

*ed* CHOICE

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

A National Polling Report  
July 2024

# KEY FINDINGS

1. In July, Americans were much more likely (36 points) to say K-12 education nationwide is off on the wrong track than going in the right direction. The public's optimism towards the direction of K-12 education has fallen to some of the lowest levels in 4 years of tracking.
2. Over half of parents think K-12 education nationwide is off on the wrong track, though they are more positive about their local schools. Parents' positivity about K-12 education across all levels fell noticeably in July and has continued to follow a downward trend since April.
3. The general public and school parents greatly underestimate per-student spending in public schools. They are both much less likely to say their state's per-student spending is "too low" when given a publicly reported statistic – by 20 point and 23 points, respectively.
4. Two-thirds of parents feel that their children should be able to have cell phones in schools. But they are much less likely to support cell phone use in the classroom.
5. Americans are much more likely to think a child should be older to use social media compared to owning a cell phone. At least half say a person should be at least 13 years old to own a cell phone or access social media. K-4 parents and 5-8 parents express more concern than 9-12 parents about the effects of social media on the mental health of their children.
6. School parents report that cell phone access has had the most positive impact on their child's relationships with classmates and family. But they say phones have had the most negative impact on their physical health and mental health.
7. Like cell phone usage, school parents report that social media access has had the most positive impact on their child's relationships but the most negative impact on their health. Overall positivity has fallen noticeably since April.
8. School parents are slightly more aware of media stories concerning school choice policies than adults overall. Despite this, a large majority of both parents and adults have not seen or heard anything about these policies in the past month. For parents, social media is a top source for information on school choice topics. Friends and relatives as well as news articles are also frequently consulted sources.
9. Overall support levels for choice-based policies remain high among school parents and the general public:
  - Education savings accounts (ESAs) – 77% / 70%
  - School vouchers – 69% / 59%
  - Charter schools – 68% / 64%
  - Open enrollment – 73% / 69%

## Methodology

This poll was conducted between July 9-12, 2024 among a sample of 2,258 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 2.38 percentage points..

AGENDA

**VIEWS ON K-12 EDUCATION**

**SCHOOLING AND EXPERIENCES**

**K-12 CHOICE POLICIES**

**SURVEY PROFILE AND DEMOGRAPHICS**

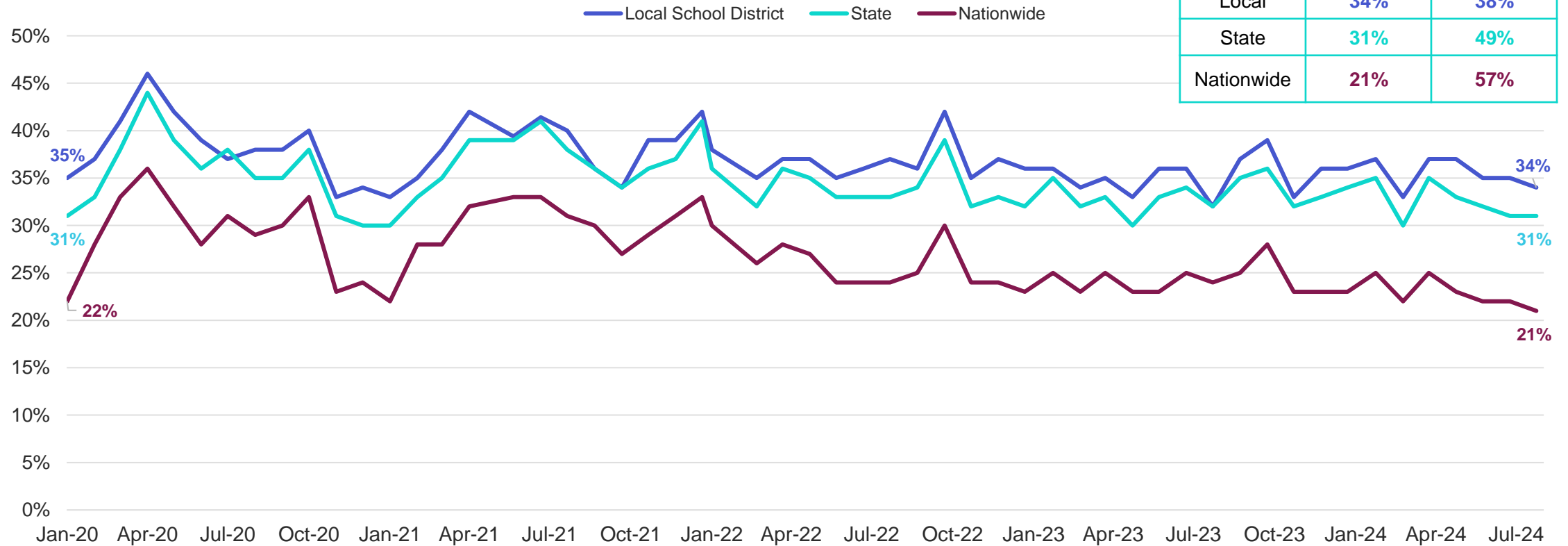


In July, Americans were much more likely (36 points) to say K-12 education nationwide is off on the wrong track than going in the right direction. The public's optimism towards the direction of K-12 education has fallen to some of the lowest levels in 4 years of tracking.

Do you feel things in K-12 Education are generally going in the right direction, or do you feel things have generally gotten off on the wrong track?

**All Adults**

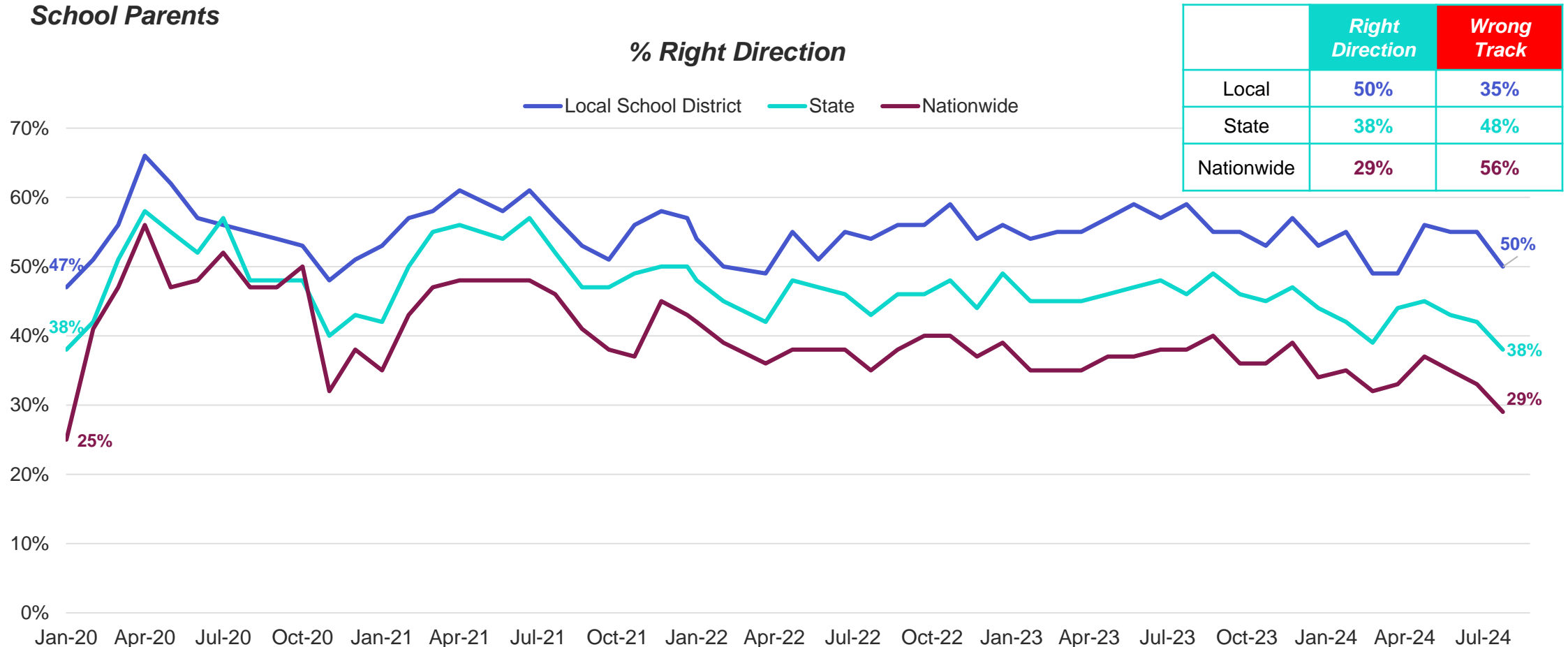
**% Right Direction**



Over half of parents think K-12 education nationwide is off on the wrong track, though they are more positive about their local schools. Parents' positivity about K-12 education across all levels fell noticeably in July and has continued to follow a downward trend since 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?

### School Parents



# 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 **38%**

-  Core academic subjects (58%)
-  Socialization (45%)
-  To become independent thinkers (42%)
-  Skills for future employment (40%)
-  How to be good citizens (40%)
-  Values, moral character, religious virtues (31%)
-  To fix social problems (13%)

#### Grades 9-12

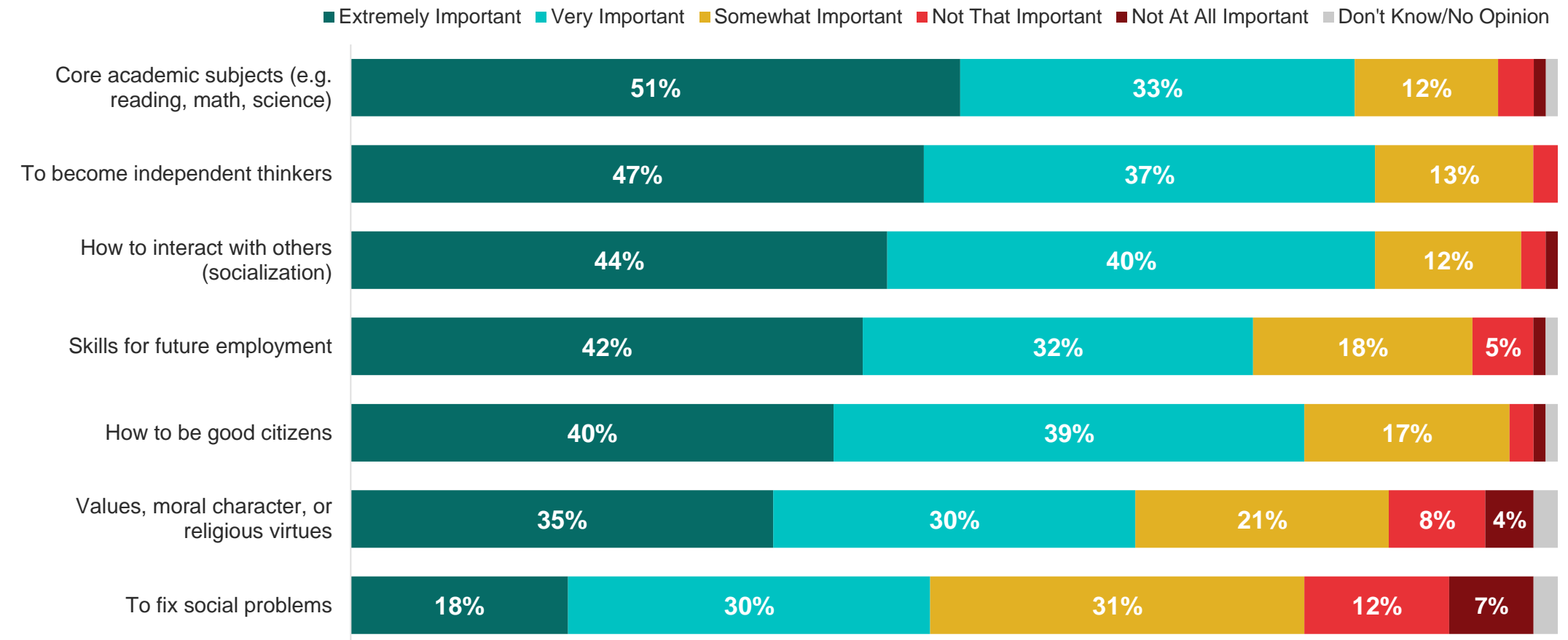
Average % selected Extremely Important **45%**

-  Skills for future employment (63%)
-  Core academic subjects (56%)
-  To become independent thinkers (53%)
-  How to be good citizens (47%)
-  Socialization (45%)
-  Values, moral character, religious virtues (35%)
-  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...

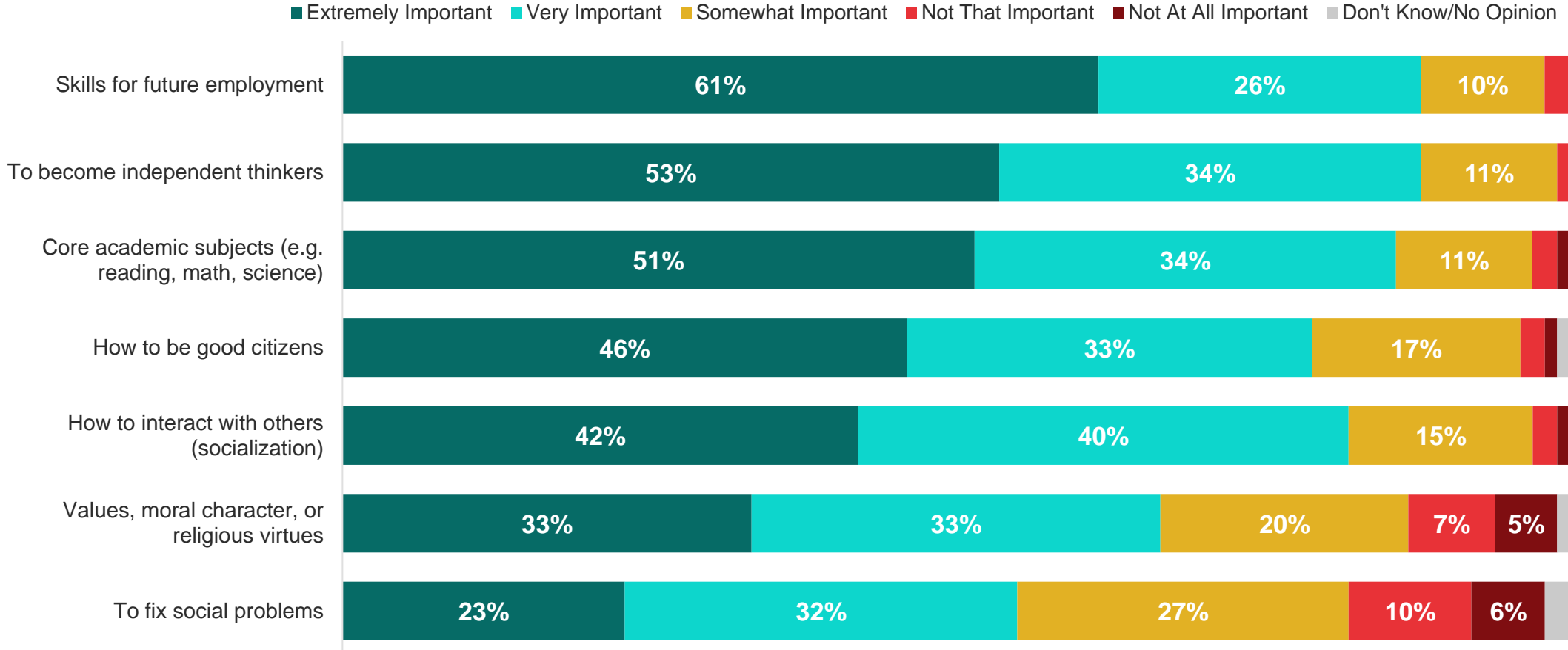
## School Parents



# 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 July 9, 2024 – July 12, 2024, among U.S. adults



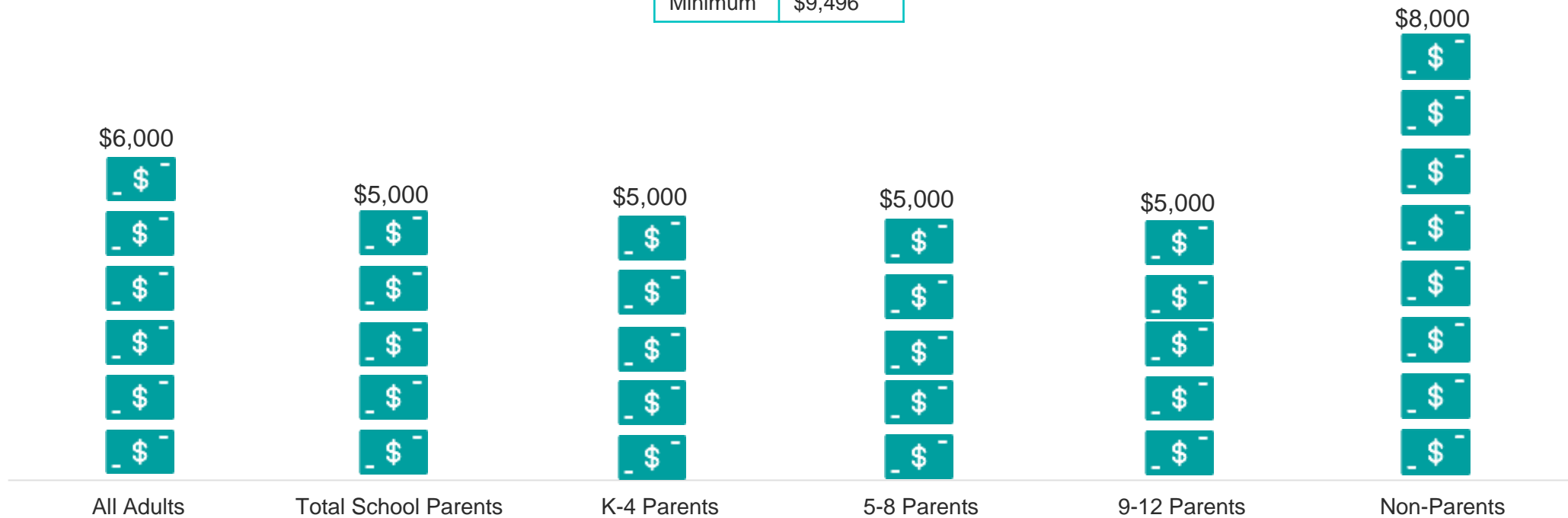
# The general public and school parents greatly underestimate per-student spending in public schools.

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
<b>Mean</b>	<b>\$15,591</b>
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 20 point and 23 points, respectively.

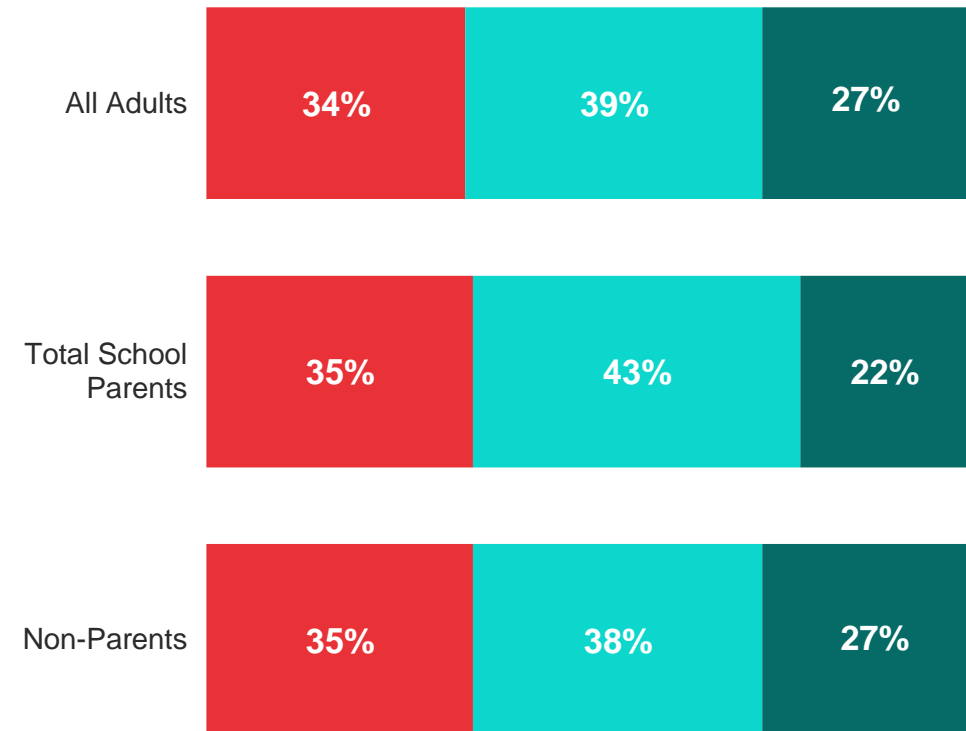
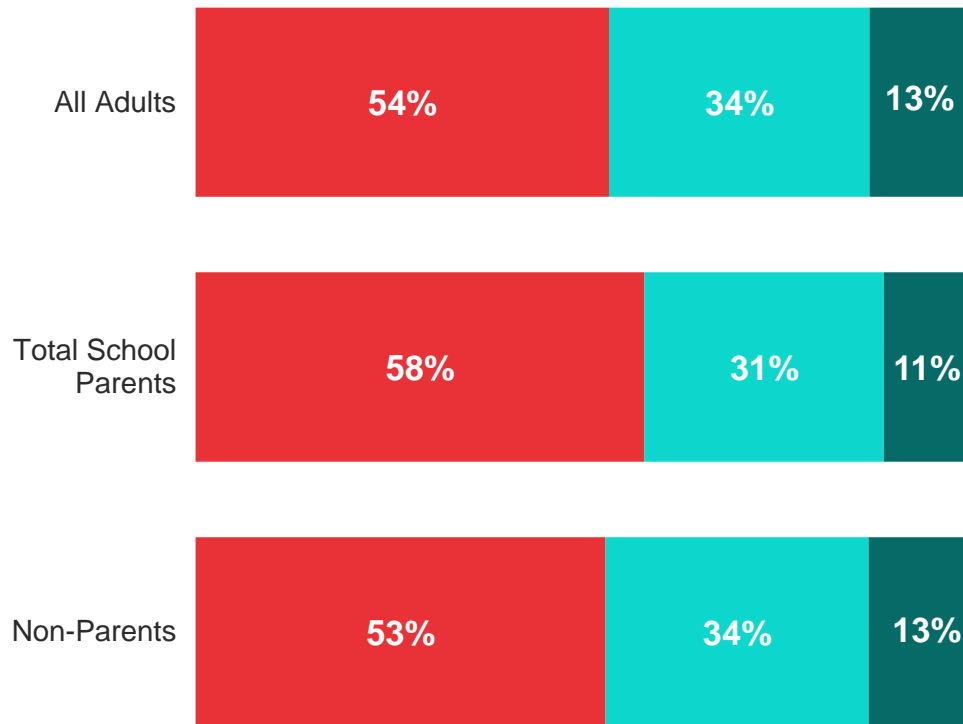
Do you believe public school funding in [STATE] is:

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**



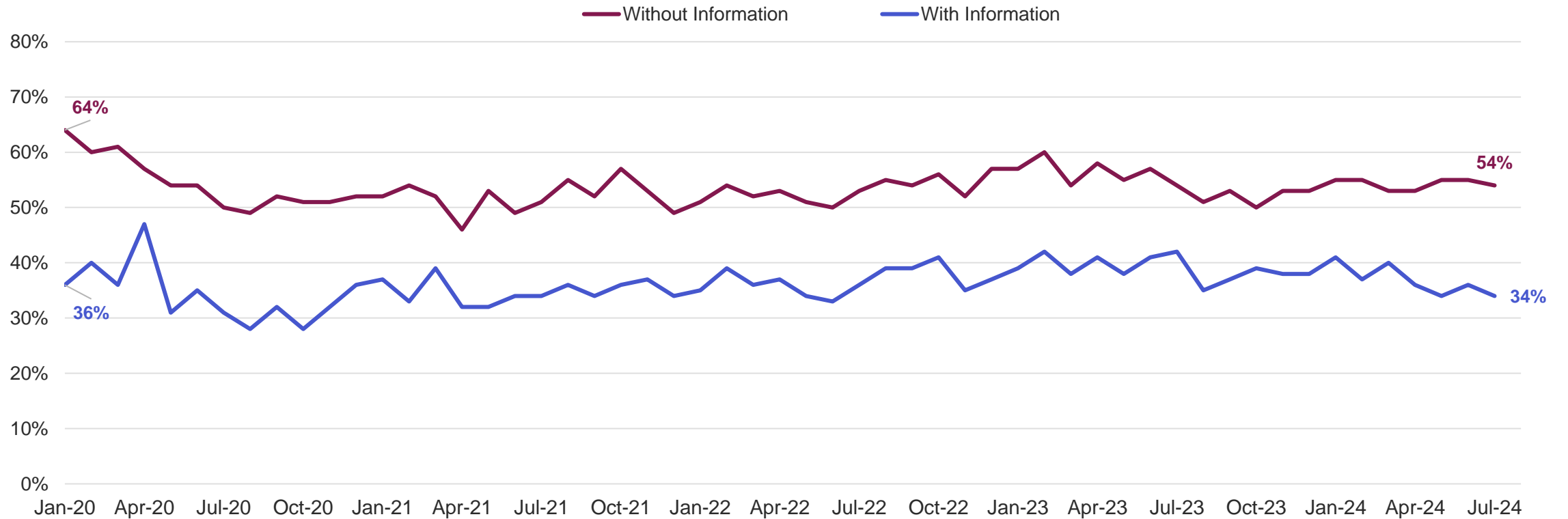
# Providing respondents with a government-reported spending statistic consistently decreases their tendency to say school spending is “too low.”

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

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

## All Adults

### % Too Low



AGENDA

VIEWS ON K-12 EDUCATION

**SCHOOLING AND EXPERIENCES**

K-12 CHOICE POLICIES

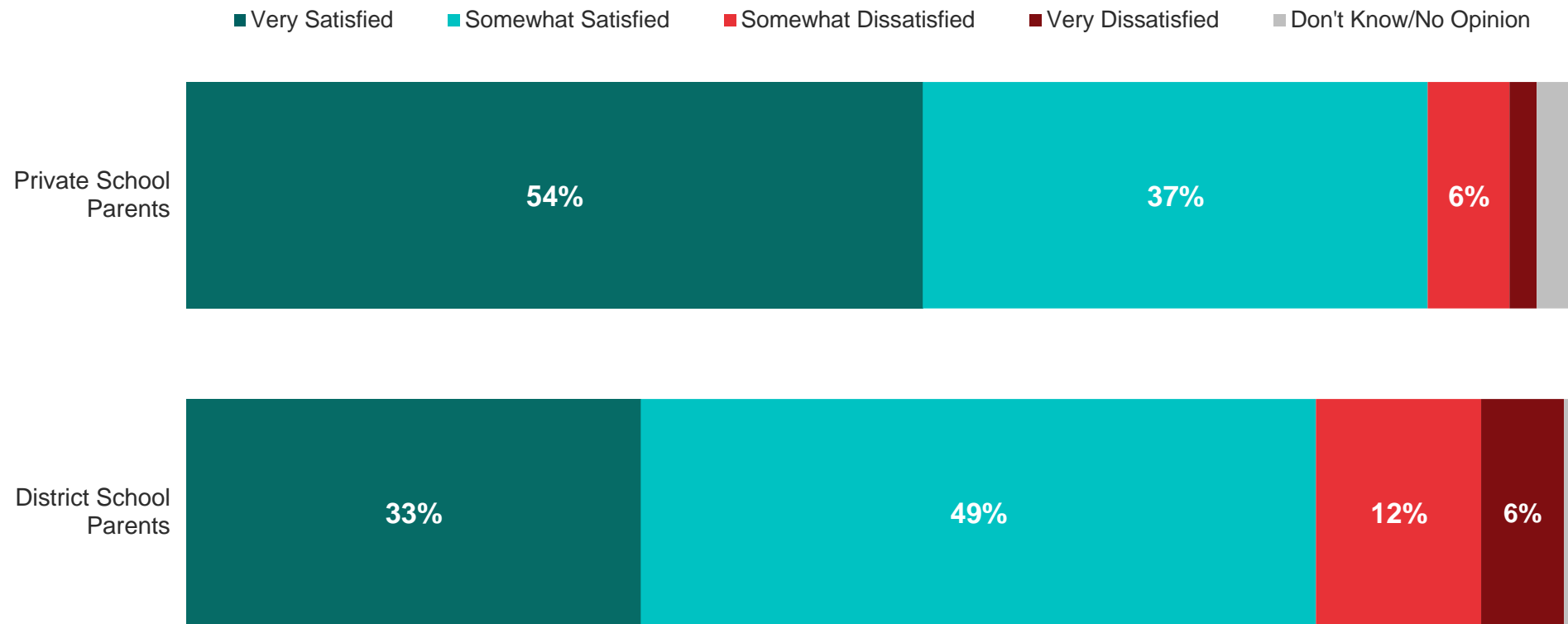
SURVEY PROFILE AND DEMOGRAPHICS



# 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



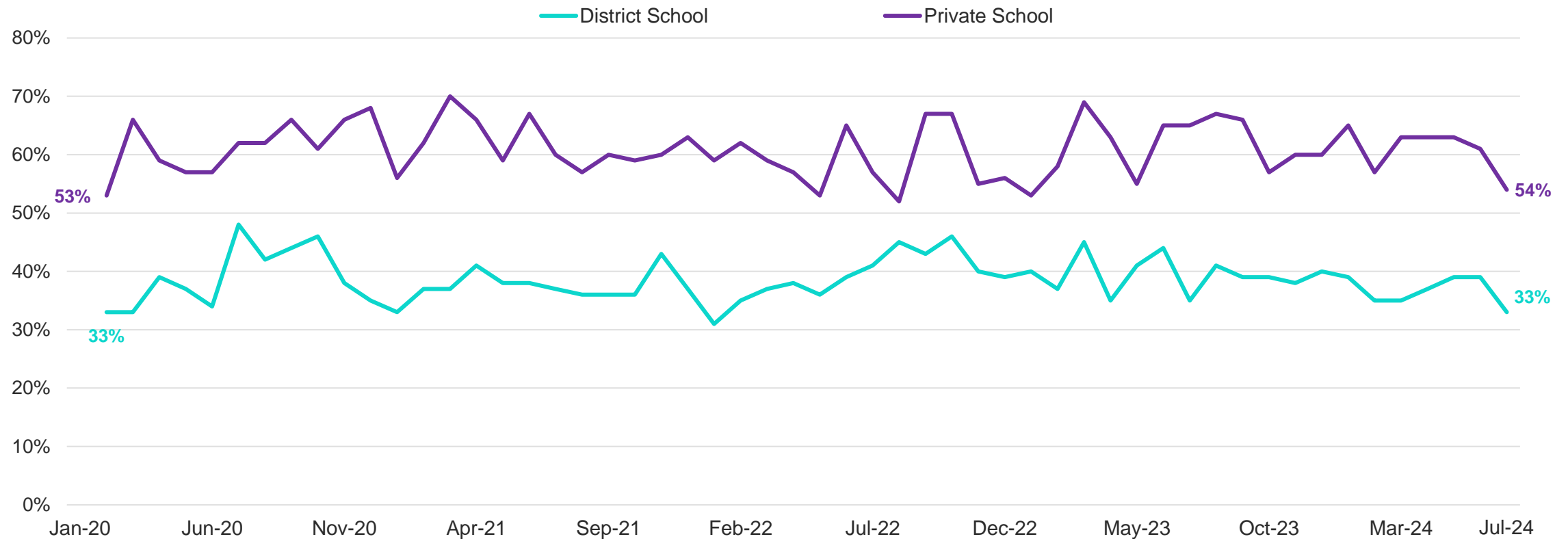
Source: Survey conducted July 9, 2024 – July 12, 2024, among U.S. adults

# Parents are consistently more likely to say they are “very satisfied” with private schools than public district schools. However, both groups’ strong satisfaction has fallen since last month.

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

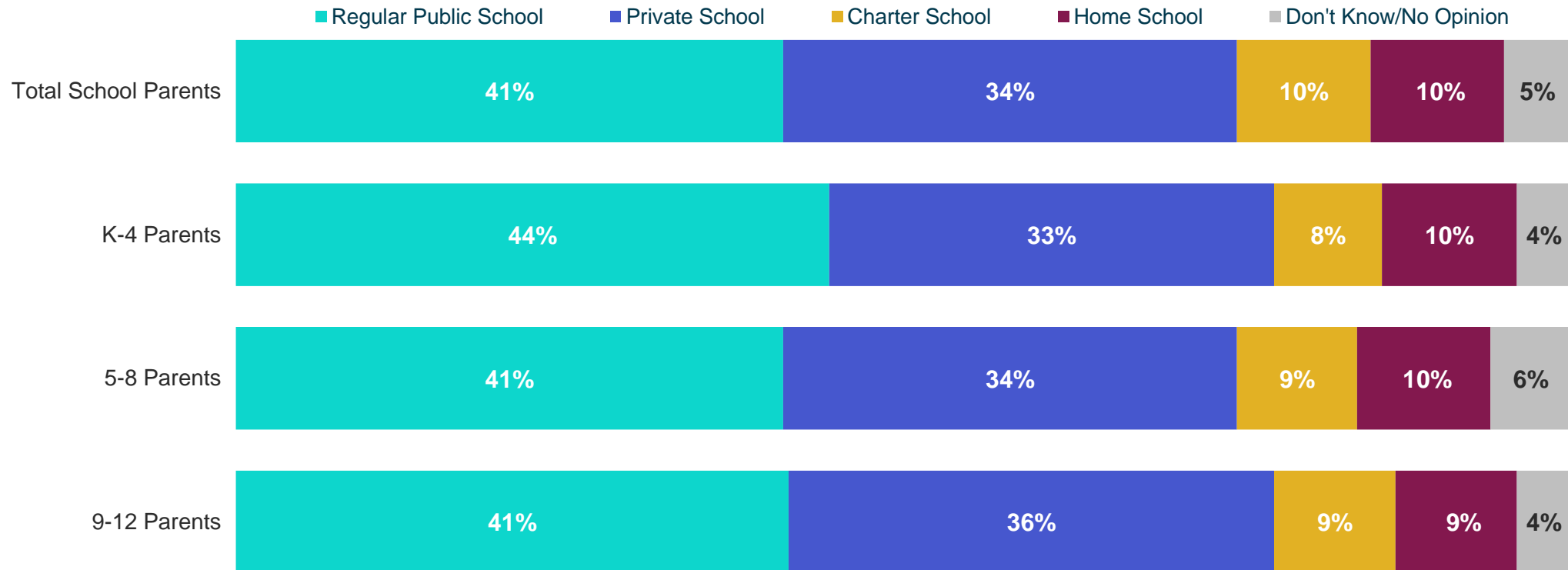


Note: Parent groups based on child/children school type attendance in SY23-24.

# Parents have a diverse range of schooling preferences. A plurality of parents say their first choice would be a regular public school.

If given the option, what type of school would you select in order to obtain the best education for your child?

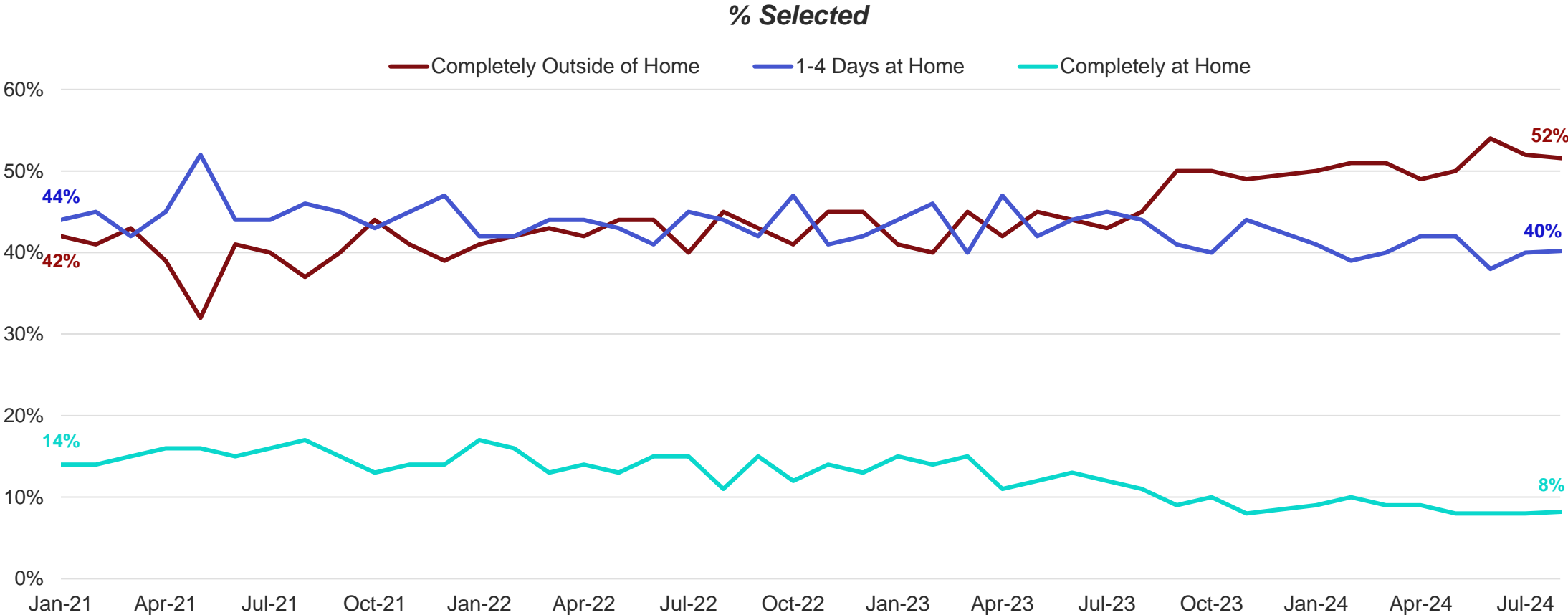
## School Parents



# Nearly half of parents would prefer having their child learn at home at least one day per week. More than half (52%) say they want all schooling outside the home.

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



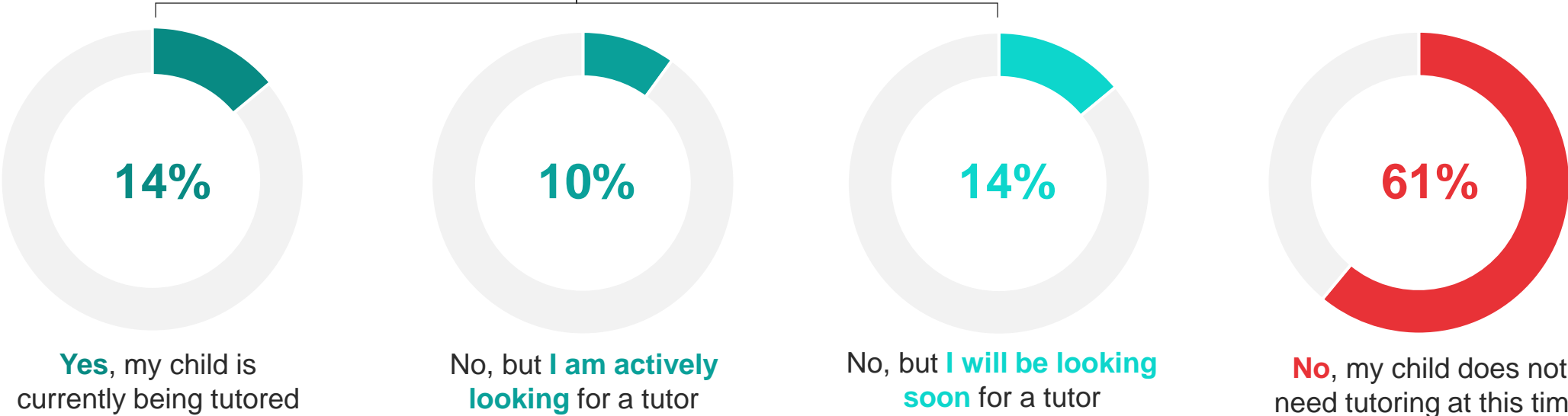


# In July, over one-third of parents are currently using a tutor or are interested in tutoring for their children – roughly the same level as June.

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

## School Parents

**38%** (+1 points vs. June)  
currently have a tutor or looking for a tutor



Source: Survey conducted July 9, 2024 – July 12, 2024, among U.S. adults

# In July, interest in tutoring was highest among special education and special needs parents. It was lowest among small town parents, rural parents, and Midwest 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 38%

Special Education	60%
Special Needs	59%
Private School	54%
Black	52%
Hispanic	51%
Urban	51%
West	48%

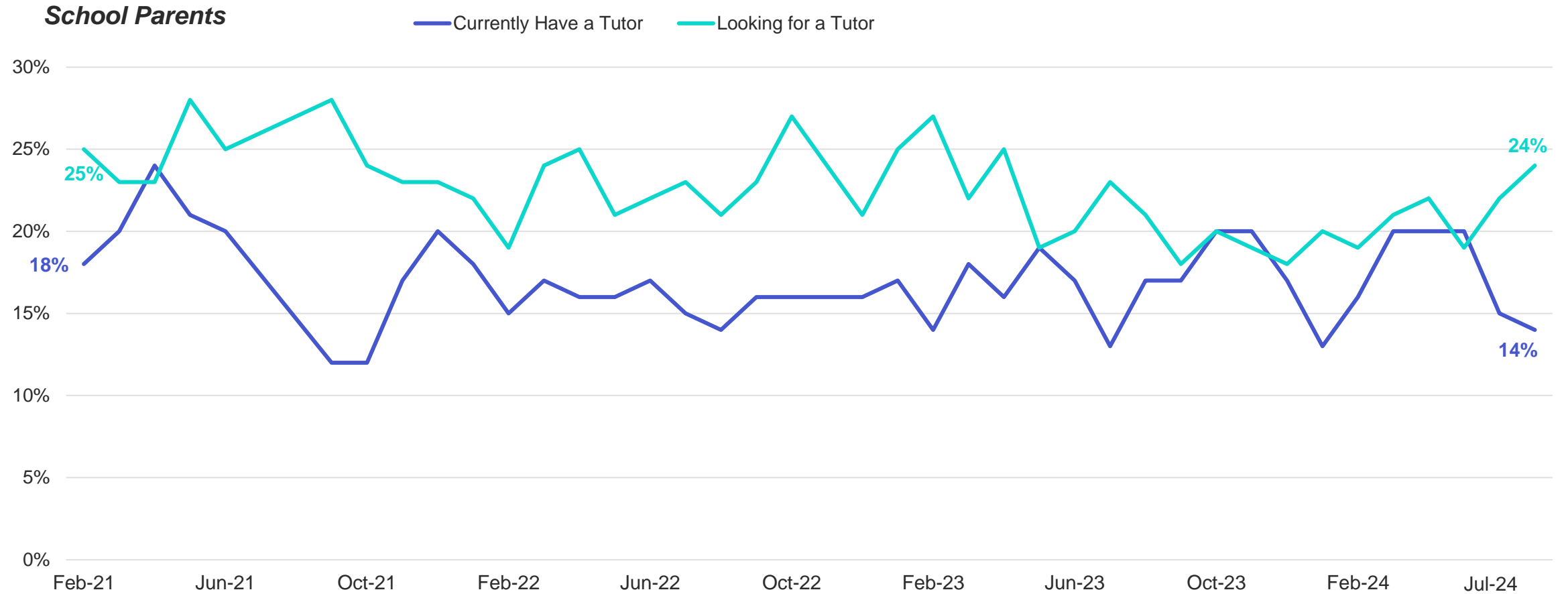
Groups **least** likely to be looking for / already having tutoring

Female	33%
Conservative	33%
Republican	33%
Northeast	33%
Midwest	32%
Rural	32%
Small town	23%

Source: Survey conducted July 9, 2024 – July 12, 2024, among U.S. adults

# The percentage of school parents who report looking for a tutor for their child has continued to increase since May.

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

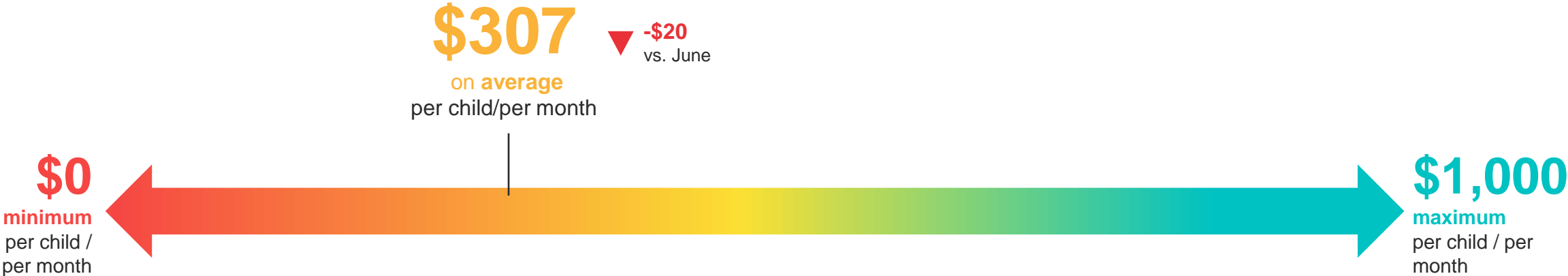


Note: Question was not asked in July 2021 and August 2021.

In July, the amount parents were willing to spend on tutoring fell to about \$307 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*

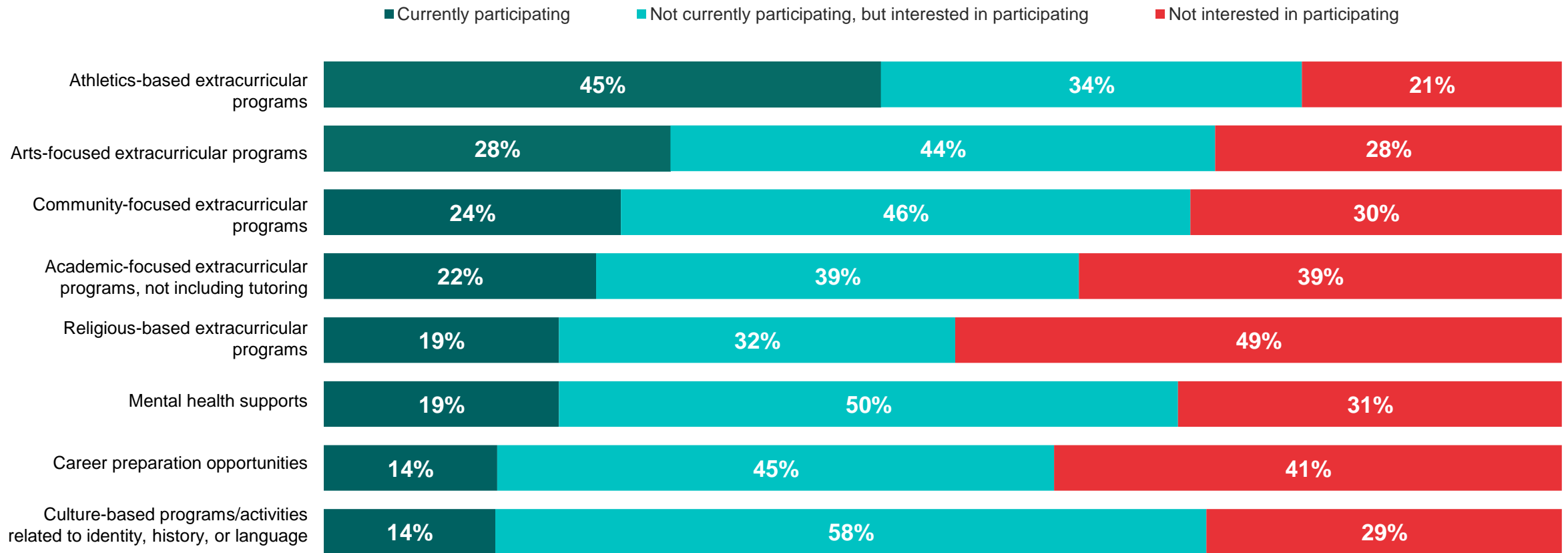


Source: Survey conducted July 9, 2024 – July 12, 2024, among U.S. adults

Almost half of parents (45%) reported their child participating in athletics programs in July, the highest participation out of any activity listed. Culture-focused programs and career preparation had the lowest levels of participation.

Some families choose to supplement their child's education, either with additional instruction or signing up their child in activities outside of regular school hours. Which of the following describes your child's or children's participation in the following supplemental activities?

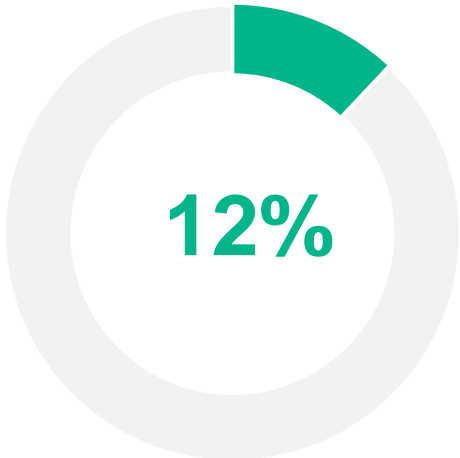
### School Parents



# School parents are much more likely than adults to have donated to K-12 schooling in the last year. Almost one-third of adults who donated gave \$200 or more.

Have you or members of your family given a charitable donation(s) related to K-12 schooling in the last 12 months?

## All Adults



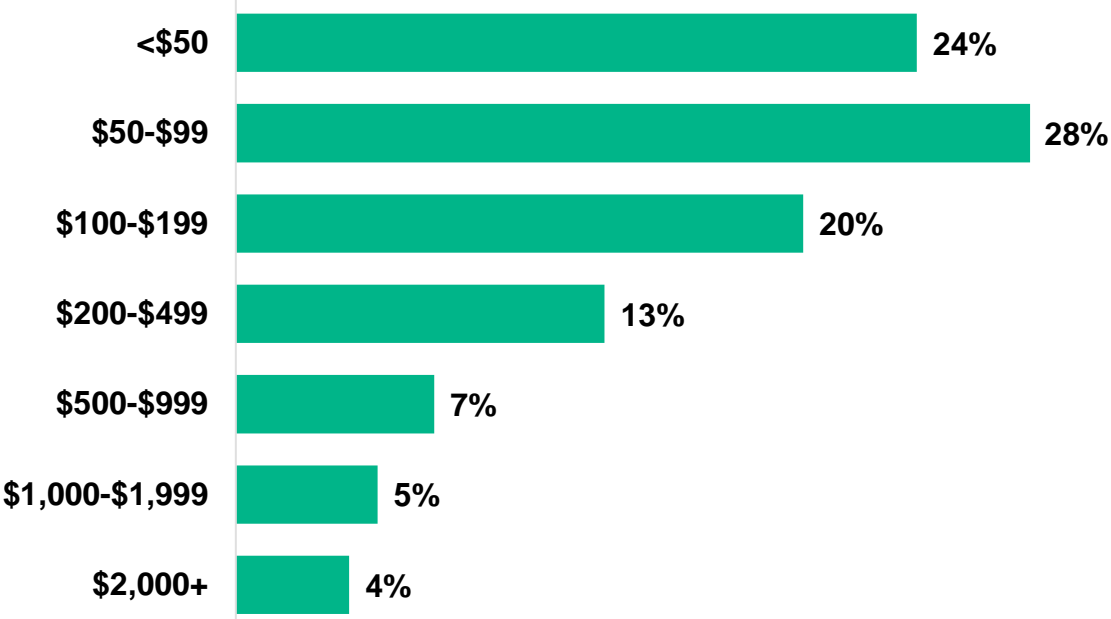
**% who have given charitable donations to K-12 schooling**



Top % who donated to K-12 schooling	
School Parents	25%
High Income: \$100k+	21%
Black	17%
Hispanic	17%
Millennials	17%

Altogether, what was the total dollar value of all donations you and your family made in the last 12 months towards K-12 schooling?

*[Among adults who have given a charitable donation related to K-12 schooling in the last 12 months (N=278)]*

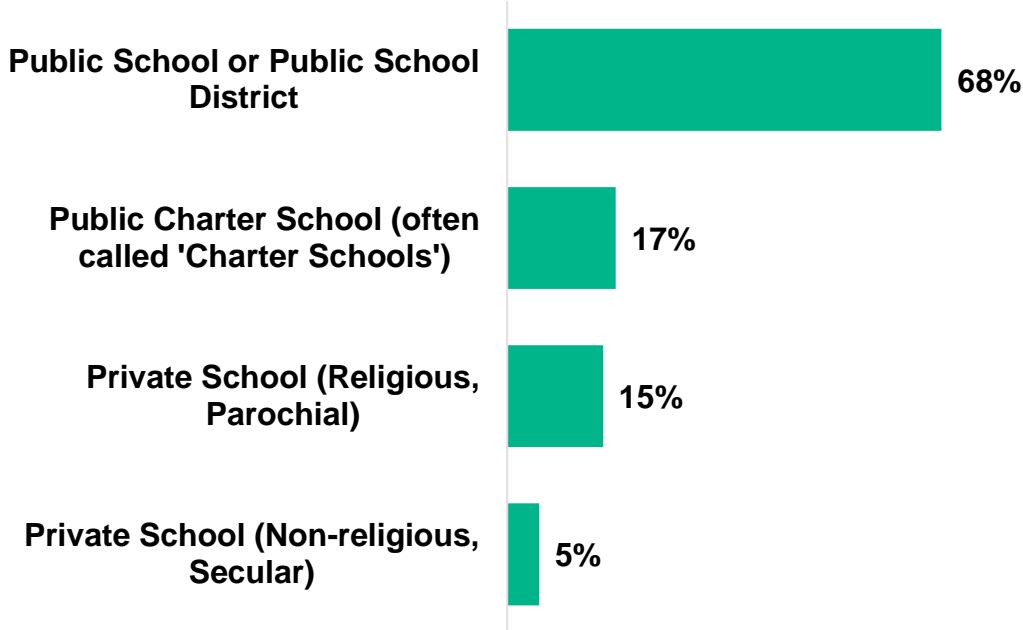


Source: Survey conducted July 9, 2024 – July 12, 2024, among U.S. adults

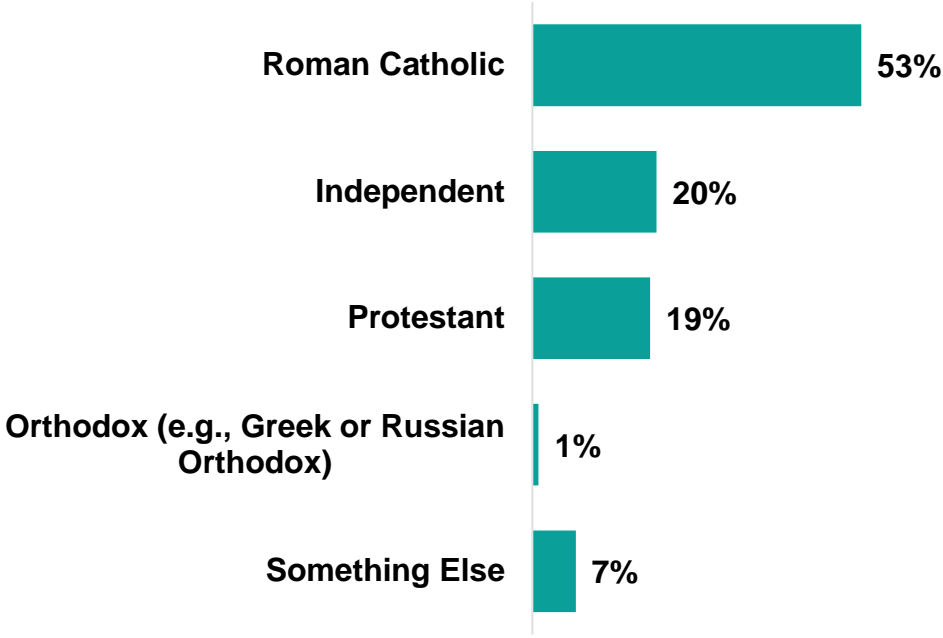
Almost 70% of charitable donations related to K-12 schooling were given to public schools. Nearly 3 in 4 donations to religious schools were for Catholic or Protestant schools.

*Among adults who have given a charitable donation related to K-12 schooling in the last 12 months (N=278)*

Please indicate what type of school this donation(s) benefited.  
Please select all that apply.



Please indicate what type of religious school this donation(s) benefitted.



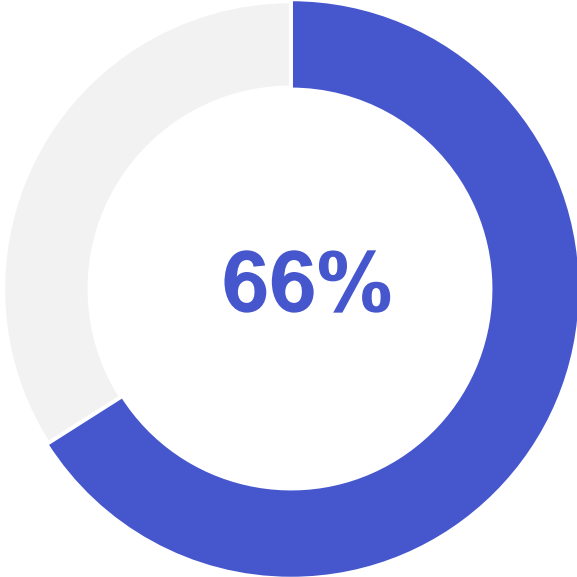
Source: Survey conducted July 9, 2024 – July 12, 2024, among U.S. adults

Two-thirds of parents feel that their children should be able to have cell phones in schools. But they are much less likely to support cell phone use in the classroom.

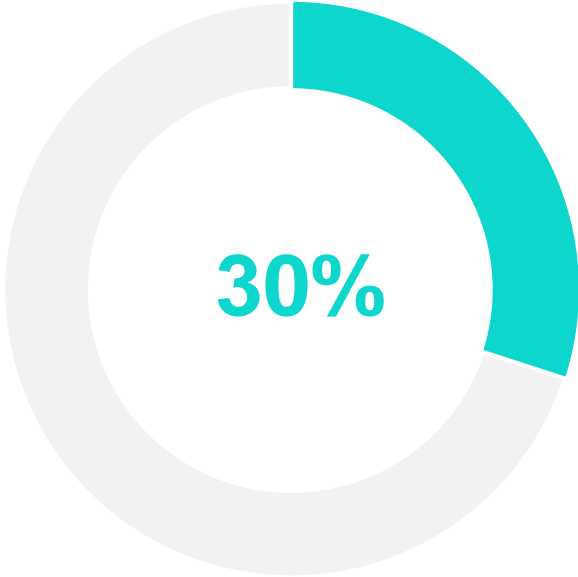
When it comes to cell phones, do you feel child/children should be allowed to have...

**School Parents**

**Total % "Yes"**



Cell phones in school



Cell phones in the classroom

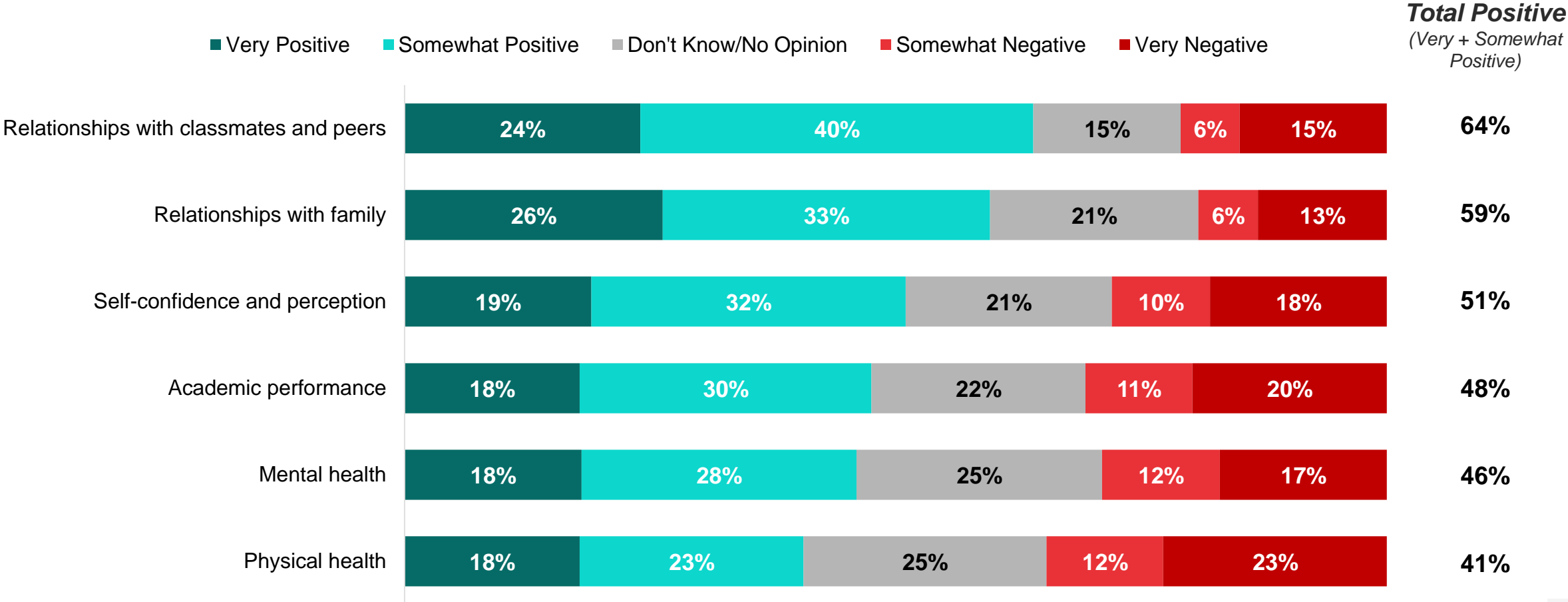
Source: Survey conducted July 9, 2024 – July 12, 2024, among U.S. adults



School parents report that cell phone access has had the most positive impact on their child’s relationships with classmates and family. But they say phones have had the most negative impact on their physical health and mental health.

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

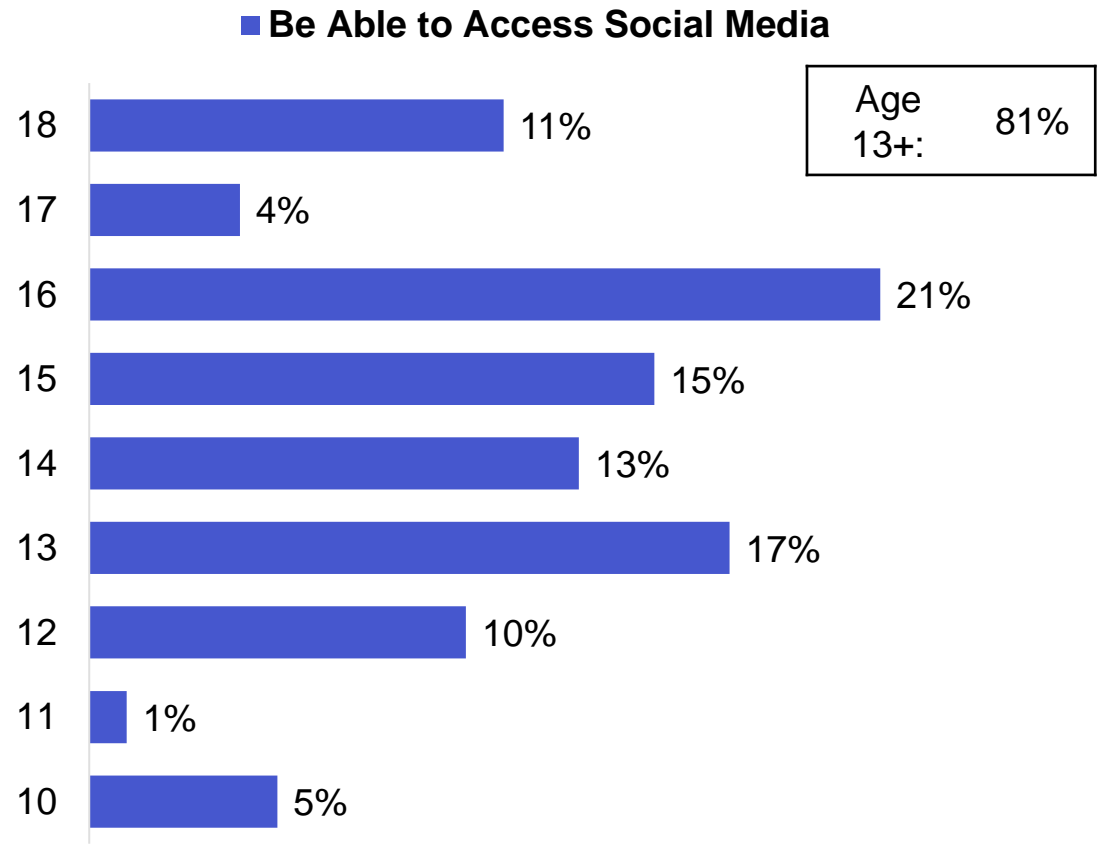
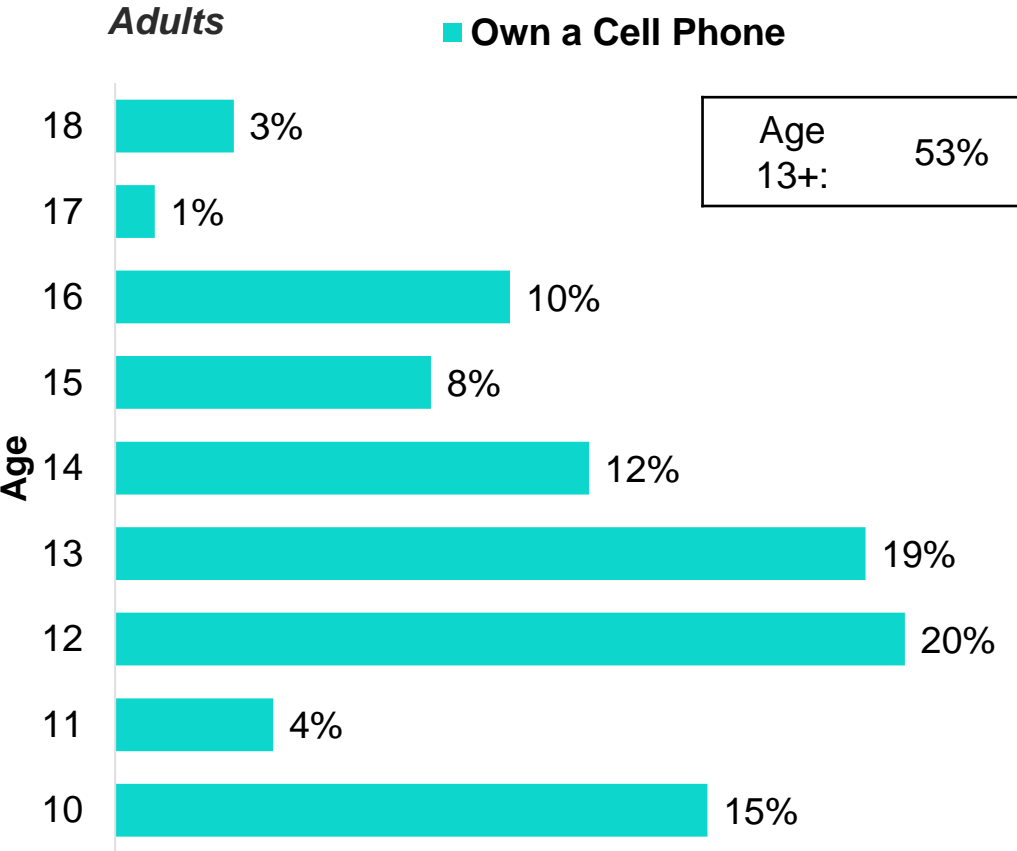
**School Parents**



Source: Survey conducted July 9, 2024 – July 12, 2024, among U.S. adults

Americans are much more likely to think a child should be older to use social media compared to owning a cell phone. At least half say a person should be at least 13 years old to own a cell phone or access social media.

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

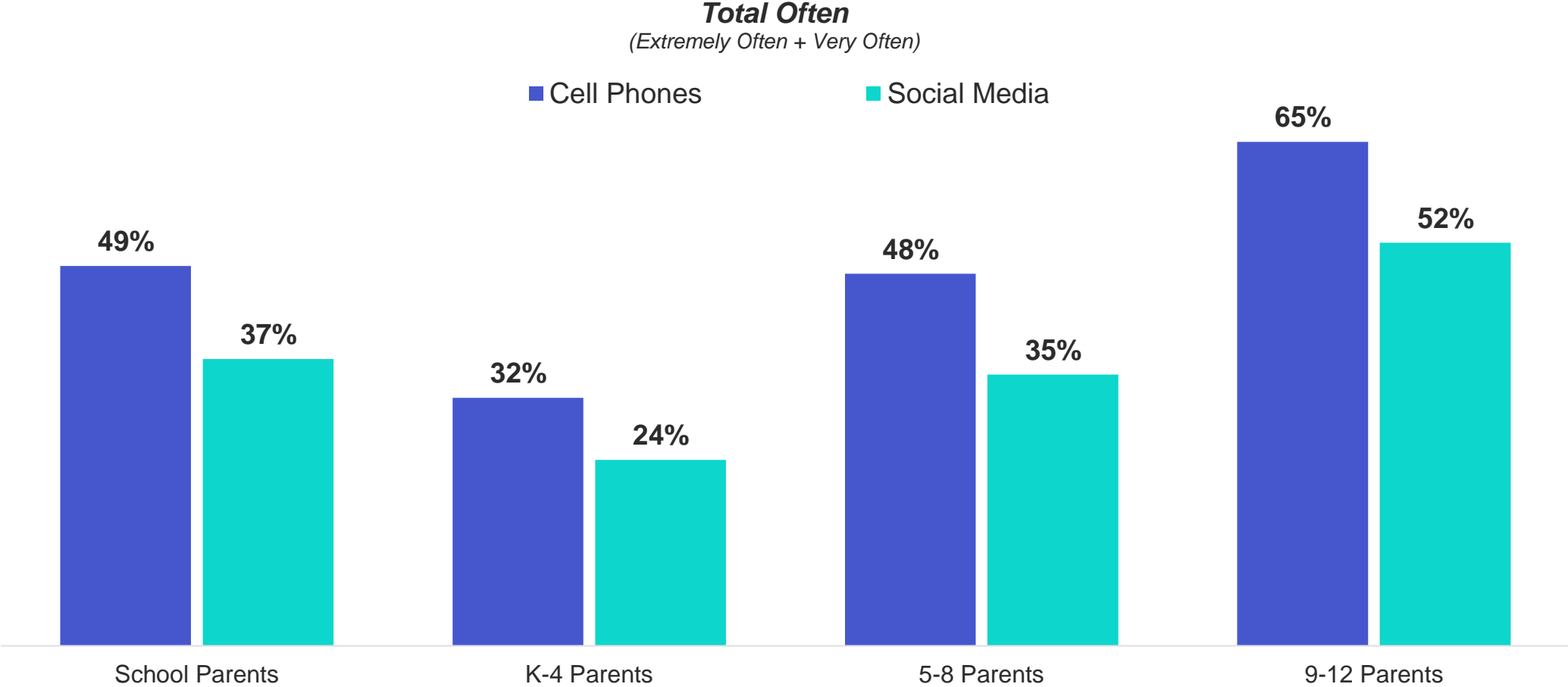


*Note:* Not including Ages 5-9  
*Source:* Survey conducted July 9, 2024 – July 12, 2024, among U.S. adults

Parents say their children spend much more time on their cell phones than on social media. Over half of high school parents say their kids are on cell phones and social media at least very often.

**School Parents**

Overall, how often would you say your child/children spends on...



Source: Survey conducted July 9, 2024 – July 12, 2024, among U.S. adults

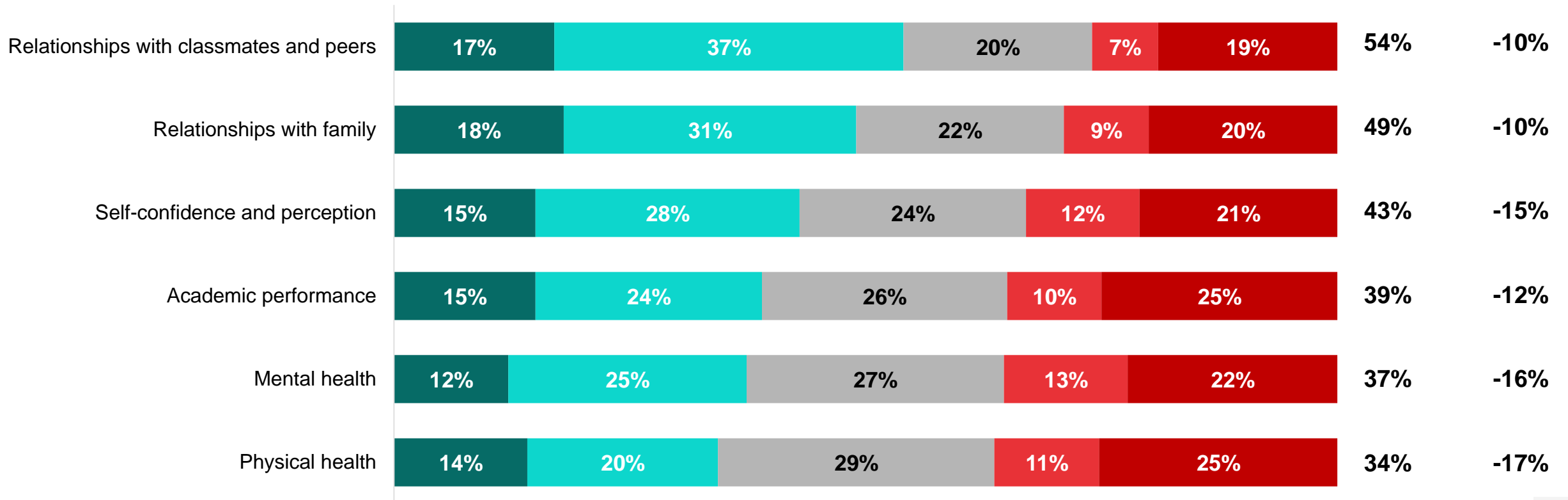
Like cell phone usage, school parents report that social media access has had the most positive impact on their child's relationships but the most negative impact on their health. Overall positivity has fallen noticeably since April.

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

**School Parents**

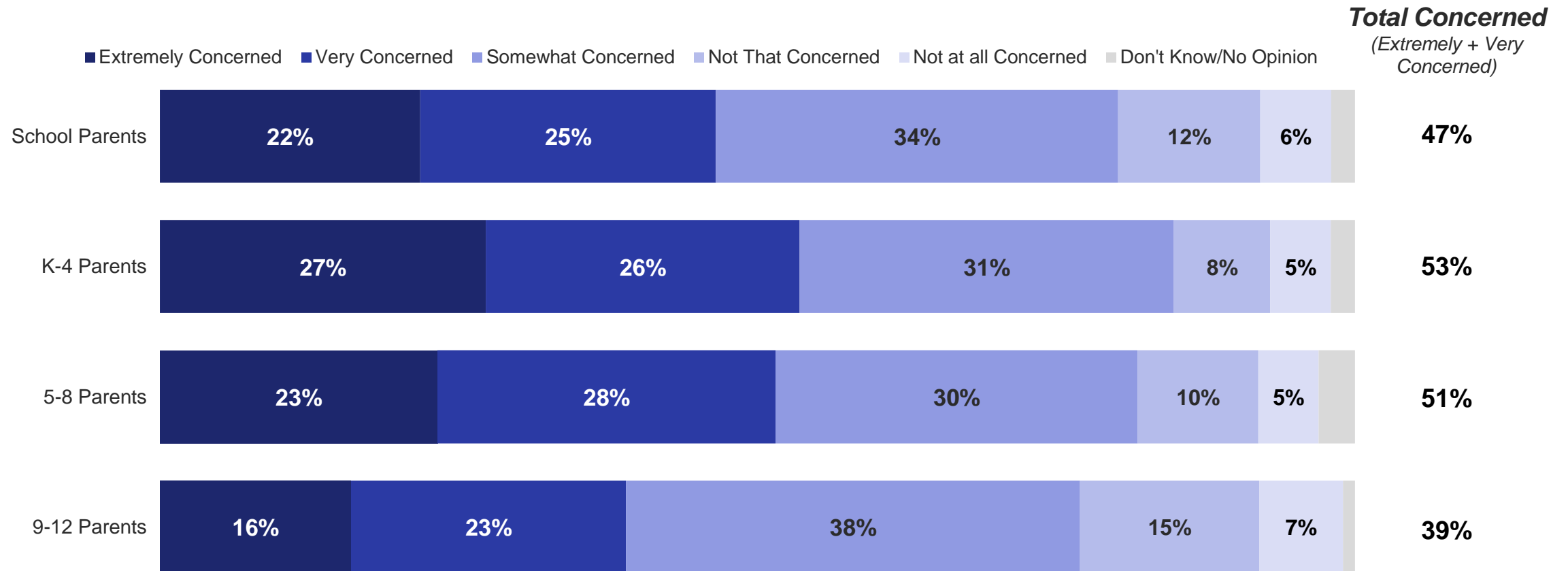
■ Very Positive ■ Somewhat Positive ■ Don't Know/No Opinion ■ Somewhat Negative ■ Very Negative

**Total Positive**  
(Very + Somewhat Positive)  
Vs. April



# K-4 parents and 5-8 parents express more concern than 9-12 parents about the effects of social media on the mental health of their children.

To what extent are you concerned about the effects of social media use on your child/children and their mental health?



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

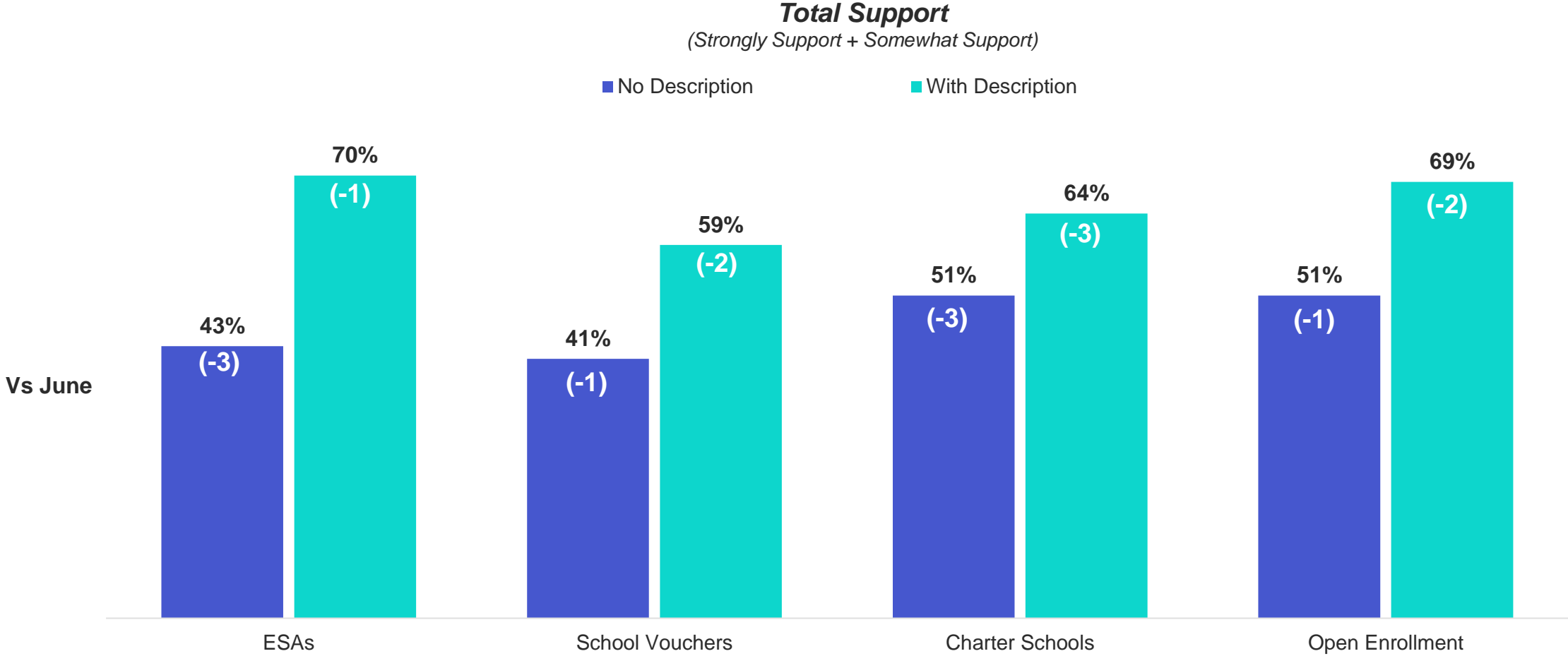
A school voucher system allows parents the option of sending their child to the school of their choice, whether that school is public or private, including both religious and non-religious schools. If this policy were adopted, tax dollars currently allocated to a school district would be allocated to 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 higher when given a brief description.

All Adults



Source: Survey conducted July 9, 2024 – July 12, 2024, among U.S. adults



# In July, support for ESAs was highest among school parents and adults with a bachelor's degree or higher. 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%

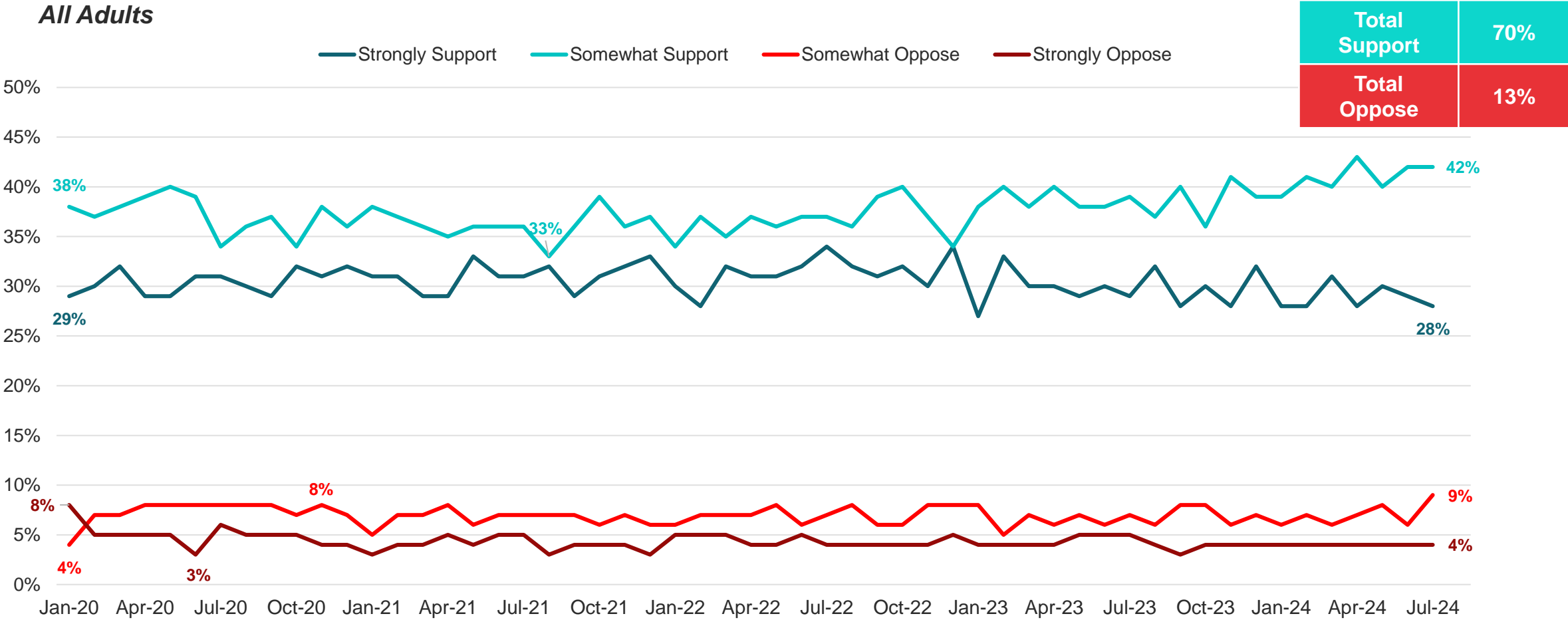
Groups <b>most</b> supportive		Groups <b>least</b> supportive	
School Parents	77%	Small Town	69%
Education: Bachelors+	76%	Low Income: <\$50k	68%
Liberal	76%	Education: <College	68%
Millennials	75%	West	68%
Northeast	73%	Female	68%
Suburban	73%	Gen X	65%
High Income: \$100k+	73%	Moderate	65%
Democrat	72%	Rural	63%

# Americans' overall support of ESAs remained roughly the same in July. The public is over five 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?

**July 2024**

## All Adults



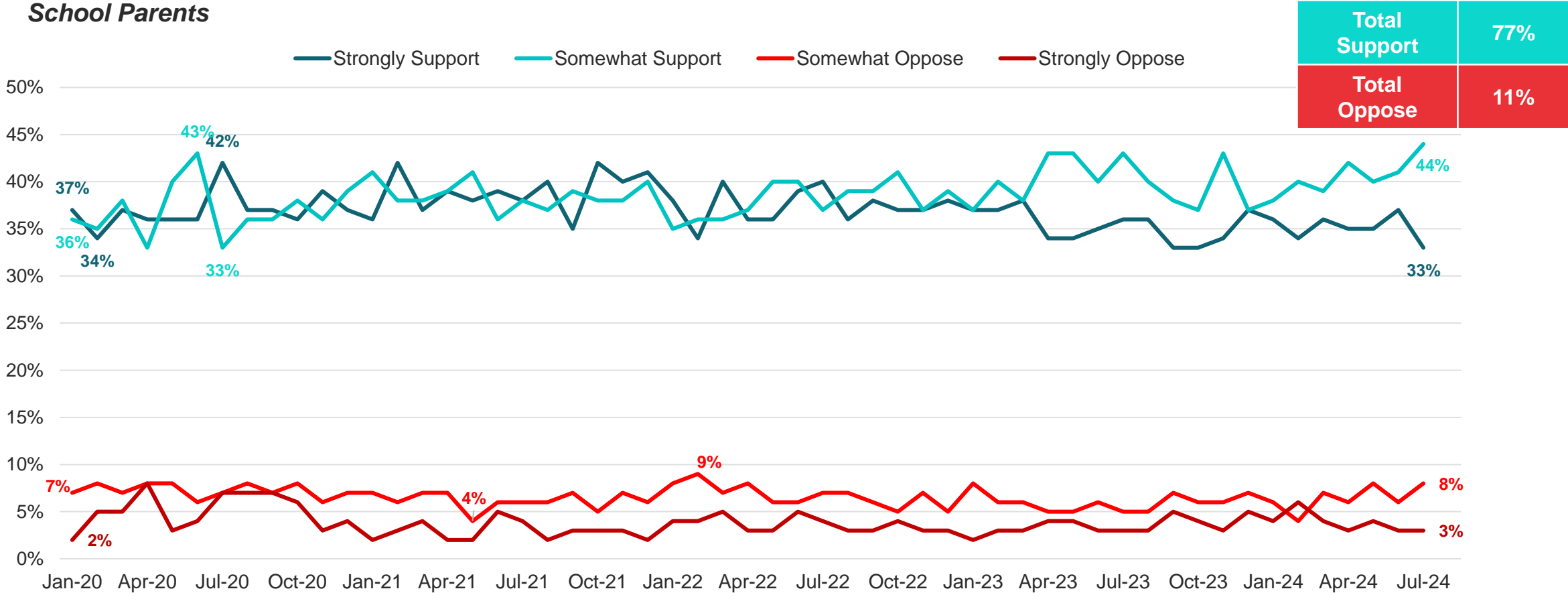
Note: Don't know/No opinion responses are not shown.

# In July, school parents were seven times as likely to be strongly supportive of ESAs than to be strongly opposed. Strong support fell 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?

**July 2024**

## School Parents



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

# Support for school vouchers was highest among school parents, Republicans, and conservatives. It was lowest among liberals 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 59%

Groups most supportive		Groups least supportive	
School Parents	69%	West	58%
Republicans	69%	Education: Bachelors+	58%
Conservatives	69%	Northeast	57%
Male	65%	Low Income: <\$50k	57%
Hispanic	63%	Rural	57%
Millennials	62%	Female	55%
Black	62%	Democrat	52%
South	62%	Liberal	50%

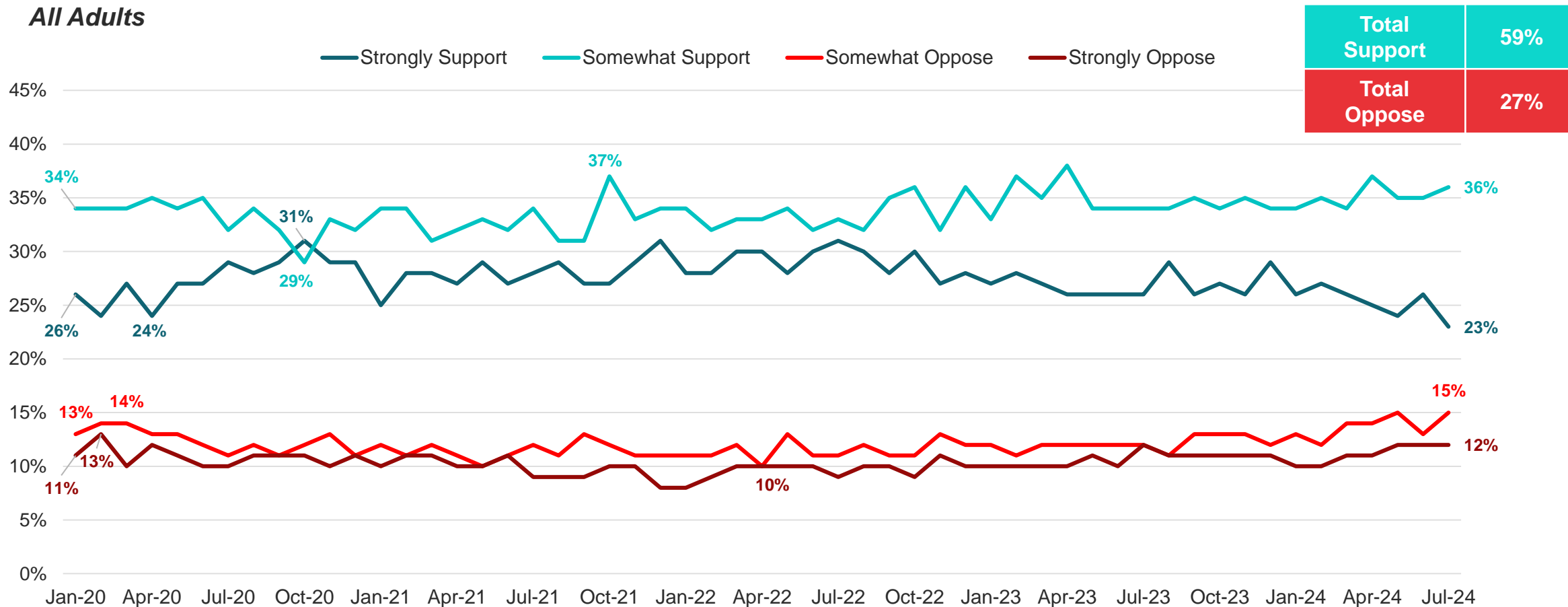
Source: Survey conducted July 9, 2024 – July 12, 2024, among U.S. adults

# The public's overall support for school vouchers fell slightly in July. Americans are more than twice as likely to support school vouchers than oppose them.

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**July 2024**

## All Adults



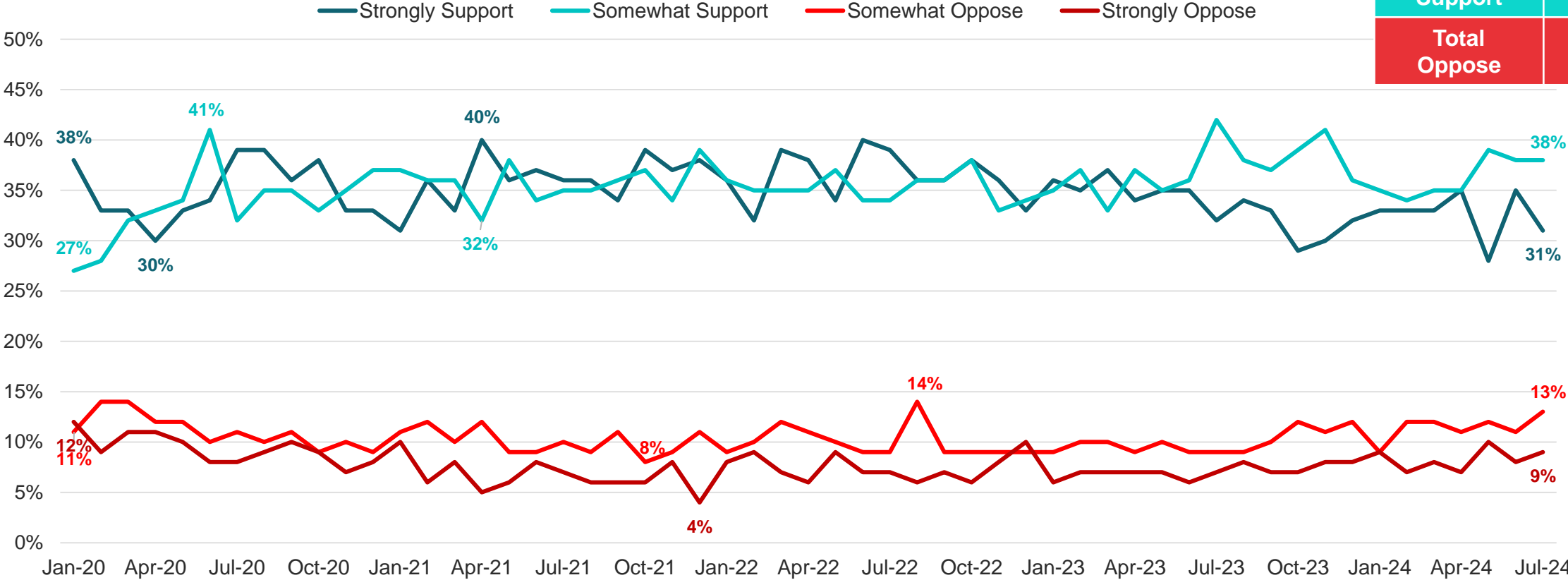
Note: Don't know/No opinion responses are not shown.

# In July, support for school vouchers decreased among school parents. Parents are more than three times as likely to support school vouchers than oppose them.

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**July 2024**

## School Parents



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

# Support for charter schools is highest among Republicans, conservatives and Black adults. Liberals and Democrats 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 64%

Groups most supportive		Groups least supportive	
Republican	75%	West	62%
Conservative	72%	Midwest	62%
Black	69%	Rural	62%
Middle Income: \$50k to \$100k	69%	Female	62%
School Parents	68%	Independent	62%
South	68%	Low Income: <\$50k	60%
Small town	68%	Liberal	59%
High Income: \$100k+	66%	Democrat	58%

Source: Survey conducted July 9, 2024 – July 12, 2024, among U.S. adults

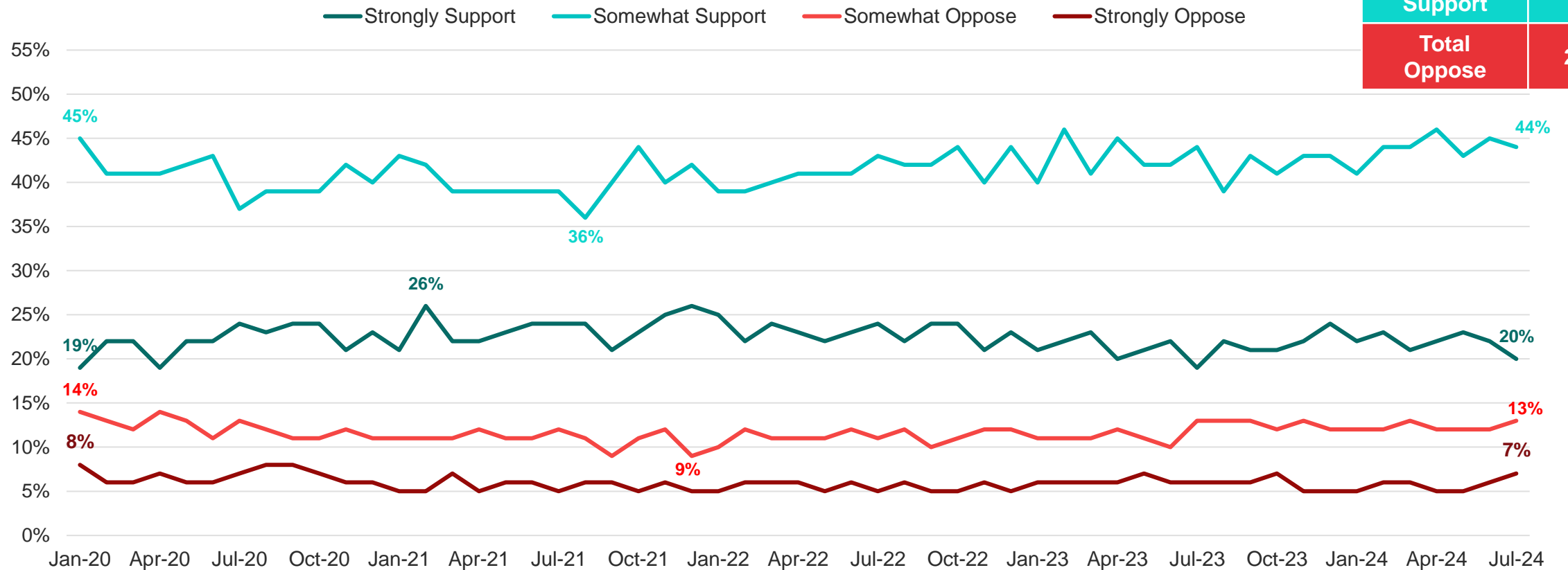
# Americans' overall support for charter schools fell slightly in July.

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?

**July 2024**

**All Adults**

<b>Total Support</b>	<b>64%</b>
<b>Total Oppose</b>	<b>20%</b>



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

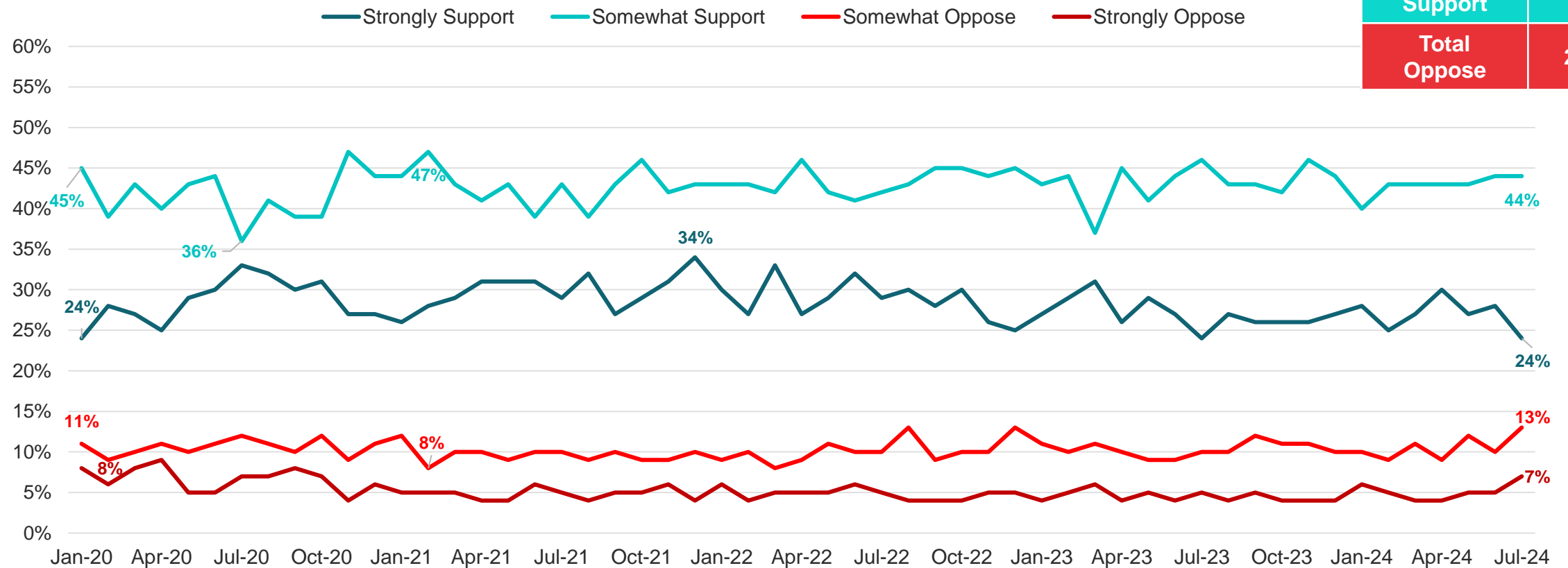


# Parents' overall support for charter schools decreased slightly in July. They are over three times as likely to support charter schools than oppose them.

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?

**July 2024**

## School Parents



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

# Hispanic adults, school parents, and adults living in the west 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	
Hispanic	76%	Education: <College	68%
School Parents	73%	Suburban	68%
West	72%	Non-Hispanic White	67%
Liberal	72%	Low Income: <\$50k	67%
High Income: \$100k+	71%	Rural	67%
South	71%	Moderate	66%
Urban	71%	Independent	66%
Gen X	71%	Northeast	59%

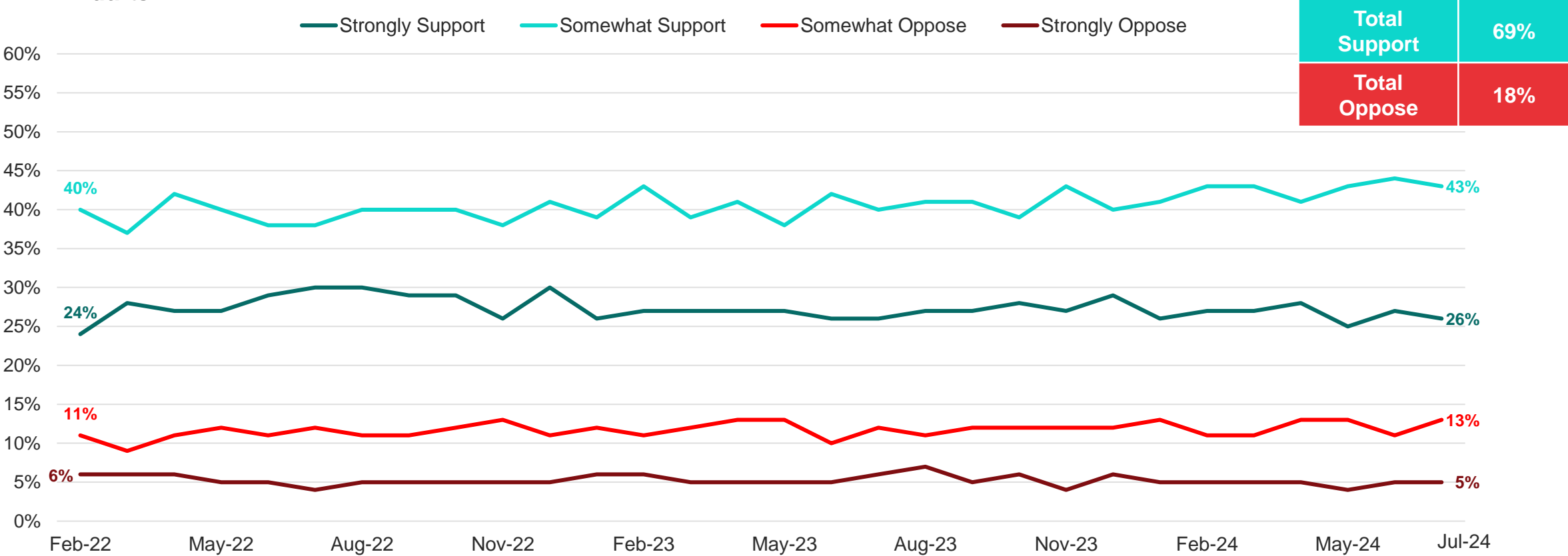
Source: Survey conducted July 9, 2024 – July 12, 2024, among U.S. adults

# The public’s overall support for inter-district open enrollment decreased in July. 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.

**July 2024**

## All Adults

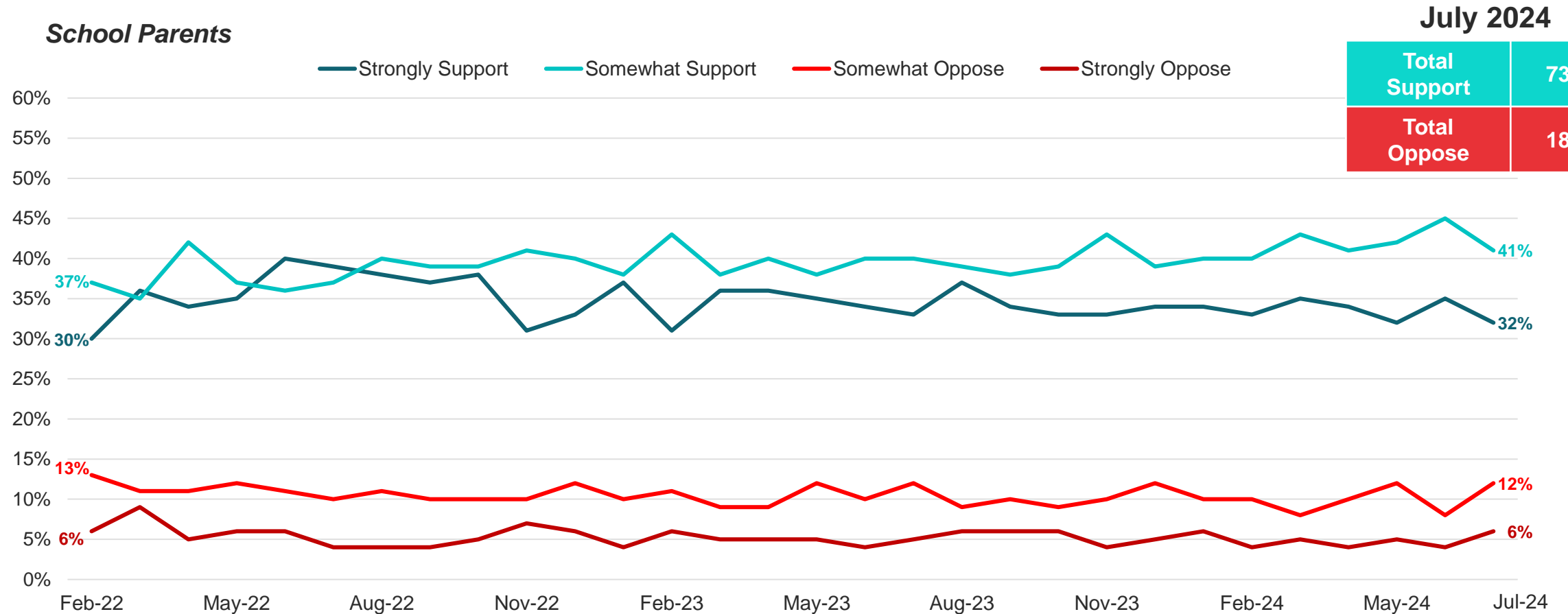


Note: Don't know/No opinion responses are not shown.

# Among school parents, overall support of inter-district open enrollment fell in July. 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.

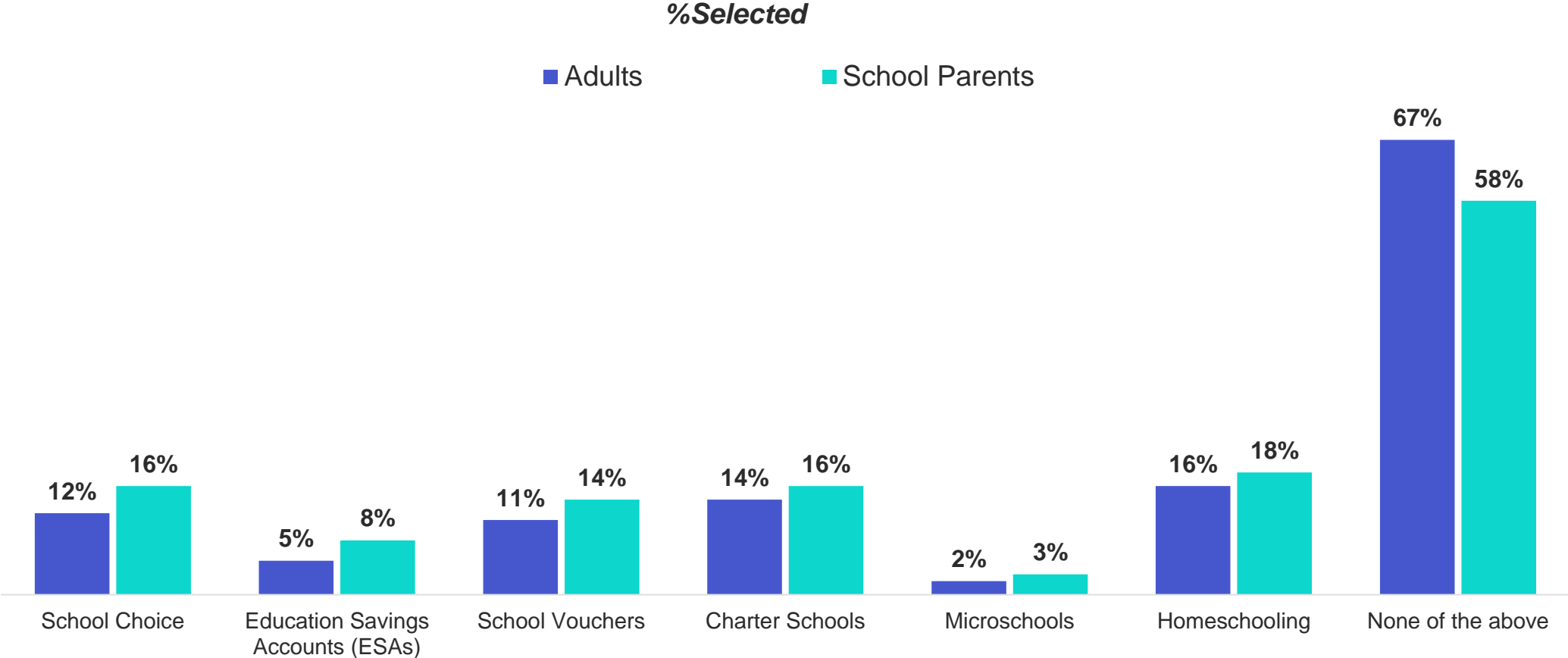
## School Parents



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

School parents are slightly more aware of media stories concerning school choice policies than adults overall. Despite this, a large majority of both parents and adults have not seen or heard anything about these policies in the past month.

In the past month, have you seen or heard any media stories about any of the following?



Source: Survey conducted July 9, 2024 – July 12, 2024, among U.S. adults

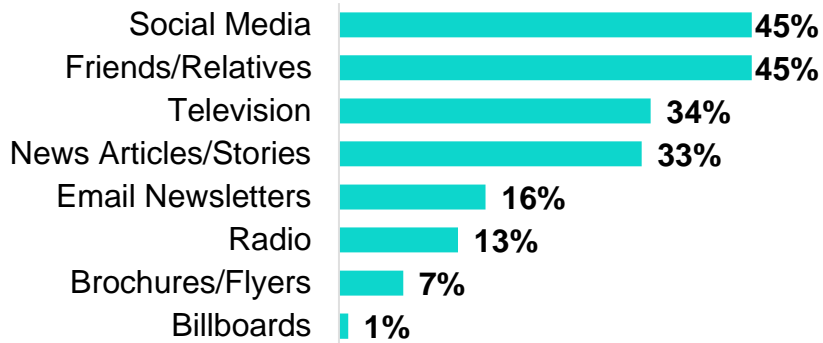
For parents, social media is a top source for information on school choice topics. Friends and relatives as well as news articles are also frequently consulted sources.

From what sources did you receive information about these topics?

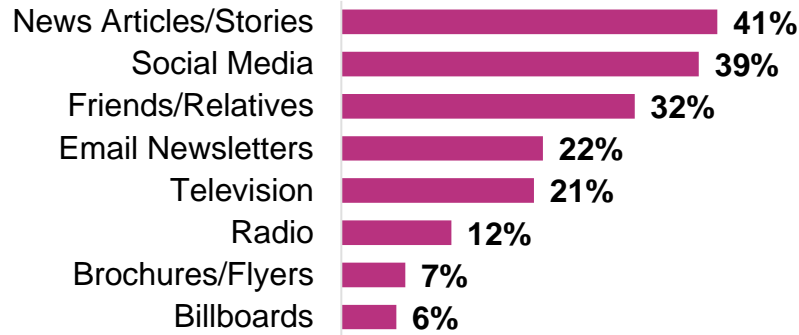
*Among school parents who have seen or heard media stories in the past month*

*% Selected*

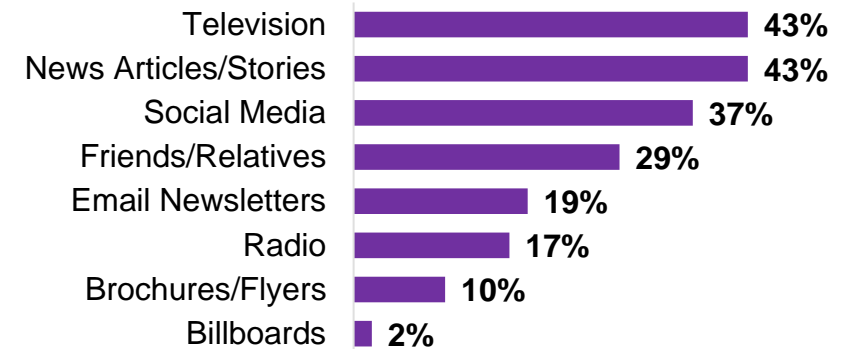
### School Choice



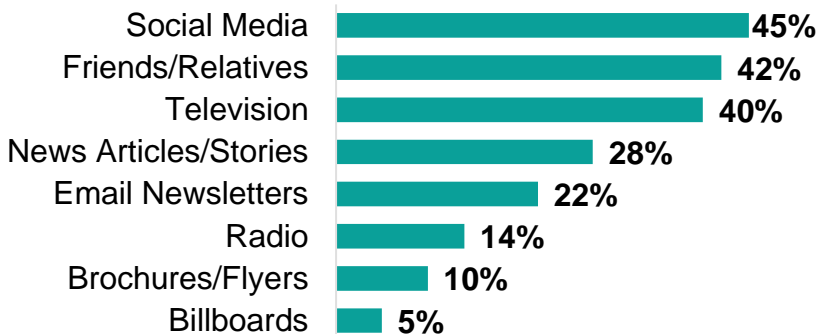
### Education Savings Accounts (ESAs)



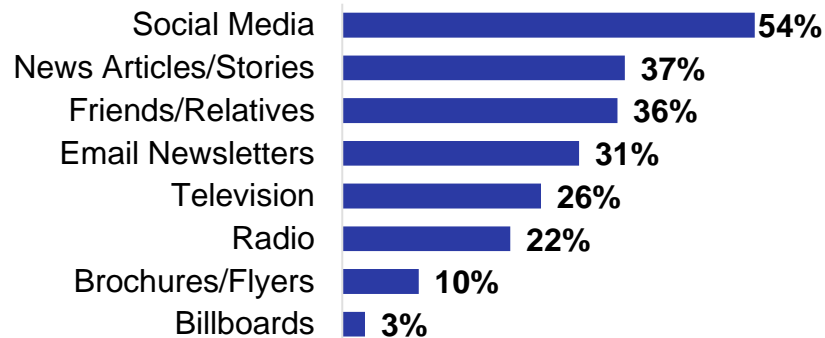
### School Vouchers



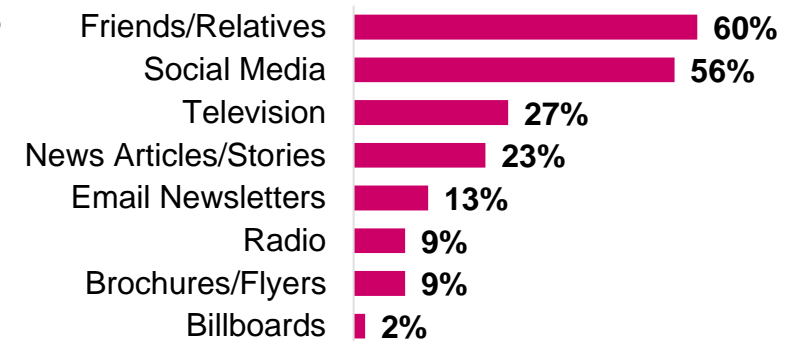
### Charter Schools



### Microschools



### Homeschooling



Note: "Other" not shown

Source: Survey conducted July 9, 2024 – July 12, 2024, among U.S. adults

AGENDA

**VIEWS ON K-12 EDUCATION**

**SCHOOLING AND EXPERIENCES**

**K-12 CHOICE POLICIES**

**SURVEY PROFILE AND DEMOGRAPHICS**



# Survey Profile, 1

<b>Dates</b>	July 9-12, 2024
<b>Survey Data Collection &amp; Quality Control</b>	Morning Consult
<b>Survey Sponsor</b>	EdChoice
<b>Population</b>	General Population (Adults, Age 18+)
<b>Sampling Frame</b>	National sample of adults (age 18+) living in the United States, including the District of Columbia, with an oversample of school parents
<b>Sampling Method</b>	Non-Probability, Stratified (based on Age, Gender)
<b>Mode</b>	Online Survey
<b>Language</b>	English



## Survey Profile, 2

<b>Survey Time</b>	Gen Pop Median = 10.20 minutes Oversample Median = 12.75 minutes
<b>Sample Size</b>	N = 2,258 General Population N= 1,311 Total School Parents
<b>Oversampling</b>	N = 850 School Parents
<b>Quotas</b>	Age, Gender
<b>Weighting</b>	Age, Race, Ethnicity, Gender, Education, Census Region
<b>Measure of Precision (adjusted for weighting)</b>	± 2.38 percentage points (Gen Pop), ± 3.13 percentage points (Oversample)
<b>Participation Rate</b>	38.37% (Gen Pop), 21.17% (Oversample)
<b>Methods Page</b>	<a href="https://edchoice.morningconsultintelligence.com/methodology">https://edchoice.morningconsultintelligence.com/methodology</a>
<b>Project Contact</b>	Paul DiPerna, paul@edchoice.org

# Total Sample Demographics

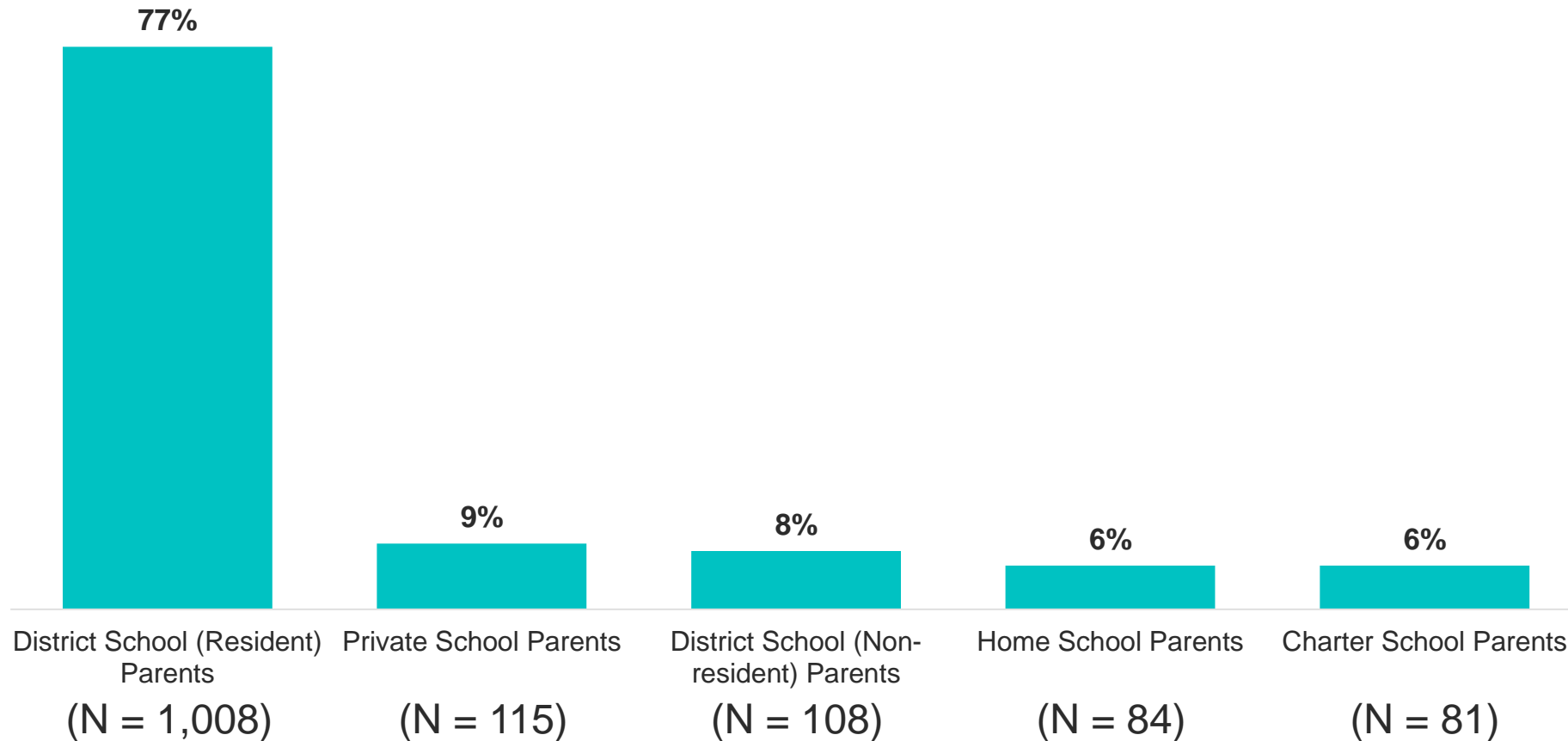
Demographics	Unweighted (N = )
Hispanic	333
Non-Hispanic White	1,532
Black	289
Other	111
Generation Z	272
Millennial	496
Generation X	546
Boomers	706
Male	1,112
Female	1,146
< College	1,447
College +	811
Northeast	392
Midwest	496
South	900
West	470

Demographics	Unweighted (N = )
Total School Parents*	1,311
K-4 Parents*	616
5-8 Parents*	517
9-12 Parents*	594
Non-Parents	1,021
Liberal	687
Moderate	707
Conservative	736
Democrat	824
Independent	599
Republican	711
Urban	586
Suburban	1,086
Small Town	209
Rural	377
Low Income <\$50K	1,146
Middle Income \$50K to <\$100K	780
High Income \$100K+	332

\* Denotes the sample came from school parents

Demographics	Unweighted	Weighted	Target (%)
Hispanic	15%	17%	16%
White	68%	61%	78%
Non-Hispanic White	68%	n/a	n/a
Black	13%	13%	12%
Other	5%	8%	9%
Age: 18-34	27%	29%	30%
Age: 35-54	30%	29%	31%
Age: 55+	43%	42%	40%
Age: 65+	23%	22%	20%
Male	49%	49%	48%
Female	51%	51%	52%
< College	64%	65%	69%
College +	36%	35%	31%
Northeast	17%	17%	18%
Midwest	22%	21%	21%
South	40%	38%	37%
West	21%	24%	24%

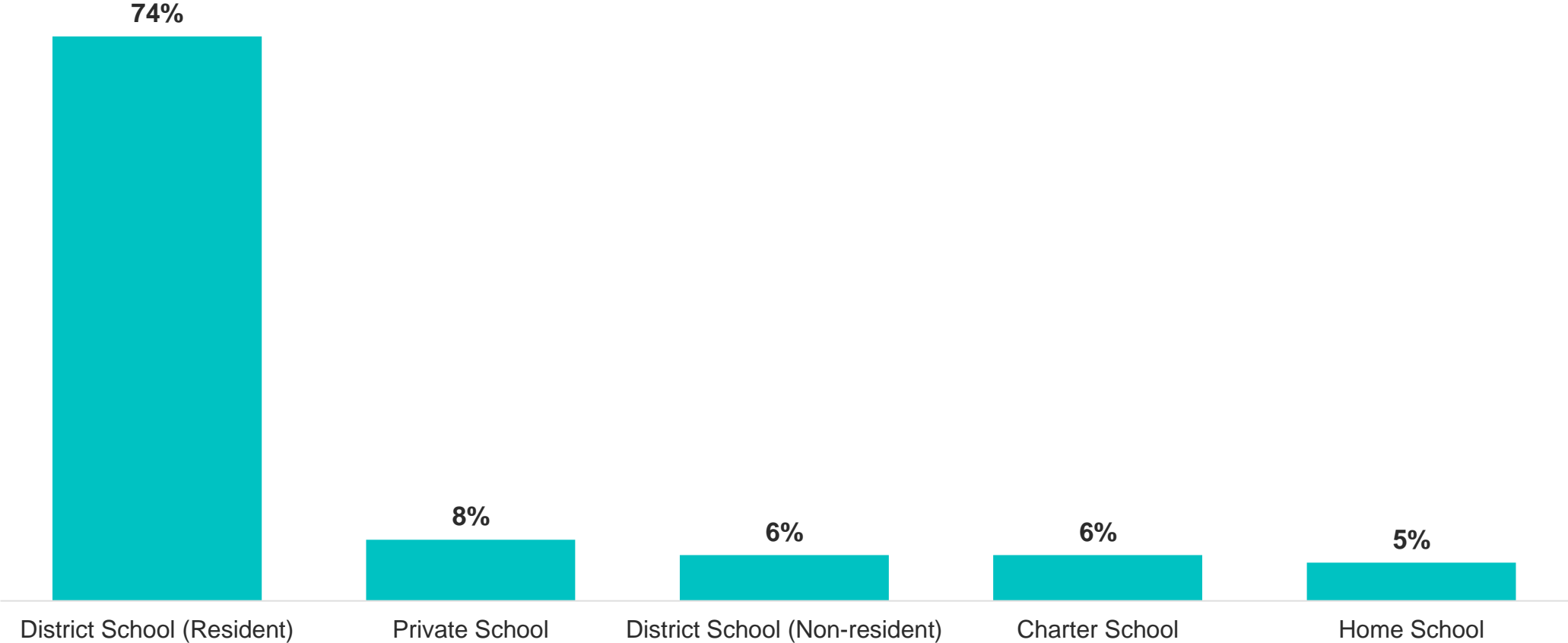
# Parent groups based on estimated school type attendance for the 2024-2025 school year



*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 2024-2025 school year

*% of Students, Reported by Parents*



## Methodology Update

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

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

WHO WE ARE

 **MORNING CONSULT**<sup>®</sup>

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

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

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



 **CHOICE**

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

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





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