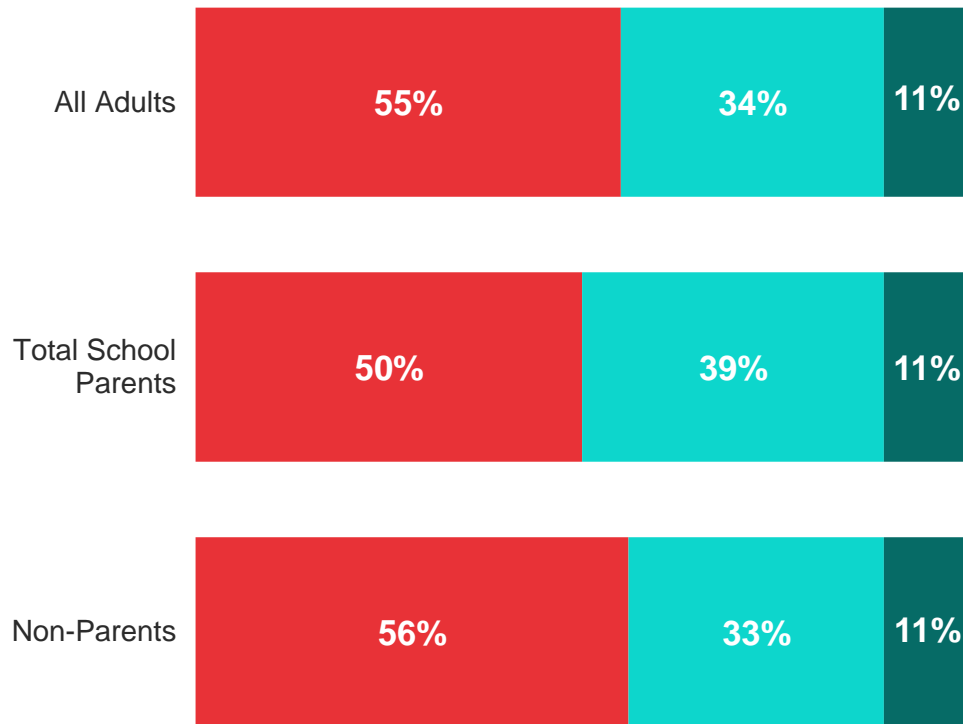
Do you believe public school funding in [STATE] is:

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

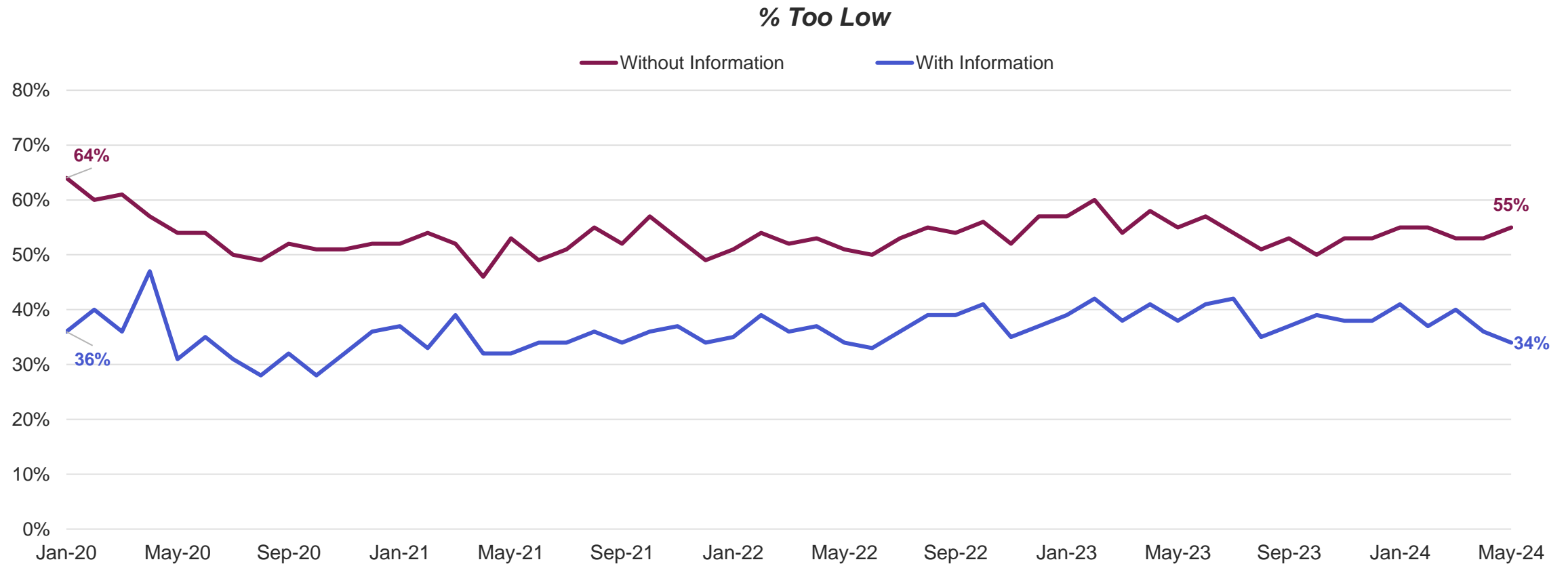


Providing respondents with a government-reported statistic consistently decreases the tendency to say school funding is “too low.”

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



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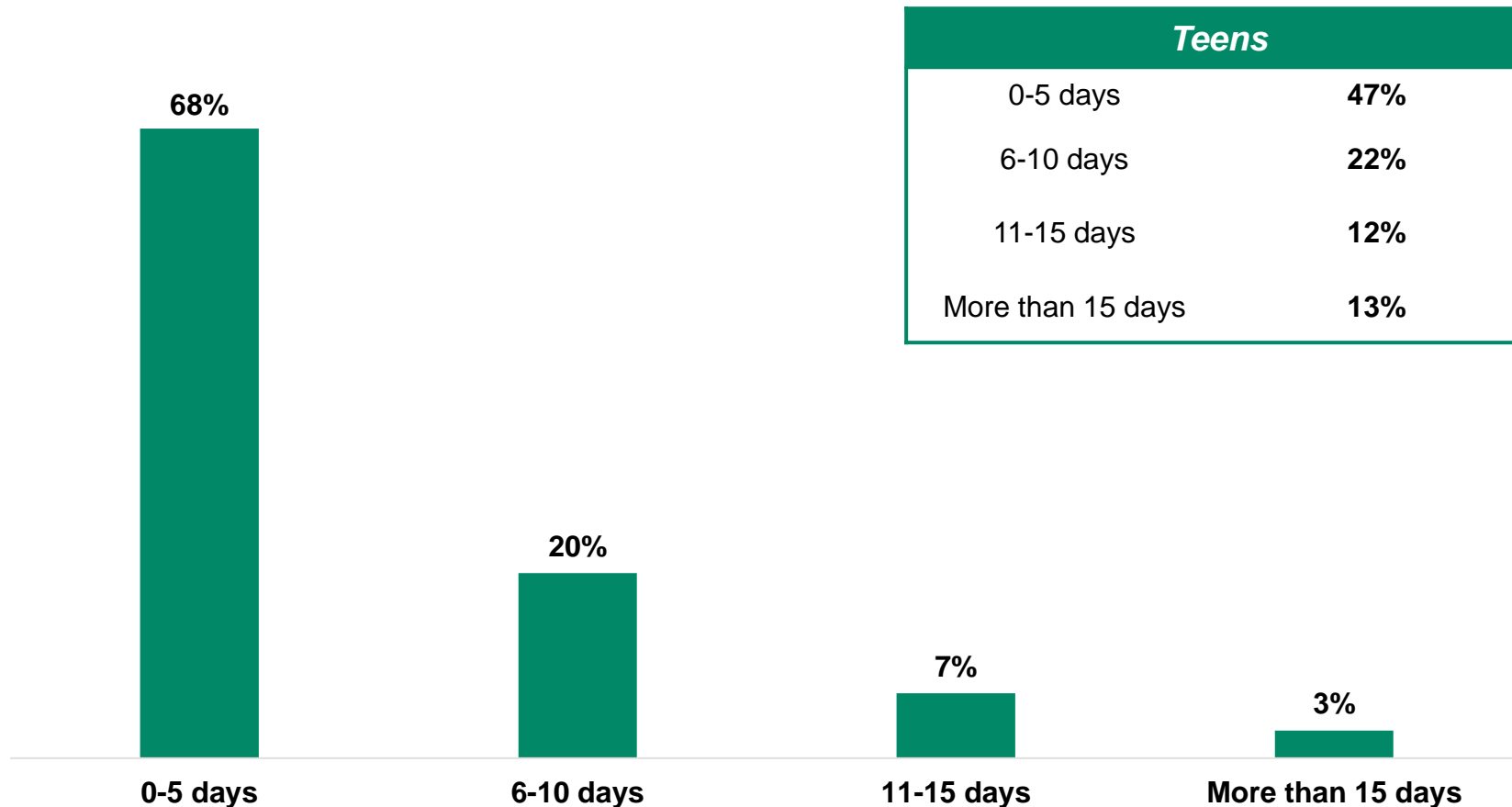
SURVEY PROFILE AND DEMOGRAPHICS



Only 3% of parents say their child has missed more than 15 whole days of school this year. That information is different than what teens have reported in a recent survey.

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.

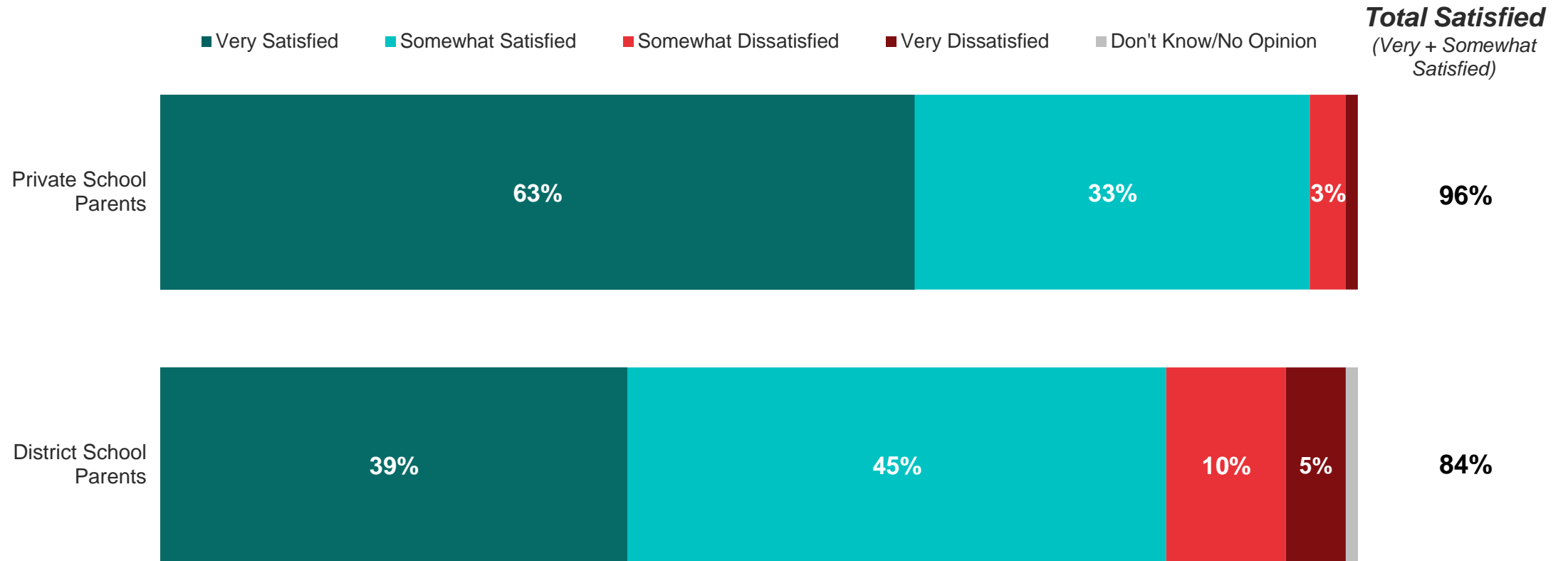
*Note: *Teens data comes from March 2024 U.S. Teens Report*

Source: Survey conducted May 7, 2024 – May 10, 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

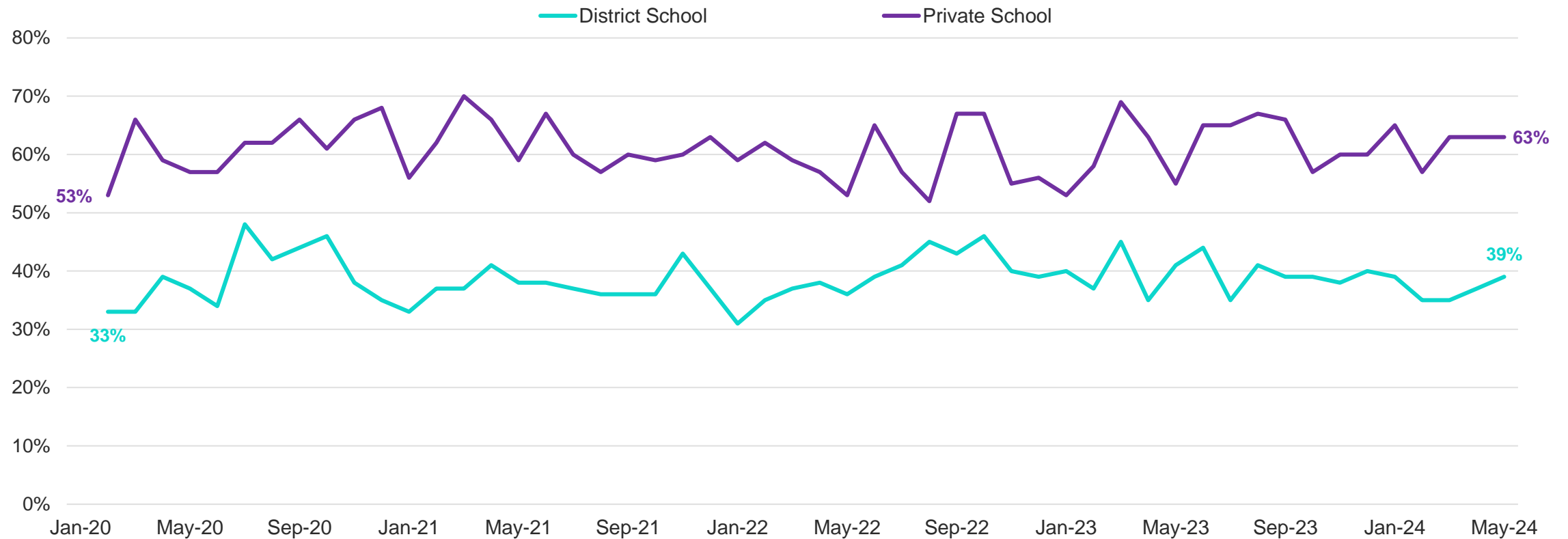


Parents are consistently more likely to say they are “very satisfied” with private schools than public district schools.

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. Private school parents are more likely to cite safety or academic quality as their main reasons.

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

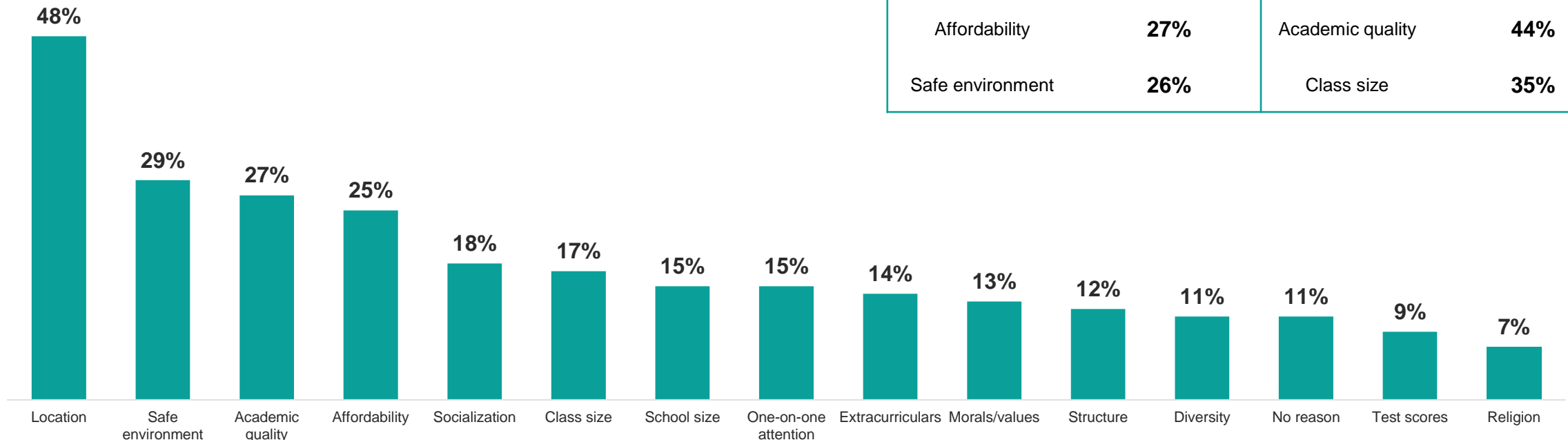
School Parents

% Selected

Top 3 Reasons

% Selected

	<i>District School Parents</i>	<i>Private School Parents</i>
Location	54%	Safe environment 45%
Affordability	27%	Academic quality 44%
Safe environment	26%	Class size 35%



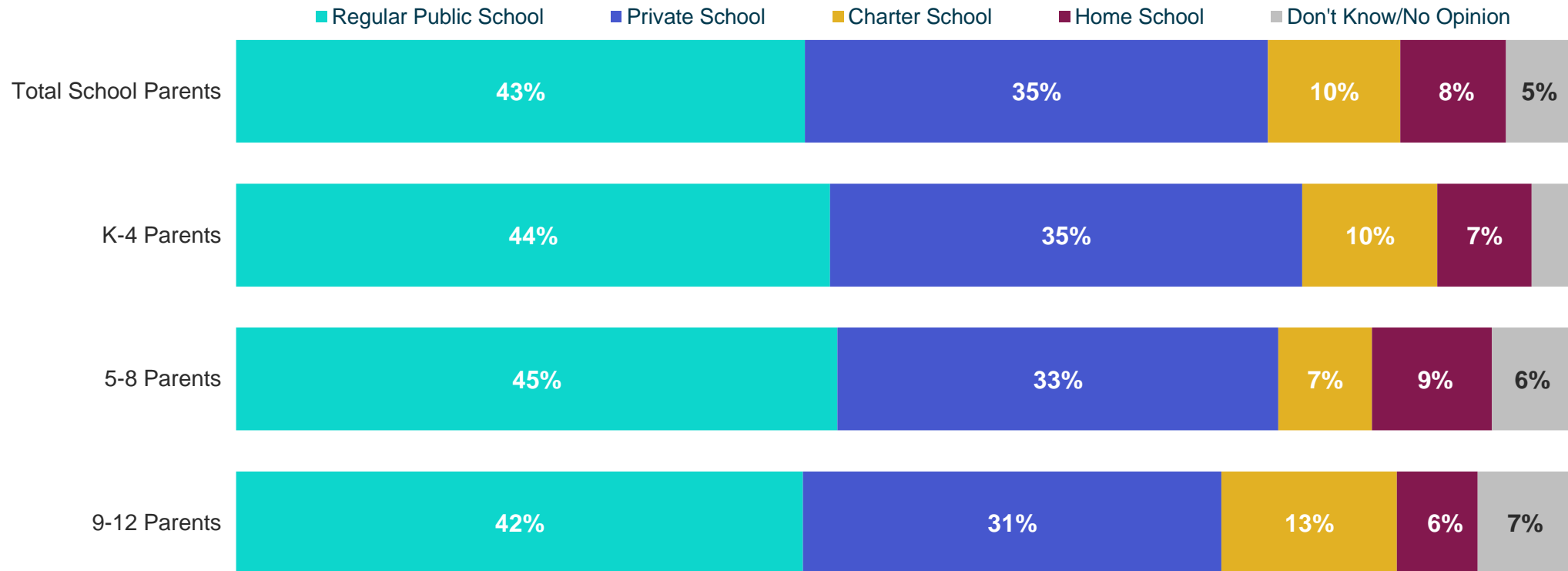
Note: Results are composite numbers between those who were asked about their youngest child and those who were asked about their oldest child.

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

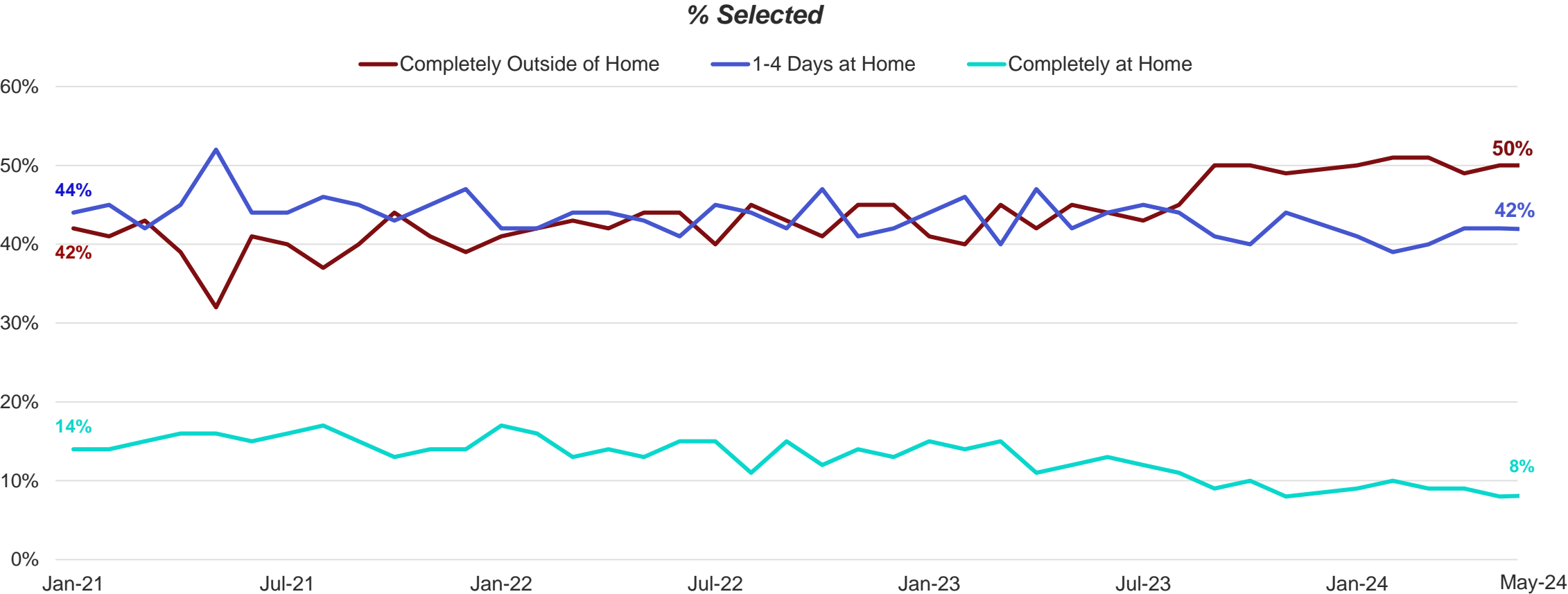
School Parents



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?

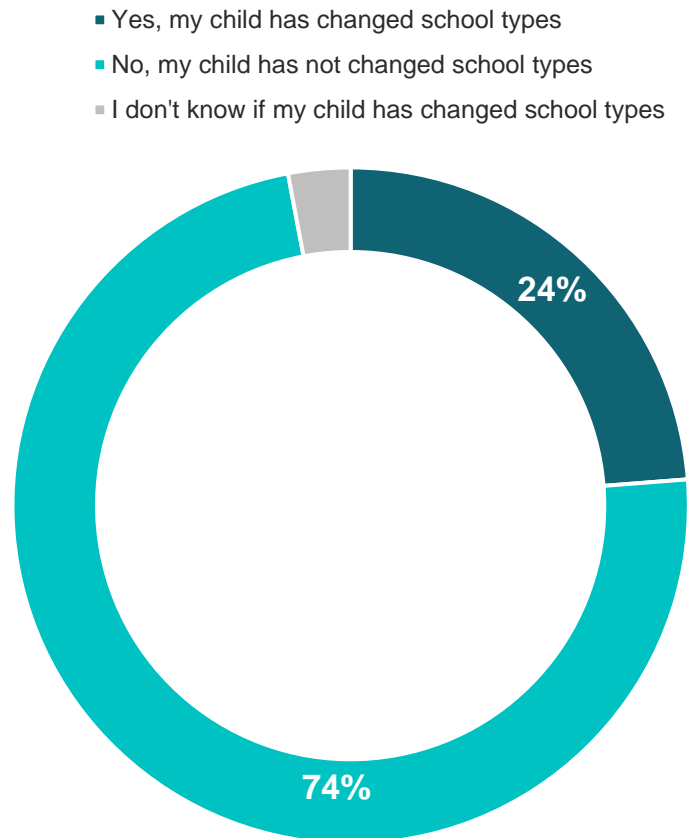
School Parents



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

Special Education	35%
Special Needs	35%
Private School	34%

Bottom % Yes

Small town	19%
Moderate	16%
Rural Area	14%

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

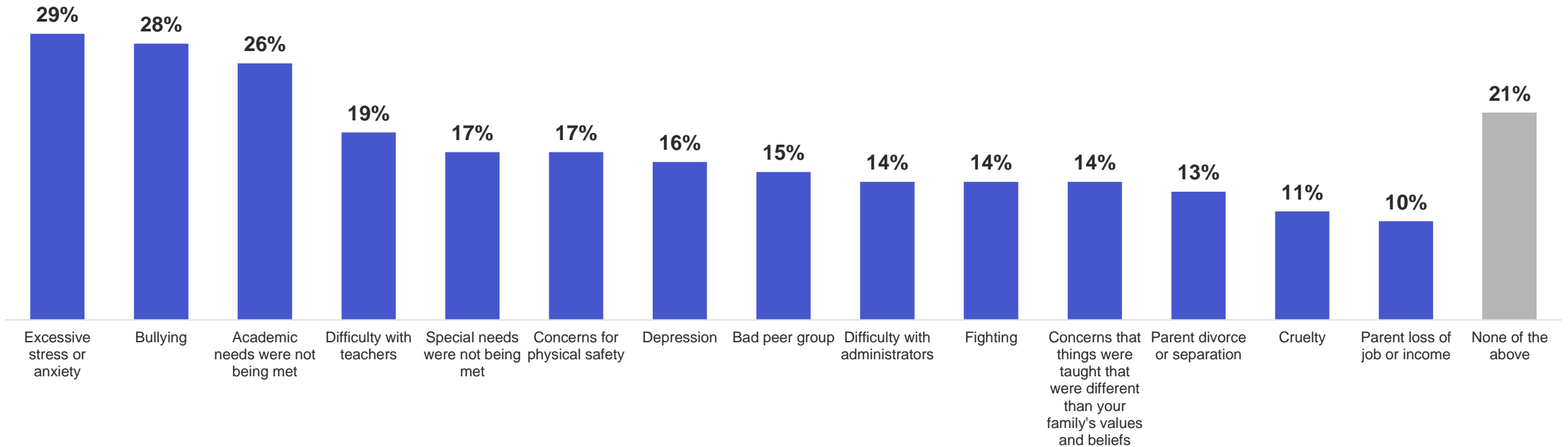
Source: Survey conducted May 7, 2024 – May 10, 2024, among U.S. adults

School switchers are most likely to indicate a change because of excessive stress/anxiety or bullying 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.

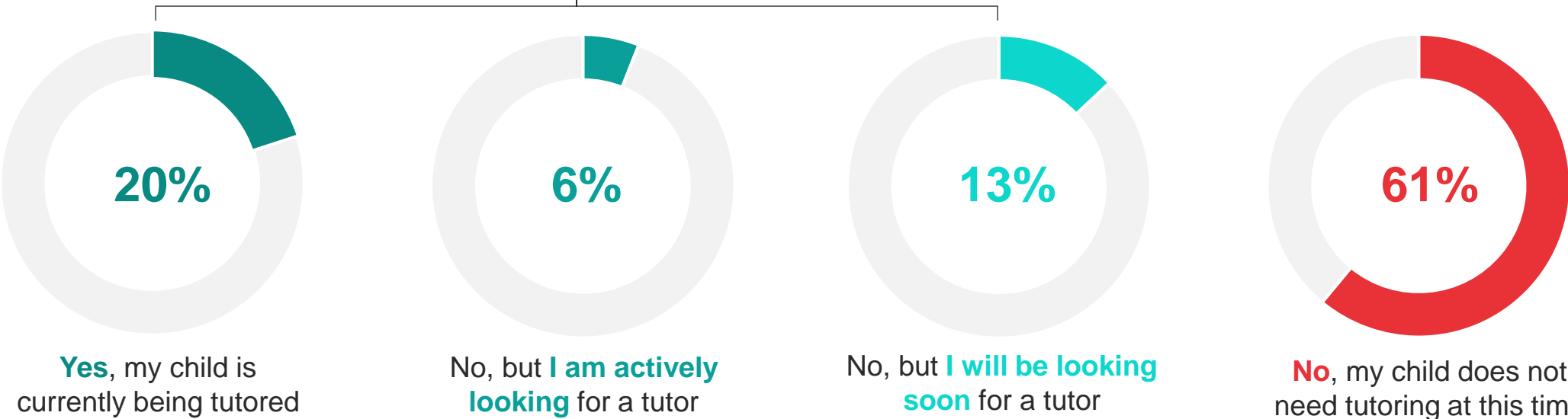
Source: Survey conducted May 7, 2024 – May 10, 2024, among U.S. adults

In May, just under 40% of parents are currently using a tutor or are interested in tutoring for their children – a slight decrease since April.

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

School Parents

39% (-3 points vs. April)
currently have a tutor or looking for a tutor



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

In May, interest in tutoring was highest among special education and special needs 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	39%
Special Education	60%
Special Needs	57%
Urban	56%
Black	52%
Hispanic	51%
Liberal	49%
West	49%

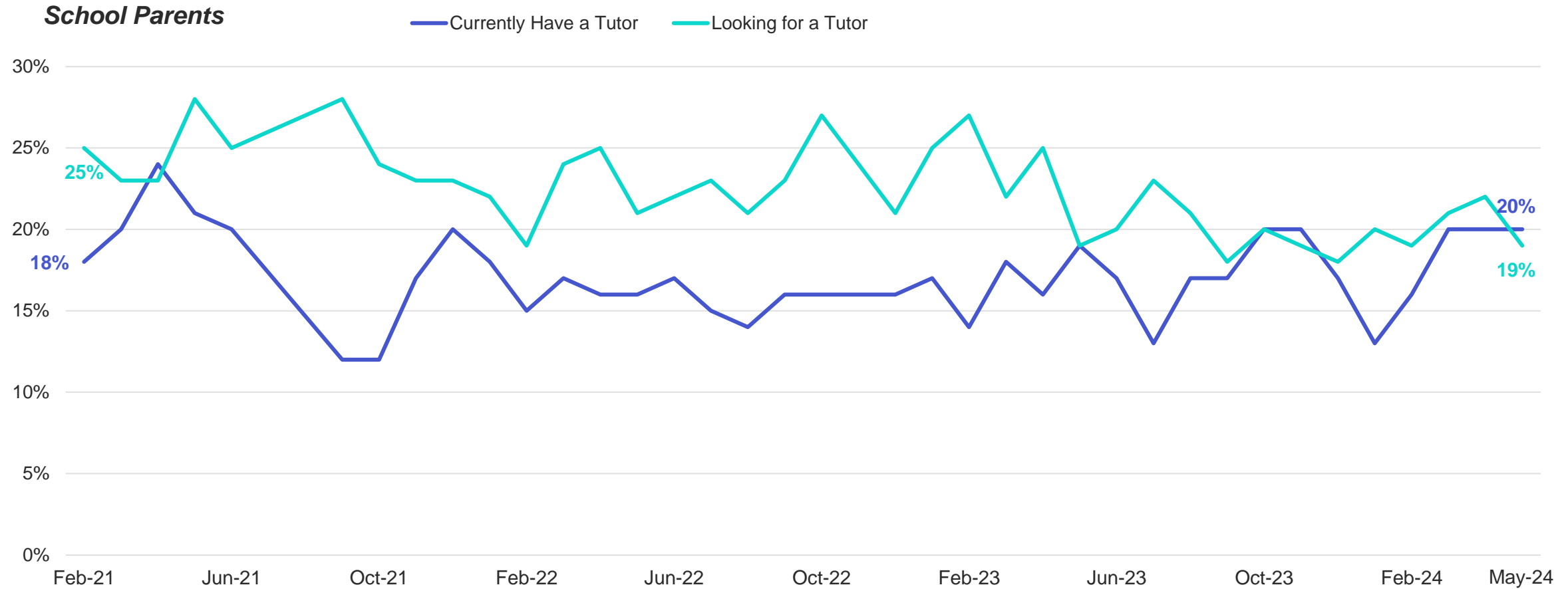
Groups **least** likely to be looking for / already having tutoring

Moderate	34%
Independent	32%
Gen X	32%
Female	32%
Midwest	32%
Small town	25%
Rural	20%

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

The percentage of school parents who report having a tutor for their child has remained steady since March, though school parents reporting looking a tutor has decreased.

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

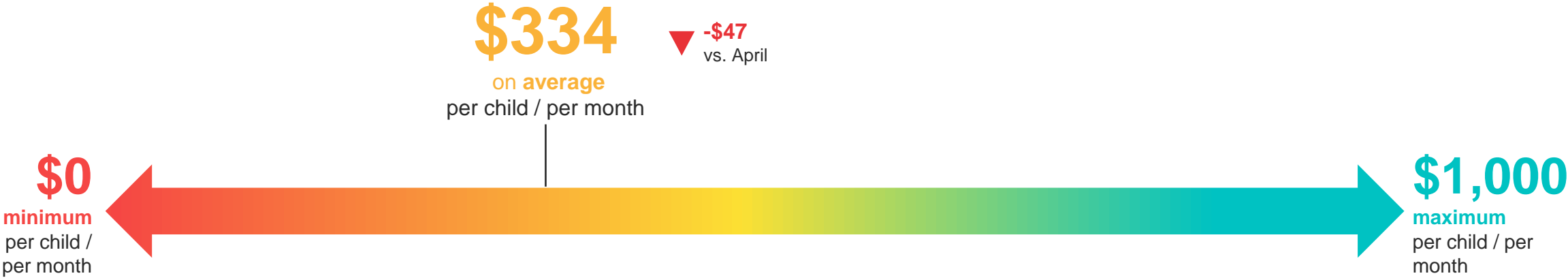


Note: Question was not asked in July 2021 and August 2021.

In May, the amount parents were willing to spend on tutoring fell to about \$335 per child/month.

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

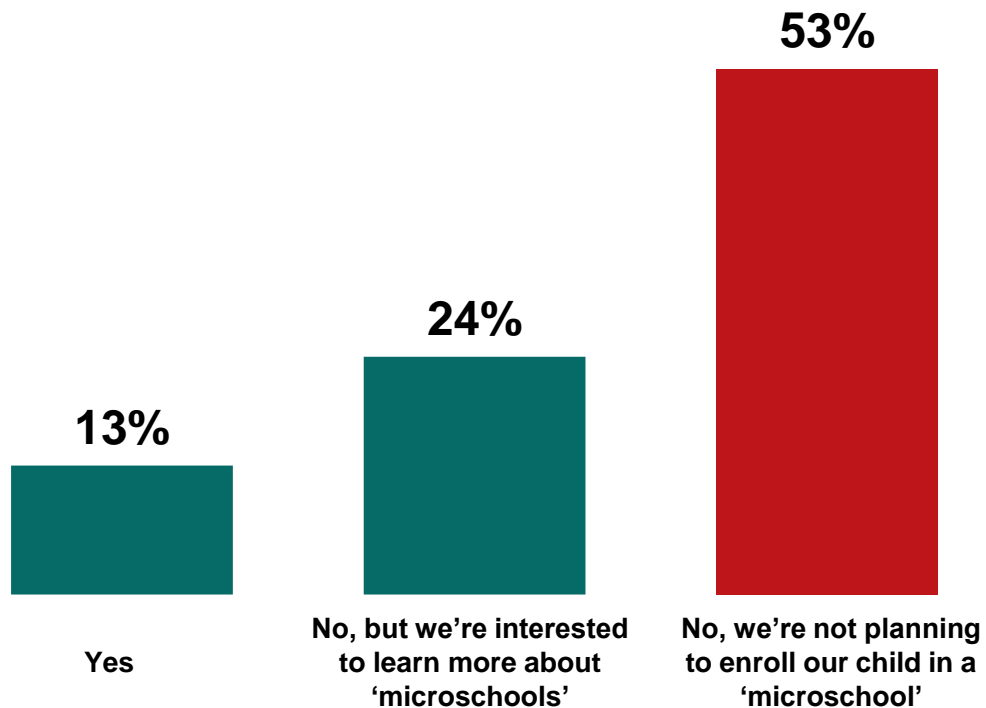
School Parents
among those interested in or participating in a tutoring



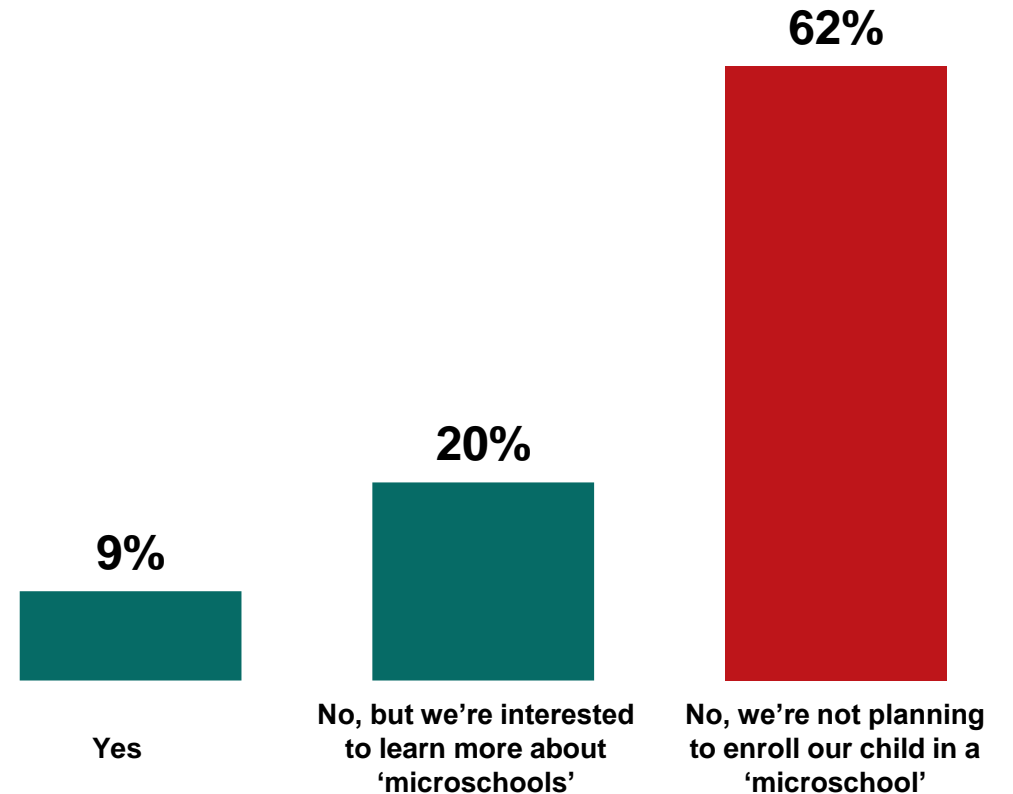
Source: Survey conducted May 7, 2024 – May 10, 2024, among U.S. adults

In May, at least one-third of parents report having 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'?

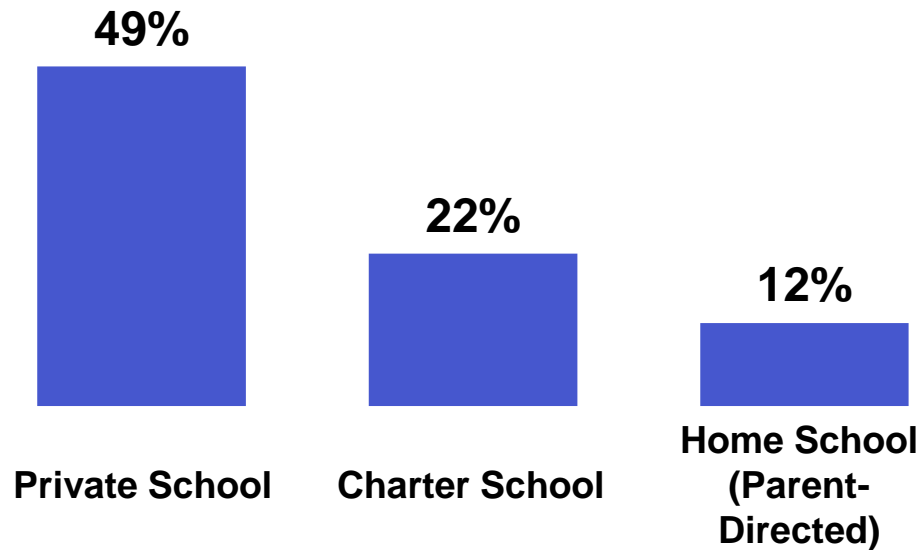


Almost half of parents of children in microschools say the school is considered private. More than 80% say they are full-time learning environments.

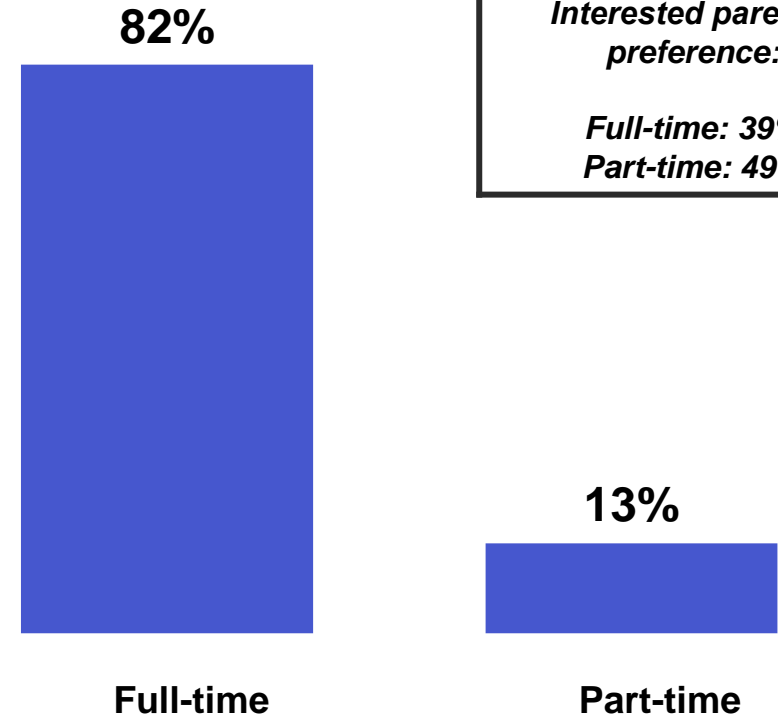
School Parents

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...?



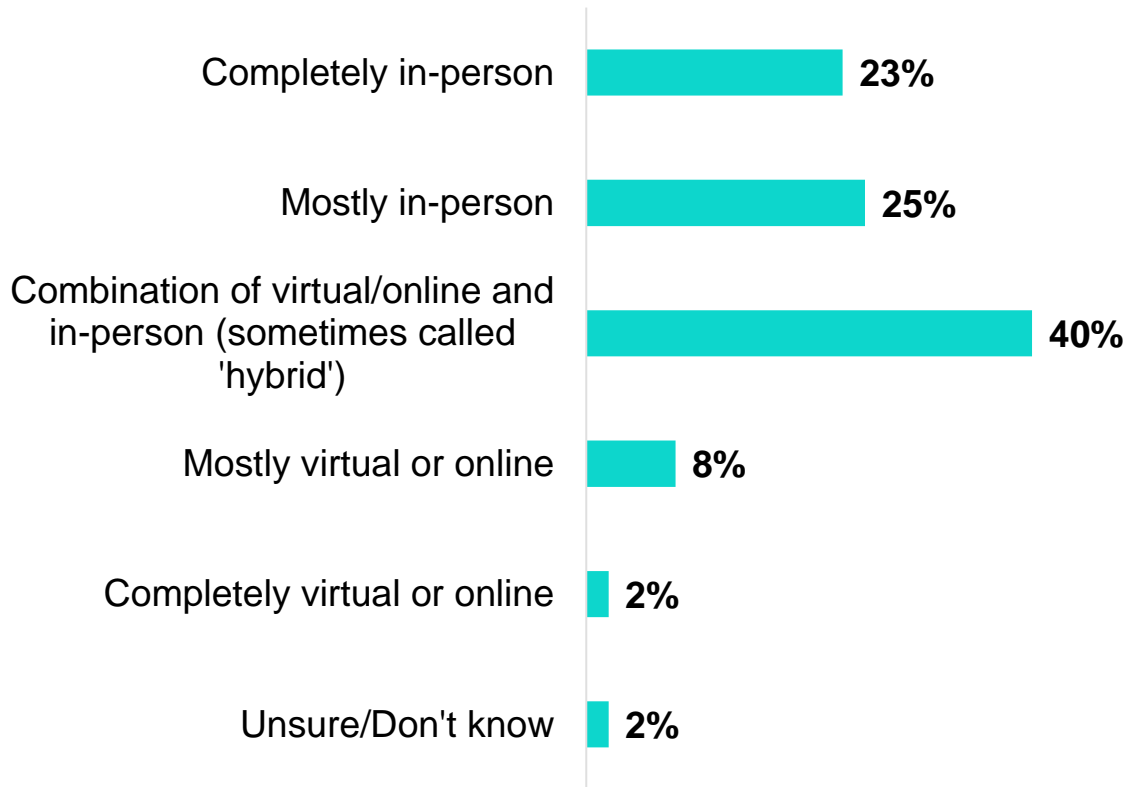
Interested parents' preference:
Full-time: 39%
Part-time: 49%

Note: Unsure/Don't know responses not shown

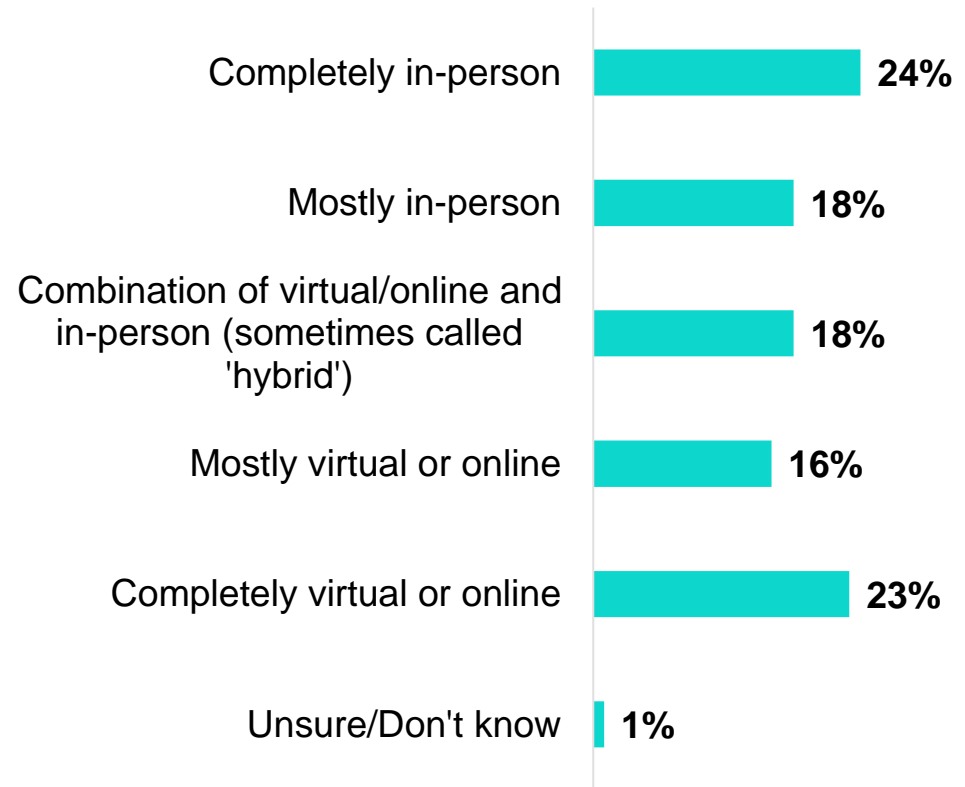
Source: Survey conducted May 7, 2024 – May 10, 2024, among U.S. adults

Among microschool parents, 23% say instruction is completely virtual or online, though only 2% of interested parents would prefer this mode of instruction.

At a 'microschool,' would you prefer instruction to be provided...? [Asked among parents with interest in learning more about microschools; no child enrolled, N=286]



At this 'microschool' is instruction provided...? [Asked among parents with at least one child enrolled in a microschool, N=142]

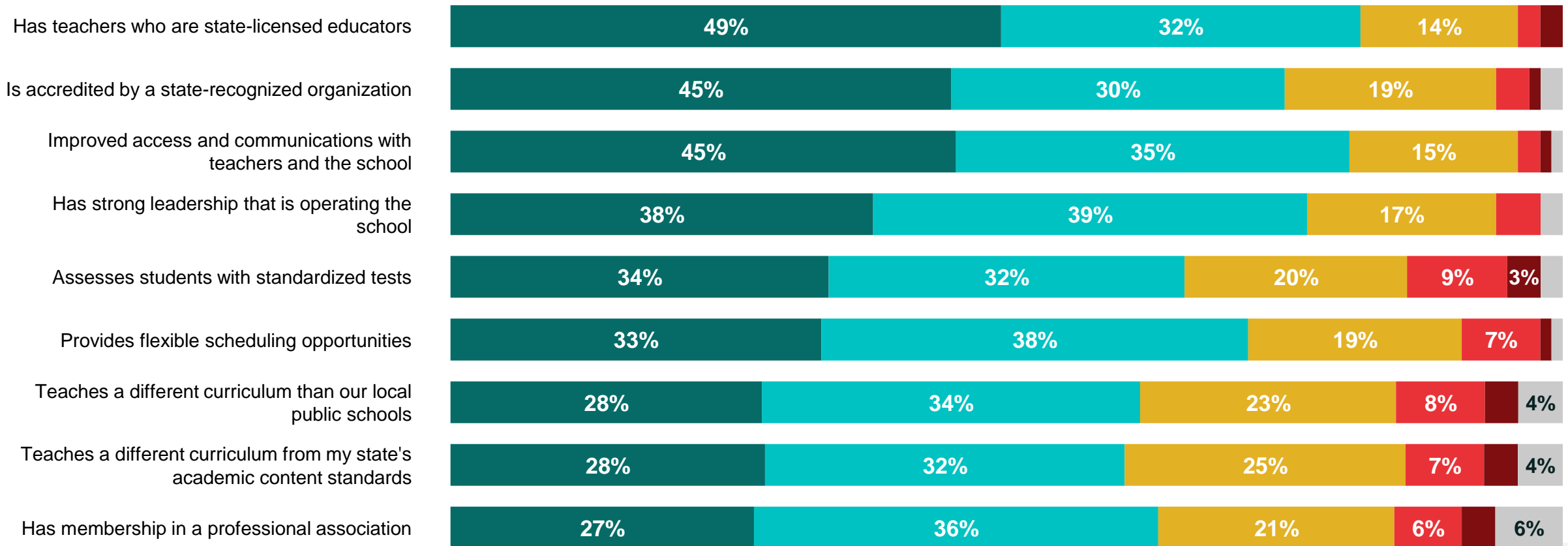


Parents say it is most important that microschoools have state-licensed educators, are accredited by a state-recognized organization, and have improved access and communications with teachers and the school.

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

School Parents

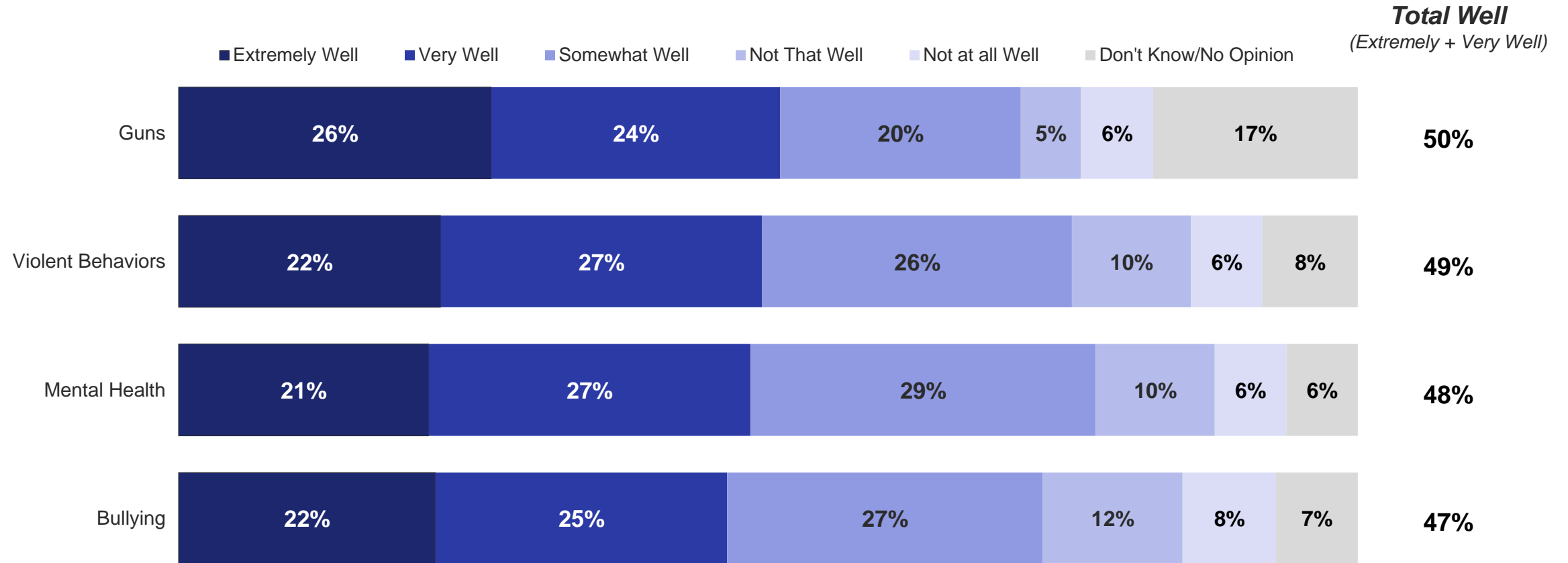
Extremely Important Very Important Somewhat Important Not That Important Not At All Important Don't Know/No Opinion



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

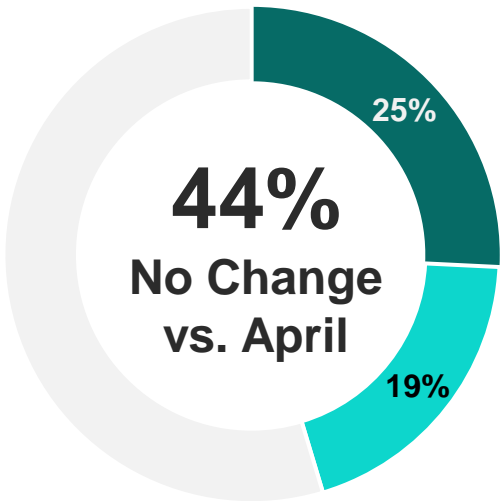


In May, less than half of parents were concerned about a violent intruder entering their child's school. This proportion remains unchanged from April.

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

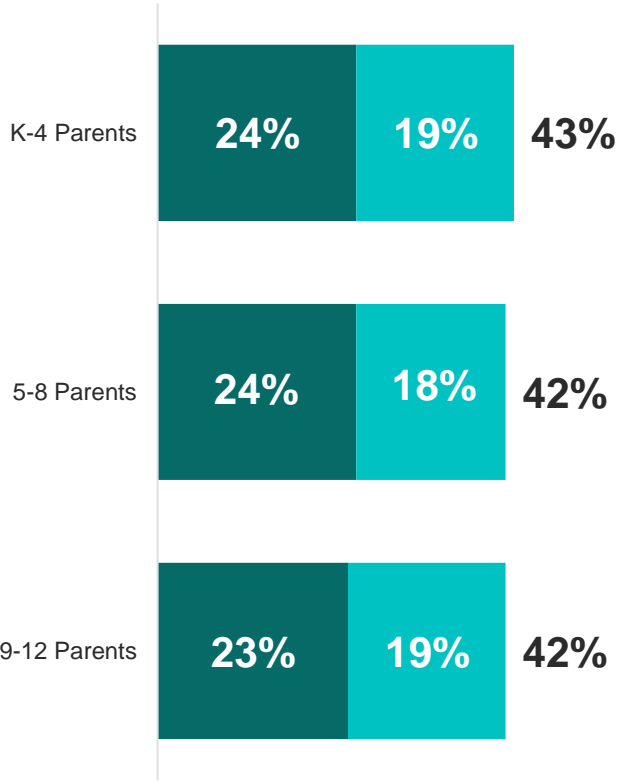
School Parents

Extremely Concerned Very Concerned



School Parents

Total Concern
(Extremely + Very Concerned)

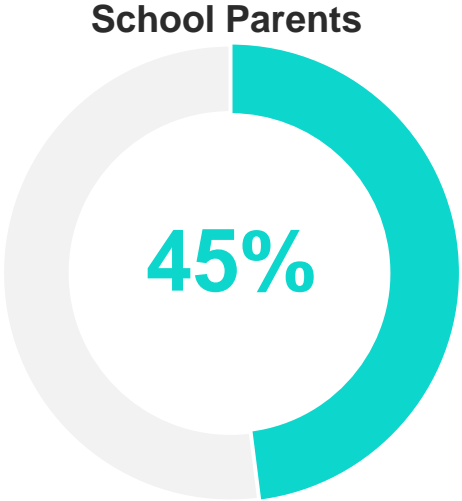


Source: Survey conducted May 7, 2024 – May 10, 2024, among U.S. adults

A little less than 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	37%
2	7%
3	1%
4+	0%

% of parents with at least one "gifted" child

K-4 Parents	39%
5-8 Parents	53%
9-12 Parents	53%

Top % with at least one "gifted" child

Private School	63%
Education: Bachelors+	57%
Urban	57%
Male	57%
High Income: \$100k+	54%

Bottom % with at least one "gifted" child

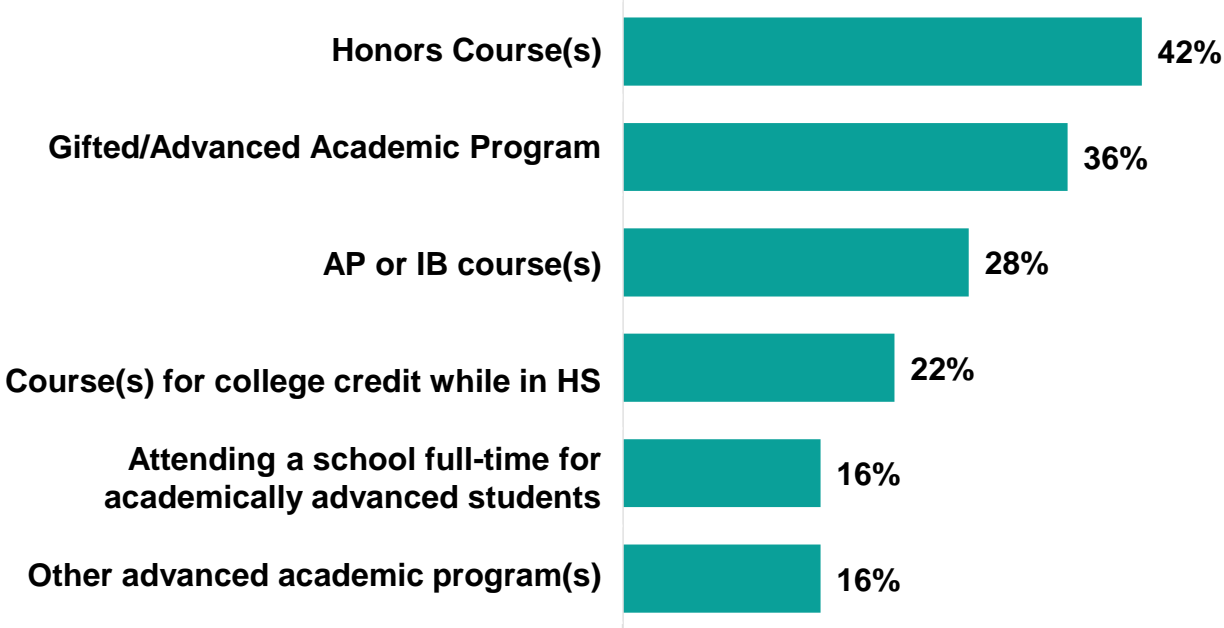
Low Income: <\$50k	39%
Education: < College	38%
Female	36%
Rural	35%
Small town	27%

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

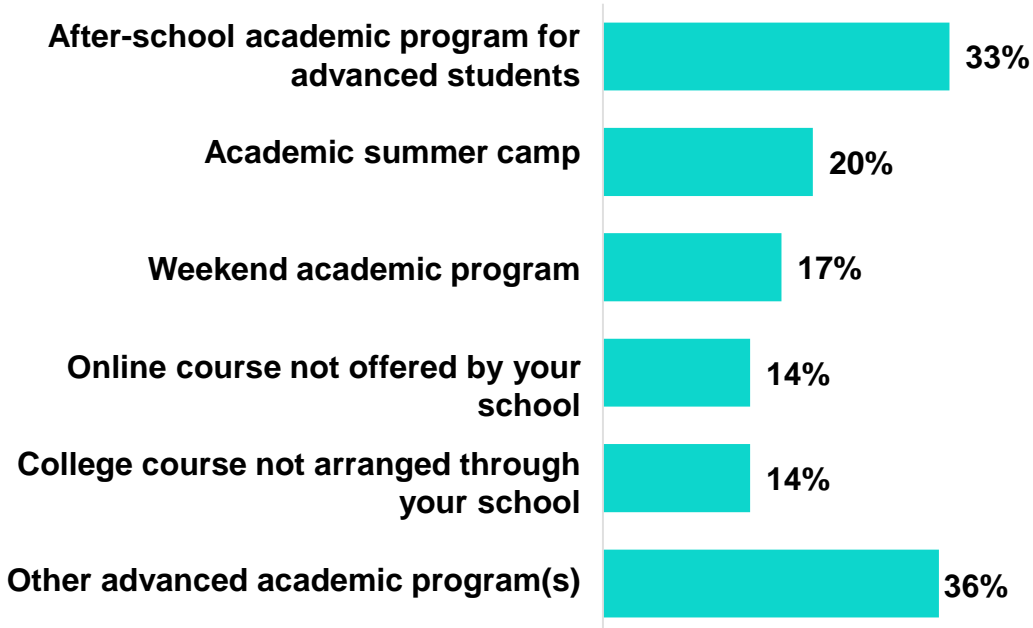
Parents of “gifted children” are most likely to say their child currently takes an honors course. One-third of parents of “gifted children” had their child participate in an after-school academic program for advanced students.

Among those School Parents who have at least one “gifted” child (N=583)

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

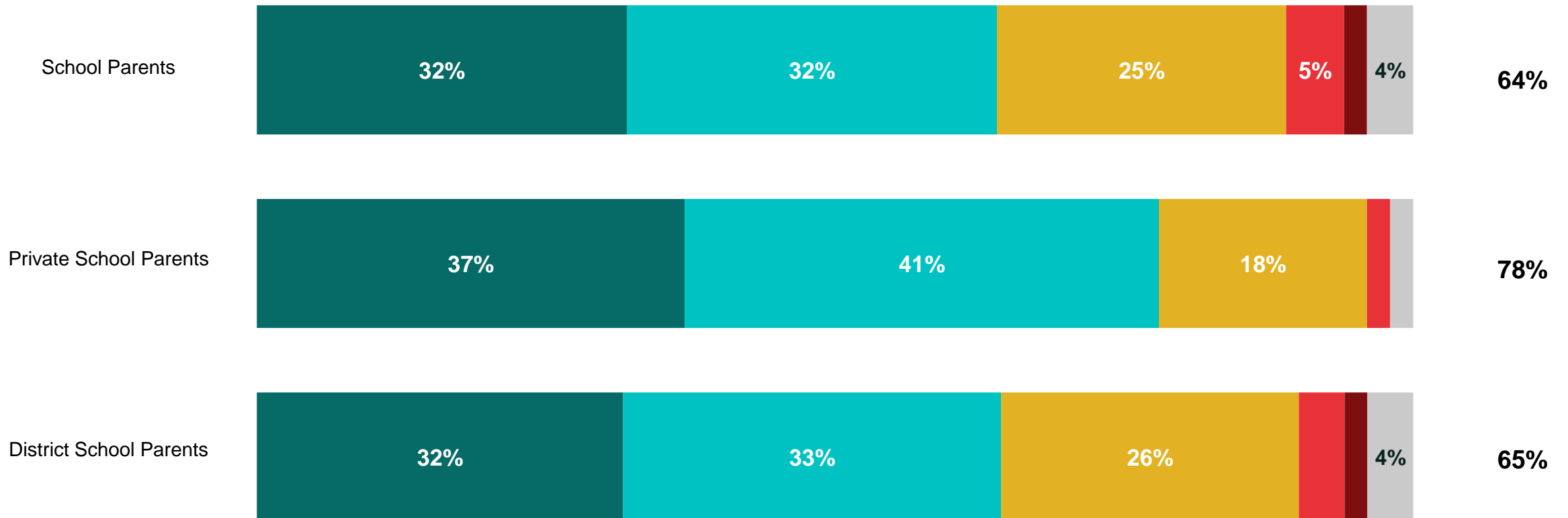
Nearly two-thirds of parents say it is important their child’s school offers advanced academic classes. Private school parents place more importance on these classes compared to district school parents.

How important is it that your child’s school offers advanced academic classes?

School Parents

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

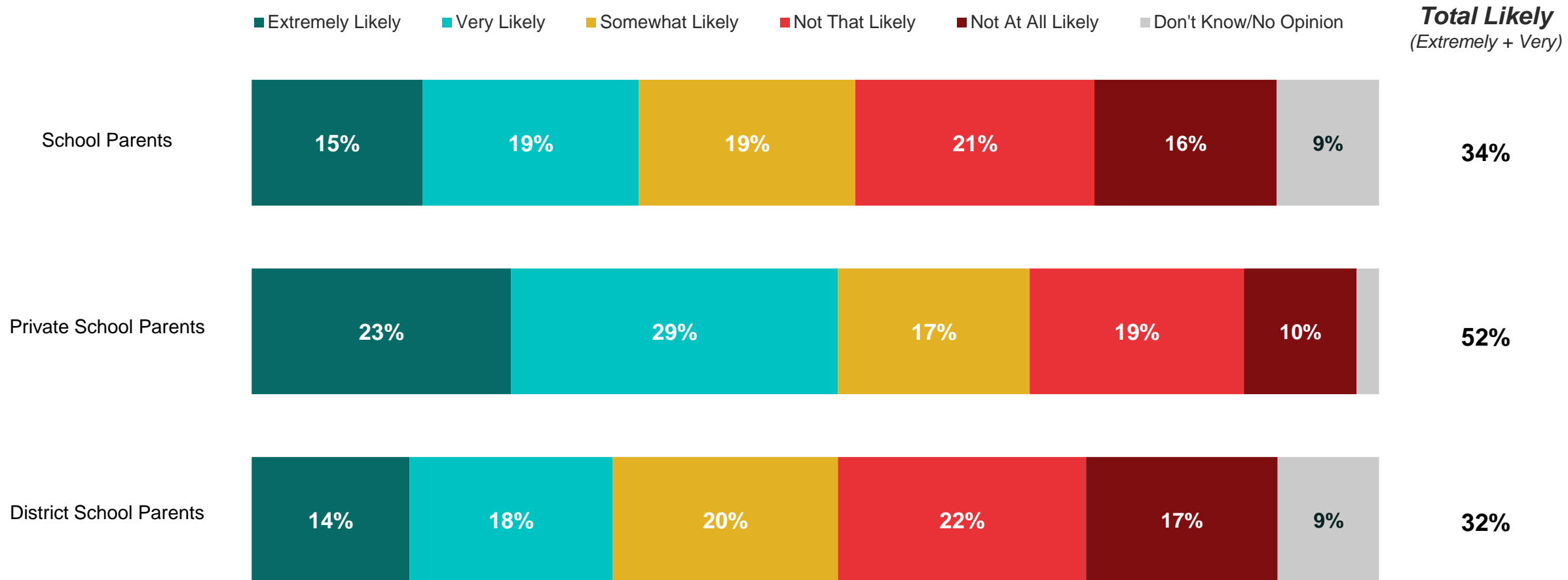
Total Important
(Extremely + Very)



Over half of private school parents say they would be “extremely” or “very” likely to move their child to a different school if their school eliminated their academically advanced classes.

If your child's school eliminated academically advanced classes, how likely is it that you would move your child to a different school?

School Parents

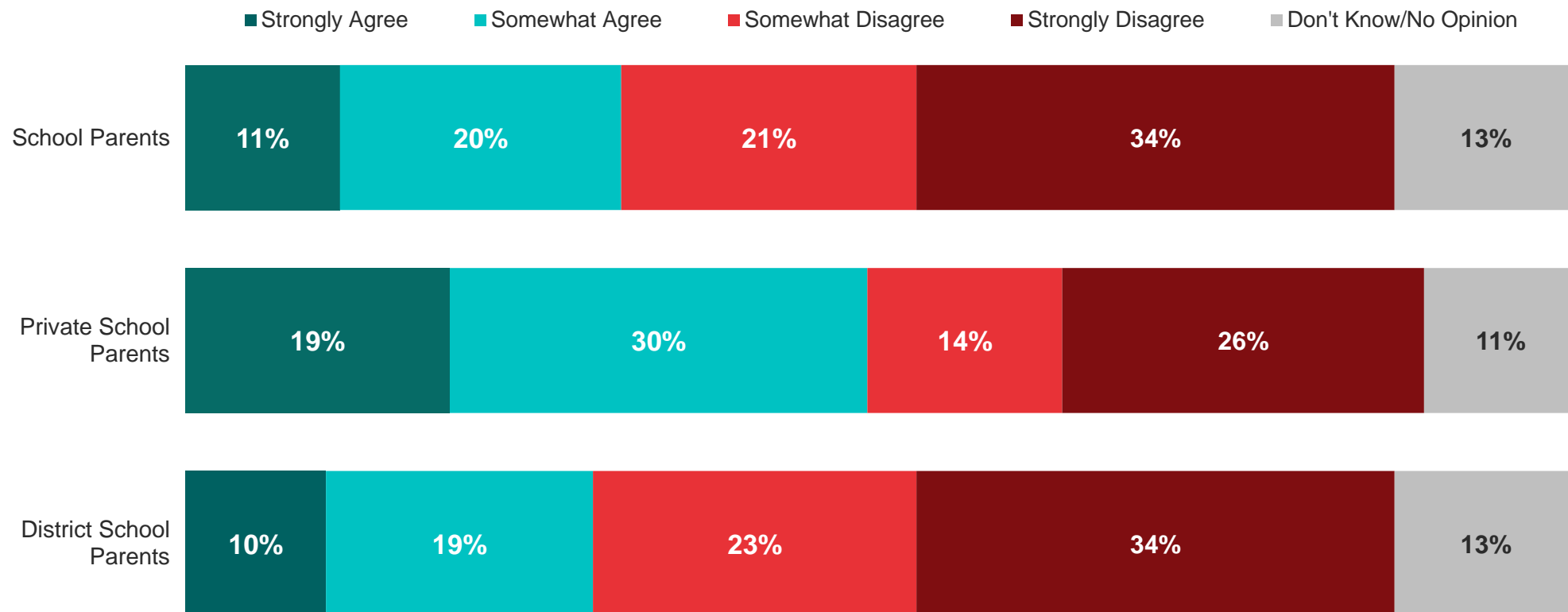


Source: Survey conducted May 7, 2024 – May 10, 2024, among U.S. adults

Private school parents are more likely than district school parents to agree that schools should eliminate advanced classes in order to mix students together.

To what extent do you agree or disagree that schools should eliminate academically advanced classes and have all students mixed together in the same classes?

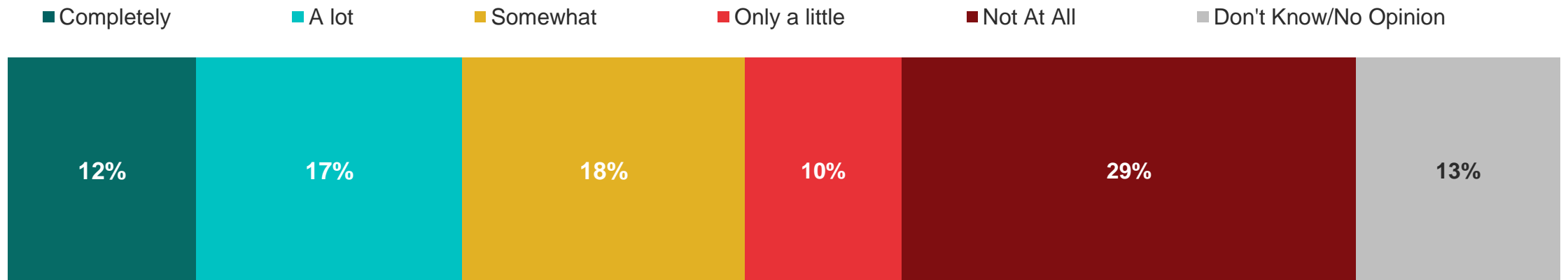
School Parents



Nearly 1 in 3 parents say current college/university campus protests changed their thinking “completely” or “a lot” when it comes to what they want their child to do after high school.

To what extent, if at all, have the current protests on college/university campuses changed your thinking about what you would like your child/children to do after high school?

School Parents



Parents are slightly more likely to say the current protests on college/university campuses have at least somewhat negatively changed their views of higher education.

To what extent positively or negatively, if at all, have the current protests on college/university campuses changed your views of higher education?

School Parents

■ Strongly Positive ■ Somewhat Positive ■ No change in my views ■ Somewhat Negative ■ Strongly Negative ■ I'm not aware of the campus protests ■ Don't Know/No Opinion



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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

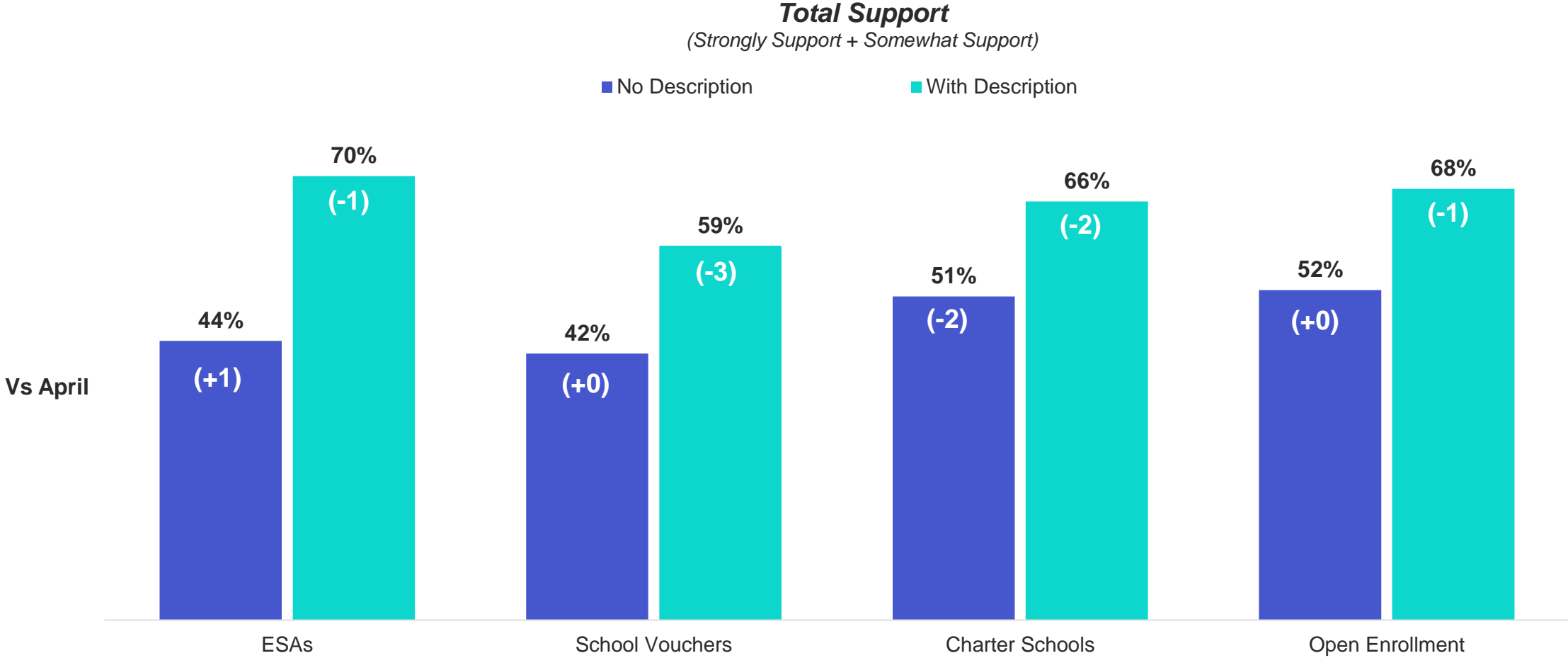
A school voucher system allows parents the option of sending their child to the school of their choice, whether that school is public or private, including both religious and non-religious schools. If this policy were adopted, tax dollars currently allocated to a school district would be allocated to 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 May 7, 2024 – May 10, 2024, among U.S. adults

In May, support for ESAs was highest among school parents and middle-income 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 70%

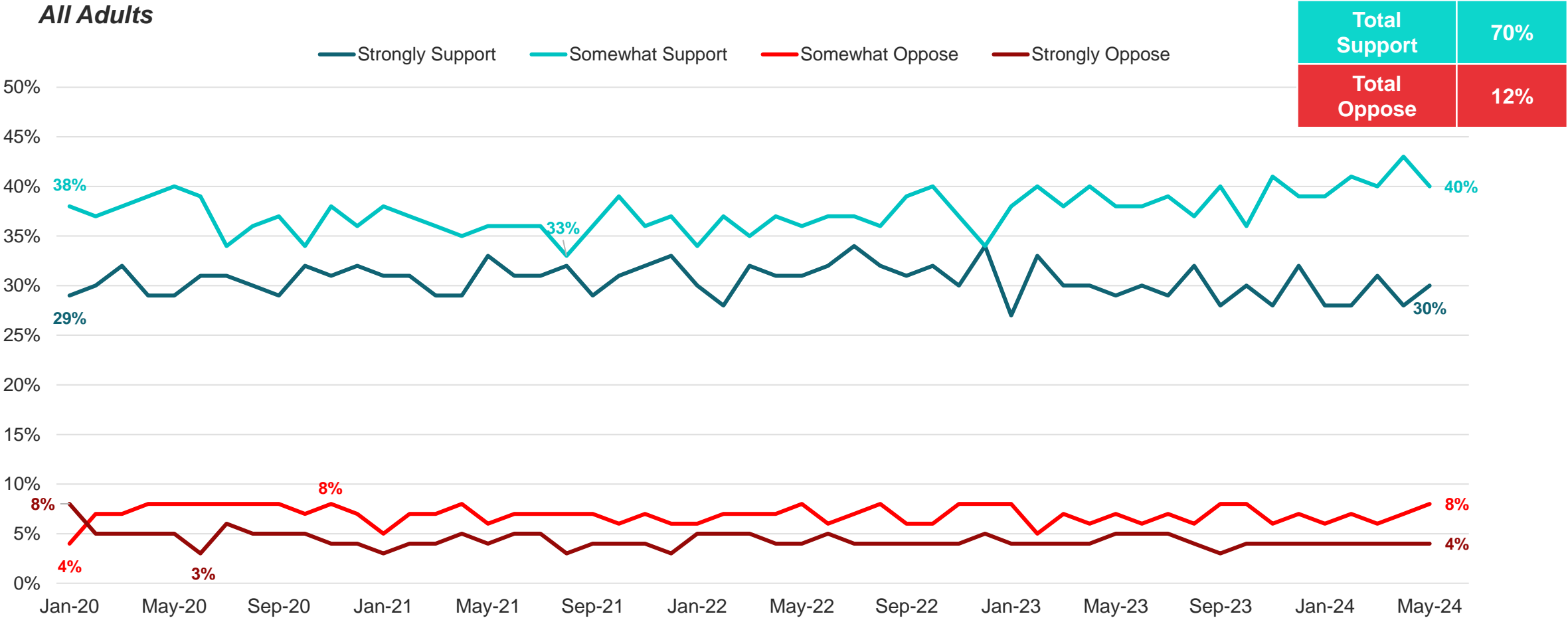
Groups most supportive		Groups least supportive	
School Parents	75%	Moderate	69%
Middle Income: \$50k to \$100k	75%	Male	69%
Black	73%	Education: <College	68%
South	72%	West	68%
Education: Bachelors+	72%	Midwest	68%
Conservative	72%	Low Income: \$50k	67%
Liberal	72%	Northeast	67%
Urban	71%	Rural	65%

Americans' overall support of ESAs remained roughly the same in May. The public is almost 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?

May 2024

All Adults



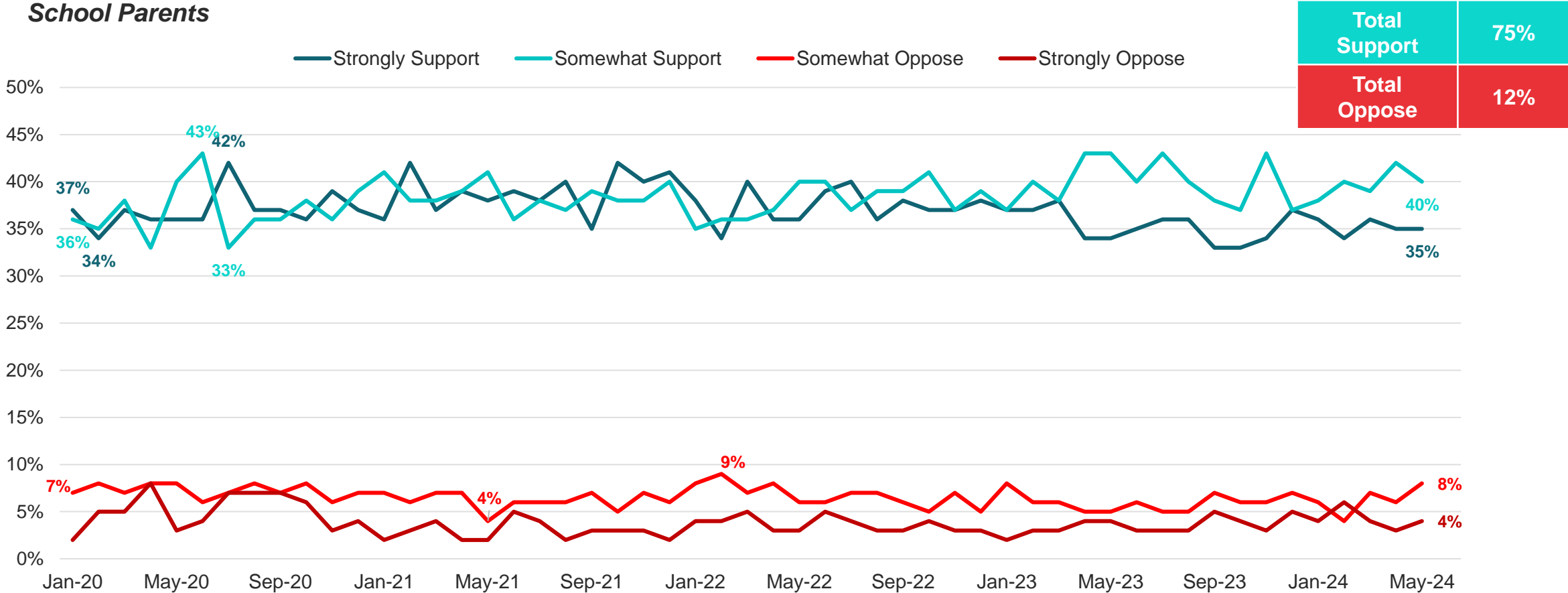
Note: Don't know/No opinion responses are not shown.

In May, school parents were more than six times as likely to be strongly supportive of ESAs than strongly opposed. Total support fell 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?

May 2024

School Parents



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

Support for school vouchers was highest among conservatives, Black adults, and Republicans. It was lowest among adults living in small towns and 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 59%

Groups most supportive		Groups least supportive	
Conservative	69%	Female	57%
Black	69%	High Income: \$100k+	56%
Republican	68%	Education: Bachelors+	56%
School Parents	67%	Independent	56%
Male	63%	West	55%
Hispanic	63%	Democrat	55%
Urban	63%	Liberal	52%
South	62%	Small town	51%

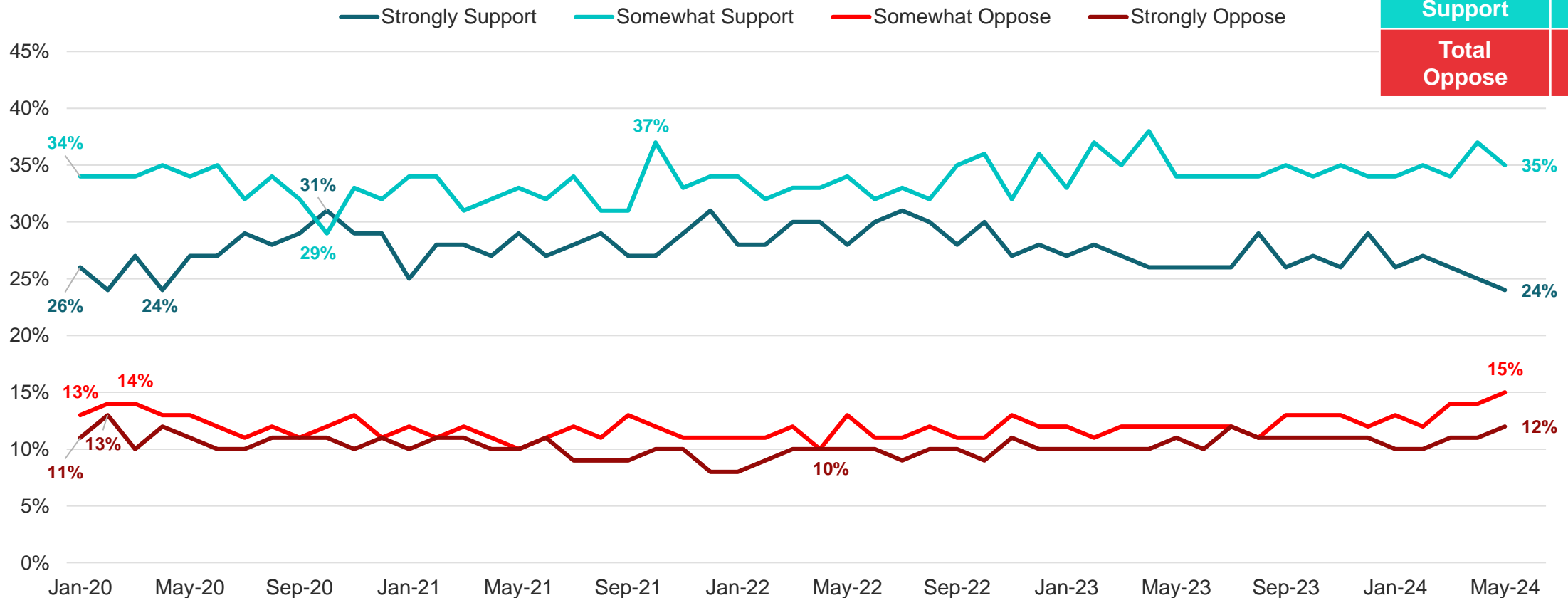
Source: Survey conducted May 7, 2024 – May 10, 2024, among U.S. adults

The public's overall support for school vouchers decreased slightly in May. 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?

May 2024

All Adults



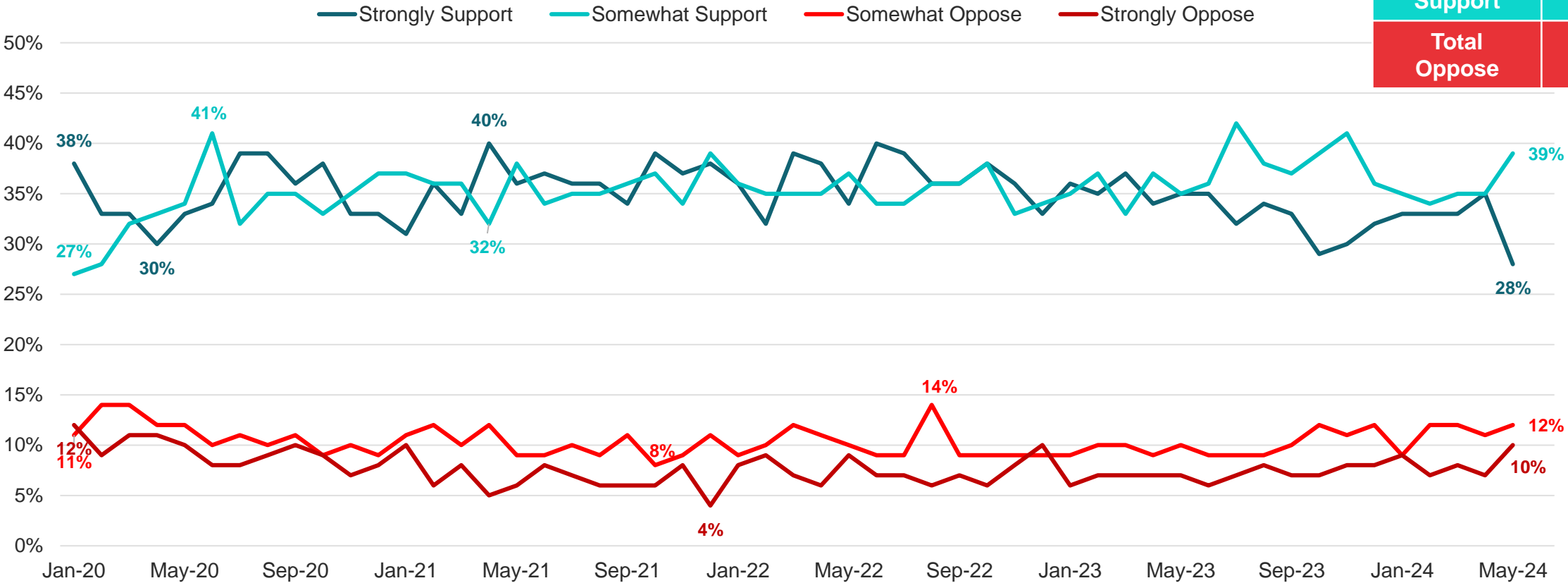
Note: Don't know/No opinion responses are not shown.

In May, support for school vouchers fell slightly 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?

May 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. 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 66%

Groups most supportive		Groups least supportive	
Conservative	74%	Female	64%
Republican	74%	Suburban	64%
School Parents	70%	Low Income: <\$50k	63%
Black	69%	Midwest	63%
Hispanic	69%	Northeast	62%
Urban	69%	Small town	61%
South	68%	Democrat	60%
Middle Income: \$50k to \$100k	68%	Liberal	58%

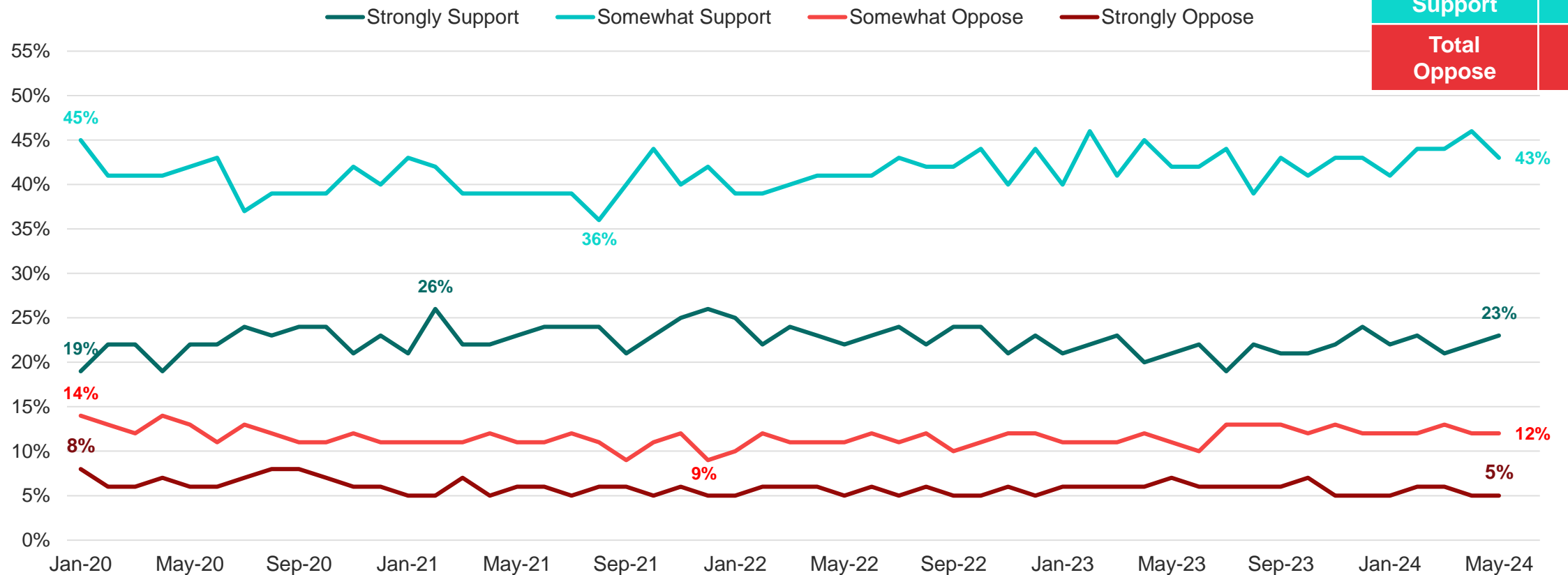
Source: Survey conducted May 7, 2024 – May 10, 2024, among U.S. adults

Americans' overall support for charter schools fell slightly in May.

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?

May 2024

All Adults



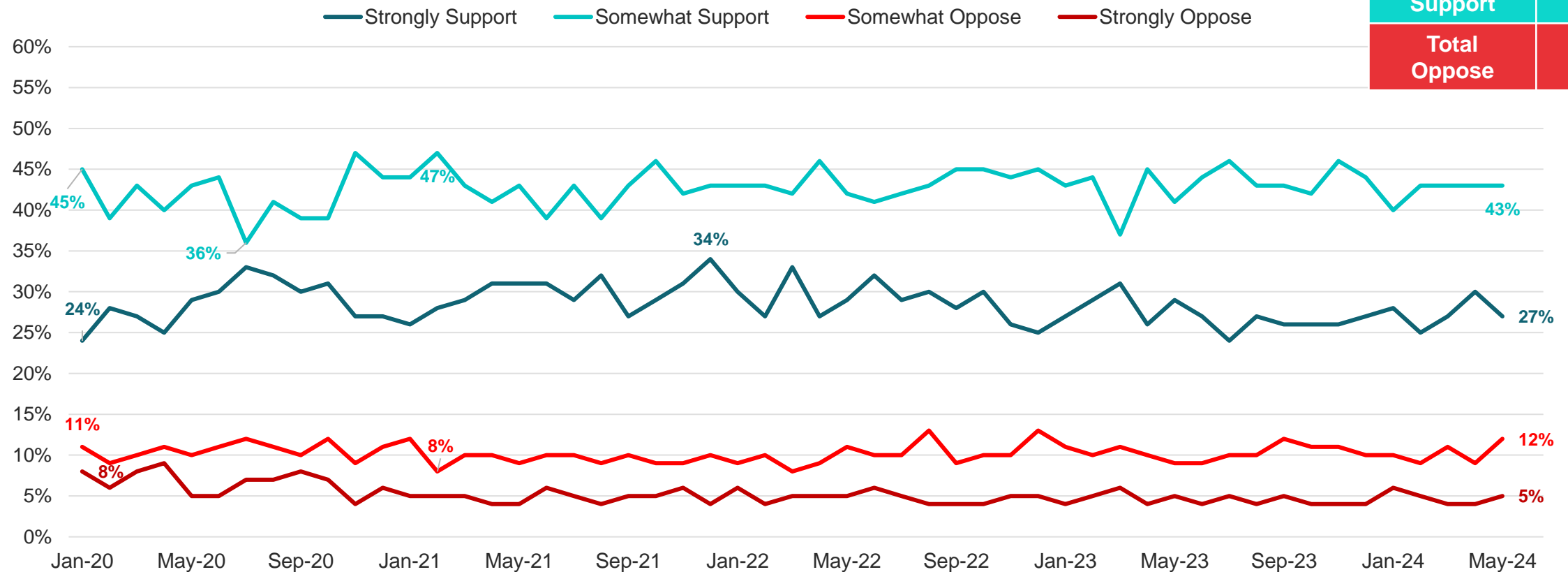
Note: Don't know/No opinion responses are not shown.

Parents' overall support for charter schools fell slightly in May. 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?

May 2024

School Parents



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 68%

Groups most supportive		Groups least supportive	
School Parents	74%	Moderate	68%
Urban	74%	Low-Income: <\$50k	68%
Black	72%	West	67%
Hispanic	70%	Female	67%
Middle Income: \$50k to \$100k	70%	Suburban	66%
Midwest	70%	Rural	66%
South	70%	High-Income: >\$100k	66%
Millennials	70%	Northeast	63%

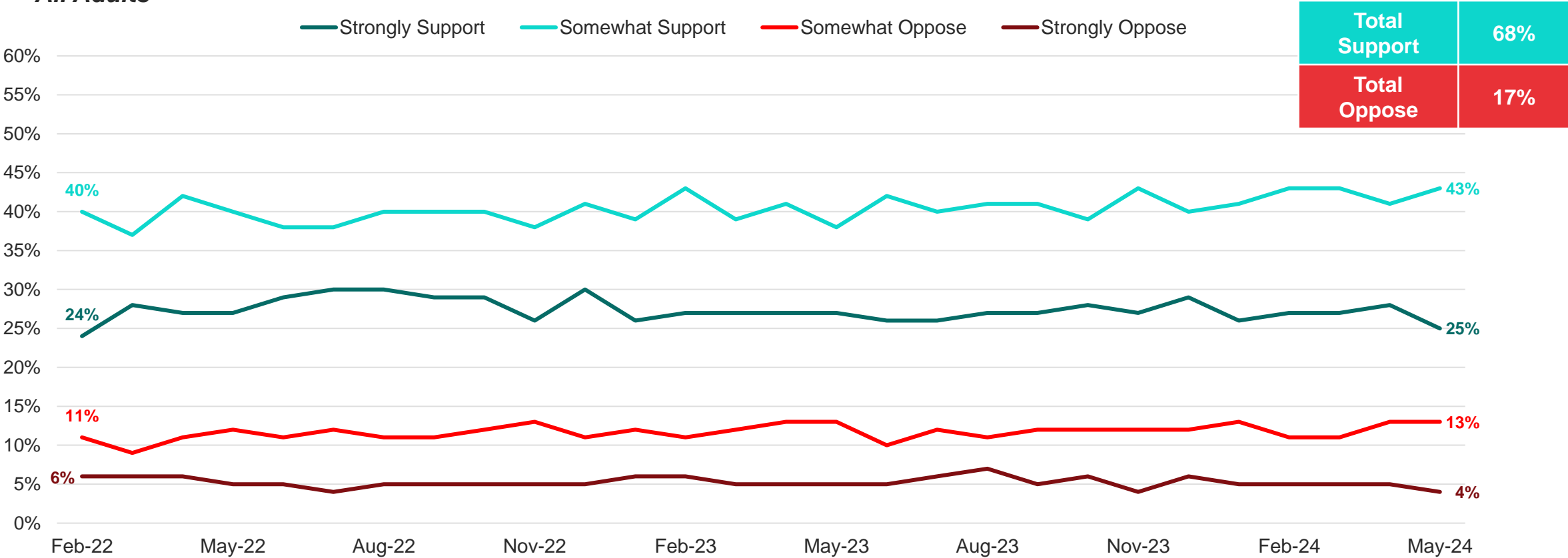
Source: Survey conducted May 7, 2024 – May 10, 2024, among U.S. adults

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

May 2024

All Adults

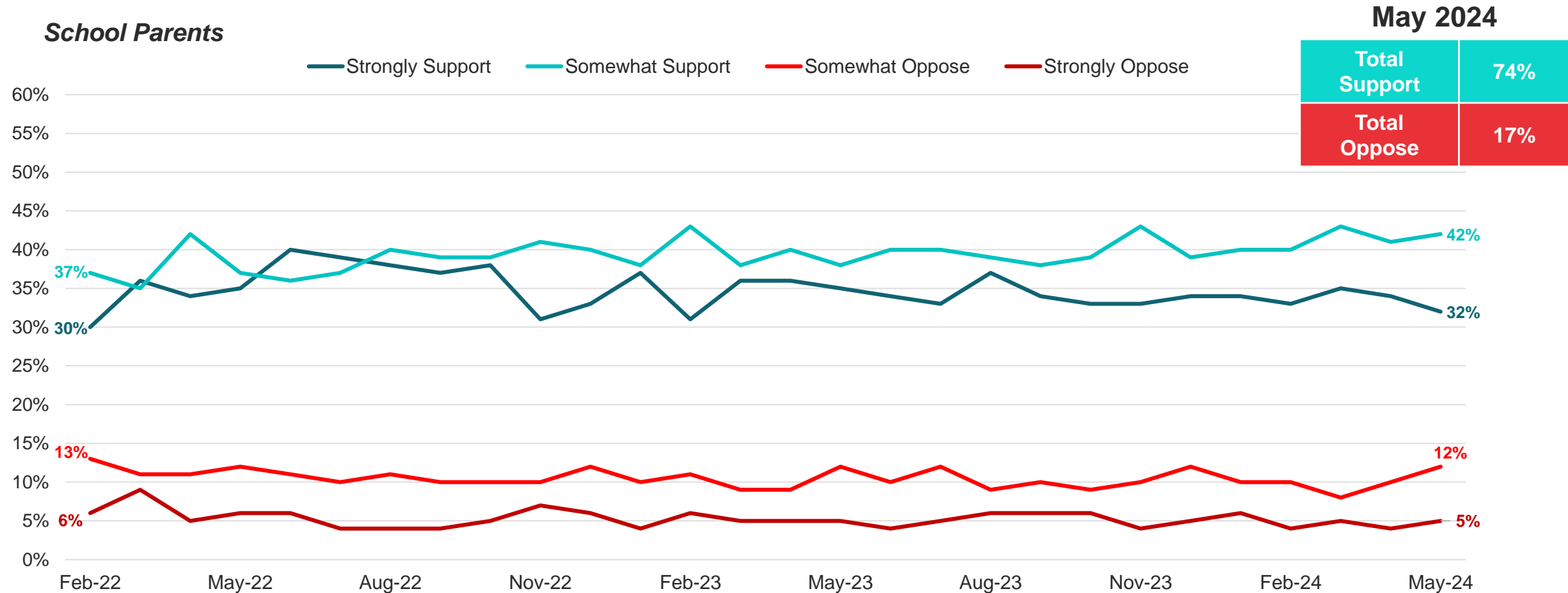


Note: Don't know/No opinion responses are not shown.

Among school parents, overall support of inter-district open enrollment remained stable in May. Parent support is over 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.

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	May 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 = 9.39 minutes Oversample Median = 13.01 minutes
Sample Size	N = 2,252 General Population N= 1,294 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)	± 2.07 percentage points (Gen Pop), ± 2.72 percentage points (Oversample)
Participation Rate	38.49% (Gen Pop), 24.63% (Oversample)
Methods Page	https://edchoice.morningconsultintelligence.com/methodology
Project Contact	Paul DiPerna, paul@edchoice.org

Total Sample Demographics

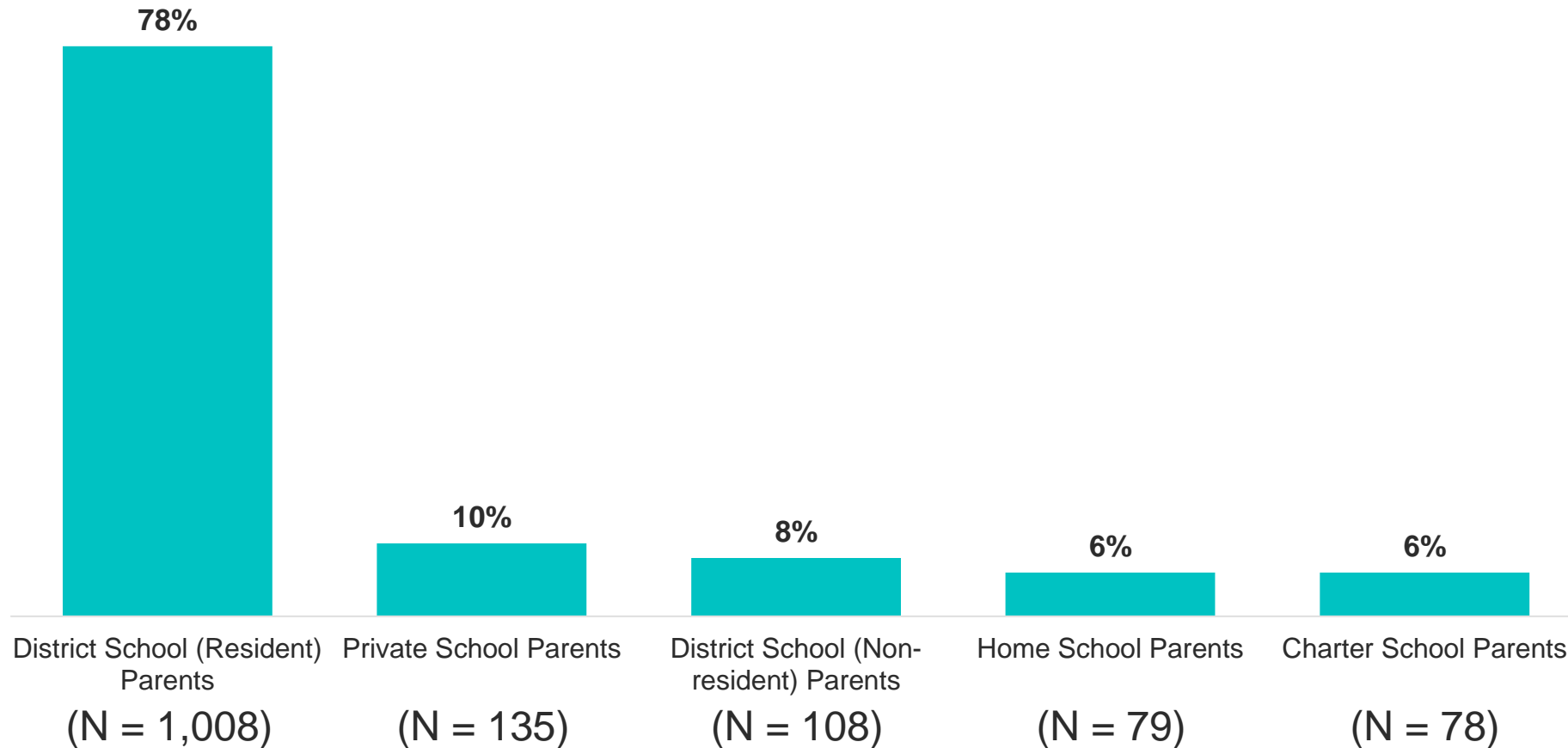
Demographics	Unweighted (N =)
Hispanic	343
Non-Hispanic White	1,492
Black	336
Other	108
Generation Z	316
Millennial	652
Generation X	568
Boomers	673
Male	1,083
Female	1,169
< College	1,448
College +	804
Northeast	430
Midwest	488
South	900
West	434

Demographics	Unweighted (N =)
Total School Parents*	1,294
K-4 Parents*	711
5-8 Parents*	540
9-12 Parents*	474
Non-Parents	972
Liberal	629
Moderate	702
Conservative	772
Democrat	811
Independent	613
Republican	704
Urban	620
Suburban	1,017
Small Town	223
Rural	392
Low Income <\$50K	1,173
Middle Income \$50K to <\$100K	488
High Income \$100K+	389

* Denotes the sample came from school parents

Demographics	Unweighted	Weighted	Target (%)
Hispanic	15%	17%	16%
White	66%	61%	78%
Non-Hispanic White	66%	n/a	n/a
Black	15%	13%	12%
Other	5%	8%	9%
Age: 18-34	27%	29%	30%
Age: 35-54	33%	31%	31%
Age: 55+	40%	40%	40%
Age: 65+	22%	23%	20%
Male	48%	49%	48%
Female	52%	51%	52%
< College	64%	65%	69%
College +	36%	35%	31%
Northeast	19%	17%	18%
Midwest	22%	21%	21%
South	40%	38%	37%
West	19%	24%	24%

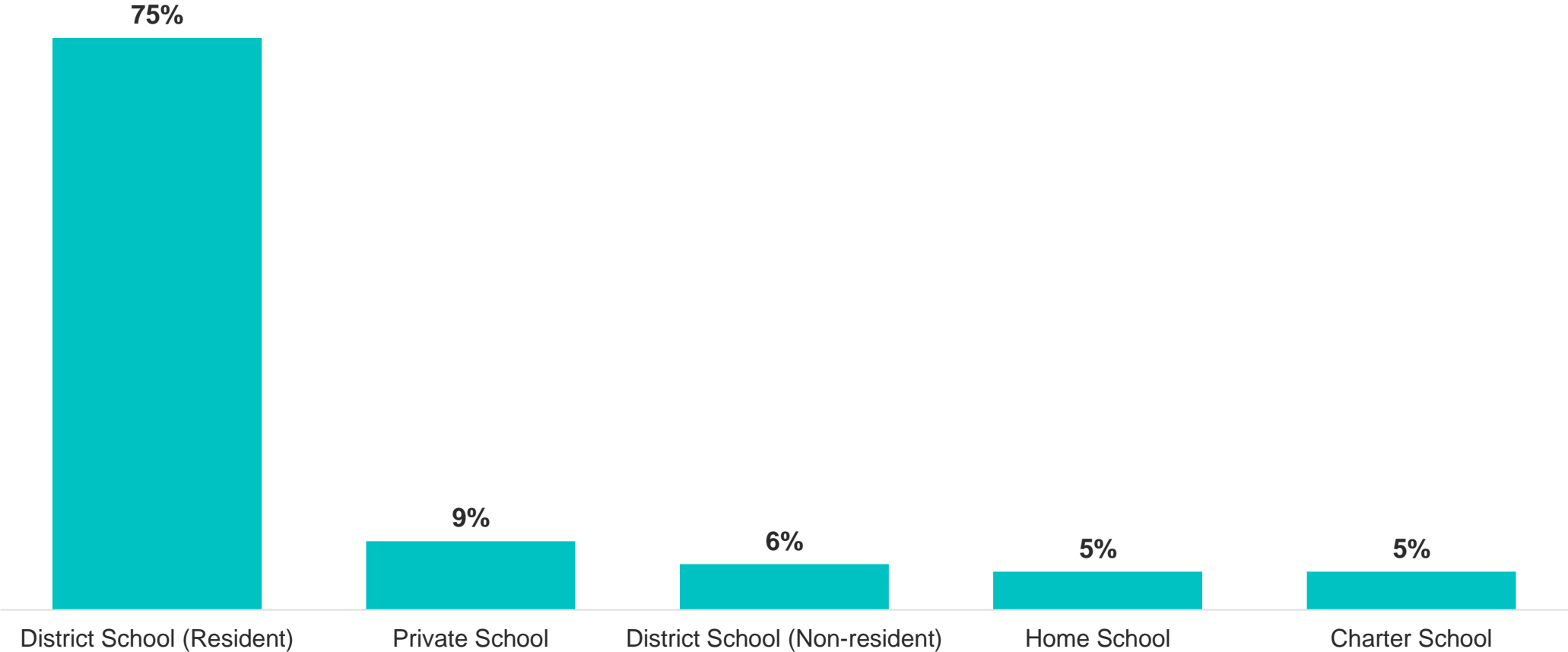
Parent groups based on estimated school type attendance for the 2023-2024 school year



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)



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