

ed CHOICE

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

**A National Polling Report
August 2024**

KEY FINDINGS

1. Over 60% of parents feel “hopeful” about the future, and more than half feel “a sense of purpose,” “optimistic,” and “happy.” More than half of non-parents feel “hopeful,” and at least one-fourth feel “frustration,” pessimistic,” or “overwhelmed.”
2. When it comes to voting in federal and state elections, adults and school parents care mostly about economic issues. School parents place much higher importance on education issues than other adults.
3. The general public and school parents greatly underestimate per-student spending in public schools. The public and parents are much less likely to say their state’s per-student spending is “too low” when given a publicly reported statistic – by 16 point and 14 points, respectively.
4. Nearly 2 in 3 parents say their child’s school schedule aligns with their work schedule “always” or “often.” High school parents are the least likely to have aligned schedules with their children. About 3 in 4 parents prefer their child’s school time to start between 8:00 am and 9:00 am. Nearly half of school parents prefer their child’s school time to end between 3:00 pm and 4:00 pm.
5. Overall support levels for choice-based policies remain high among school parents and the general public:
 - Education savings accounts (ESAs) – 76% / 70%
 - School vouchers – 69% / 61%
 - Charter schools – 72% / 64%
 - Open enrollment – 79% / 70%
6. Three in four school parents believe ESAs should be available to all families regardless of income or special needs. This is over 20-points higher than the percentage of parents who want to determine ESA availability based on financial need.
7. Large majorities of school parents and non-parents believe ESA funds should be used for educational materials like textbooks, tutoring, online classes, and technology. Sports-related expenses, entertainment tickets, and toys are the expenses least supported by parents and non-parents alike.
8. Private school parents are much more likely to say that they are “very satisfied” with their child’s schooling experiences than district school parents. Parents are consistently more likely to say they are “very satisfied” with private schools than public district schools. Strong satisfaction has risen among both types since last month.

Methodology

This poll was conducted between August 2-6, 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 2.32 percentage points..

AGENDA

VIEWS ON K-12 EDUCATION

SCHOOLING AND EXPERIENCES

K-12 CHOICE POLICIES

SURVEY PROFILE AND DEMOGRAPHICS



Over 60% of parents feel “hopeful” about the future, and more than half feel “a sense of purpose,” “optimistic,” and “happy.”

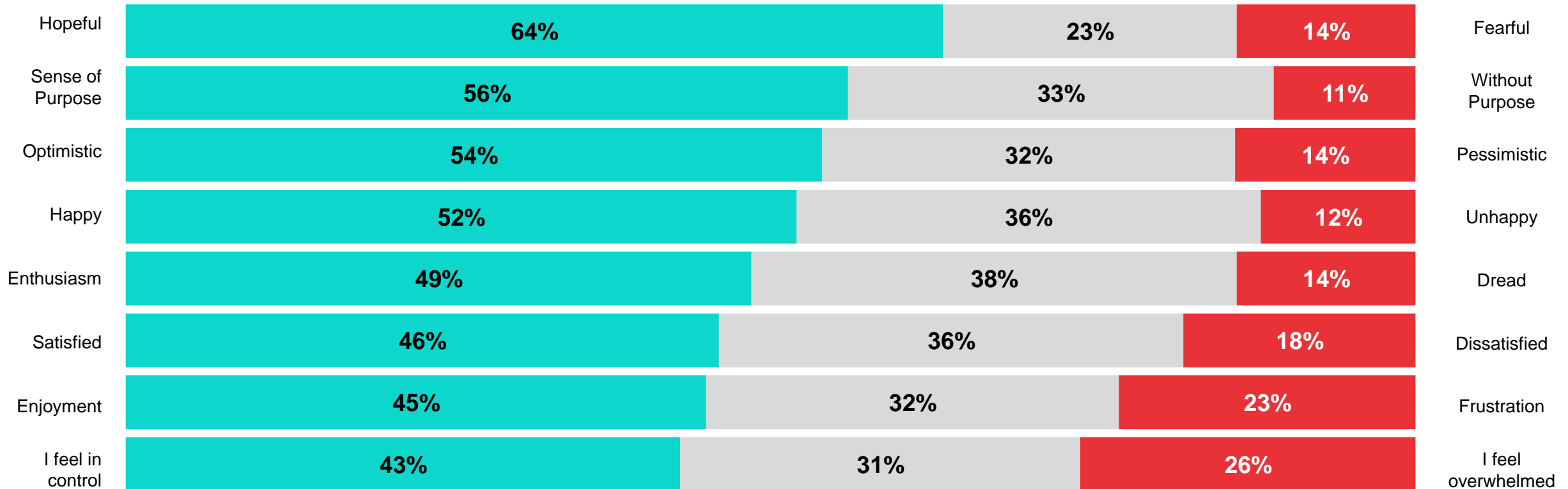
When thinking about the future, please select which of these words best describes how you feel right now?

School Parents

Agree more with this statement ←

Neutral

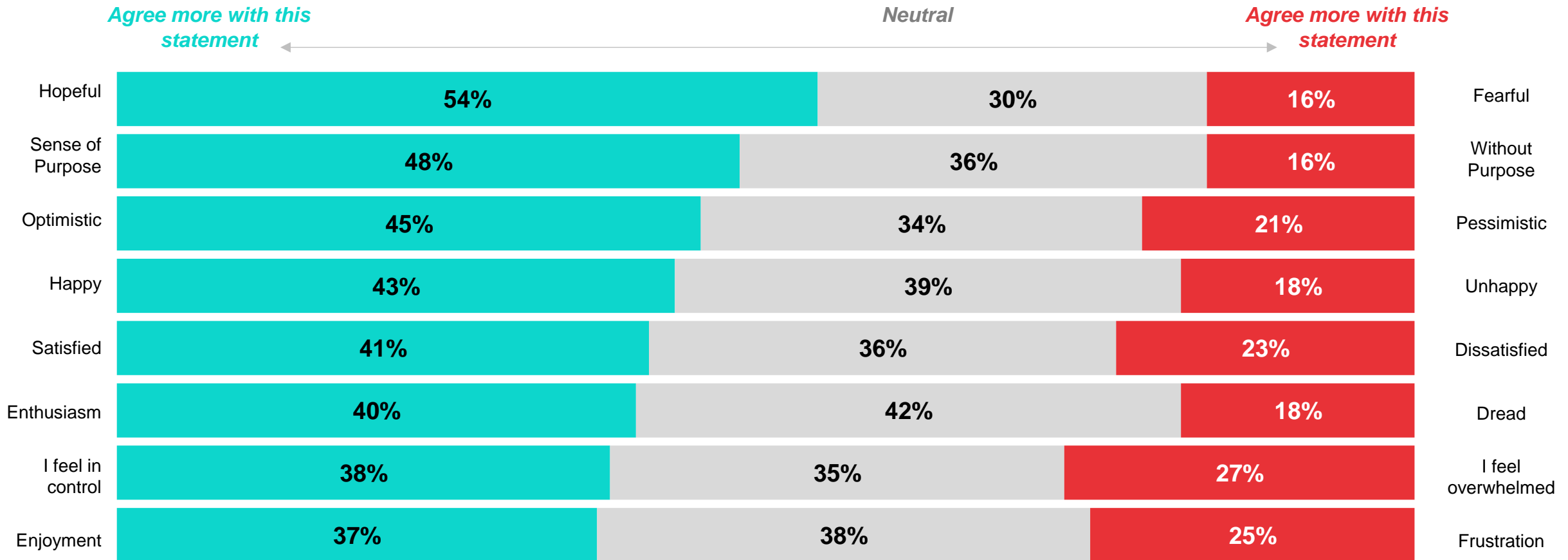
→ Agree more with this statement



More than half of non-parents feel “hopeful” about the future. At least one-fourth feel “frustration,” pessimistic,” or “overwhelmed.”

When thinking about the future, please select which of these words best describes how you feel right now?

Non-Parents

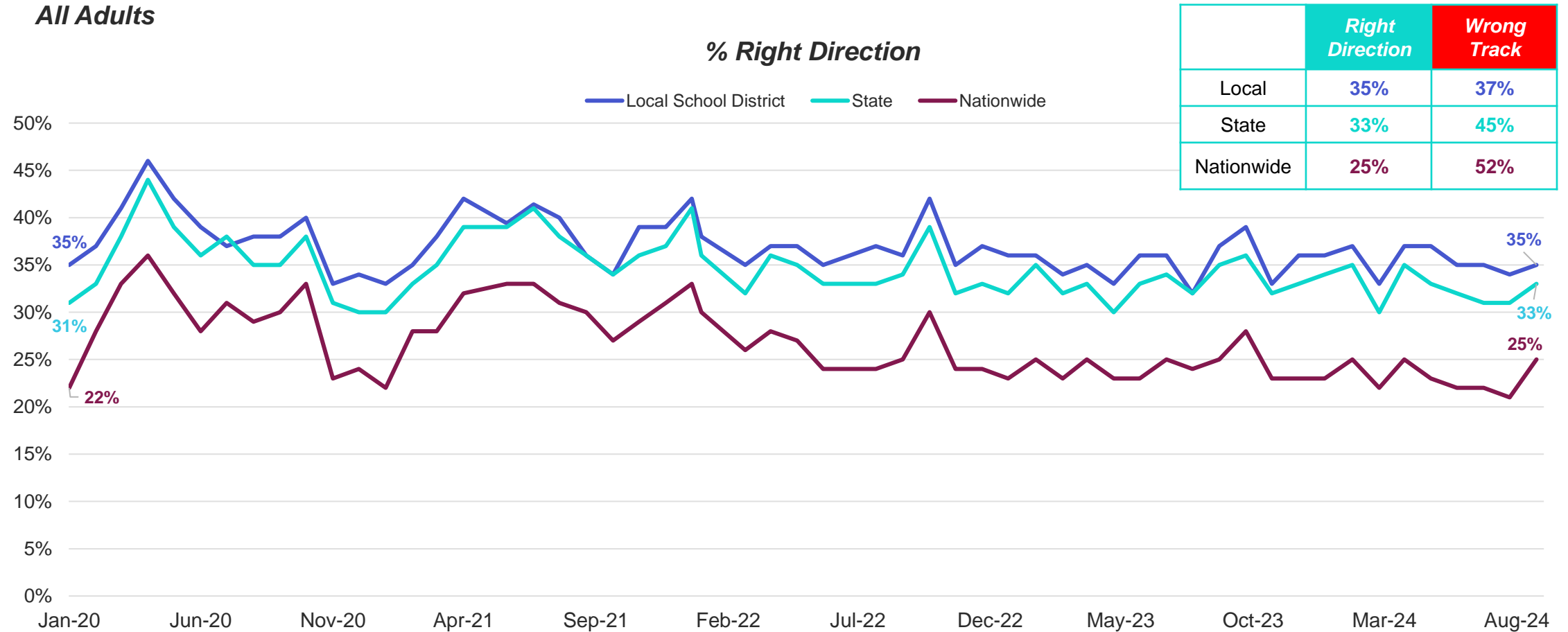


Source: Survey conducted August 2, 2024 – August 6, 2024, among U.S. adults

In August, Americans were much more likely (by 27 points) to say K-12 education nationwide is on the wrong track than going in the right direction. The public's optimism towards the direction of K-12 education has risen slightly since July but remains at low levels overall.

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?

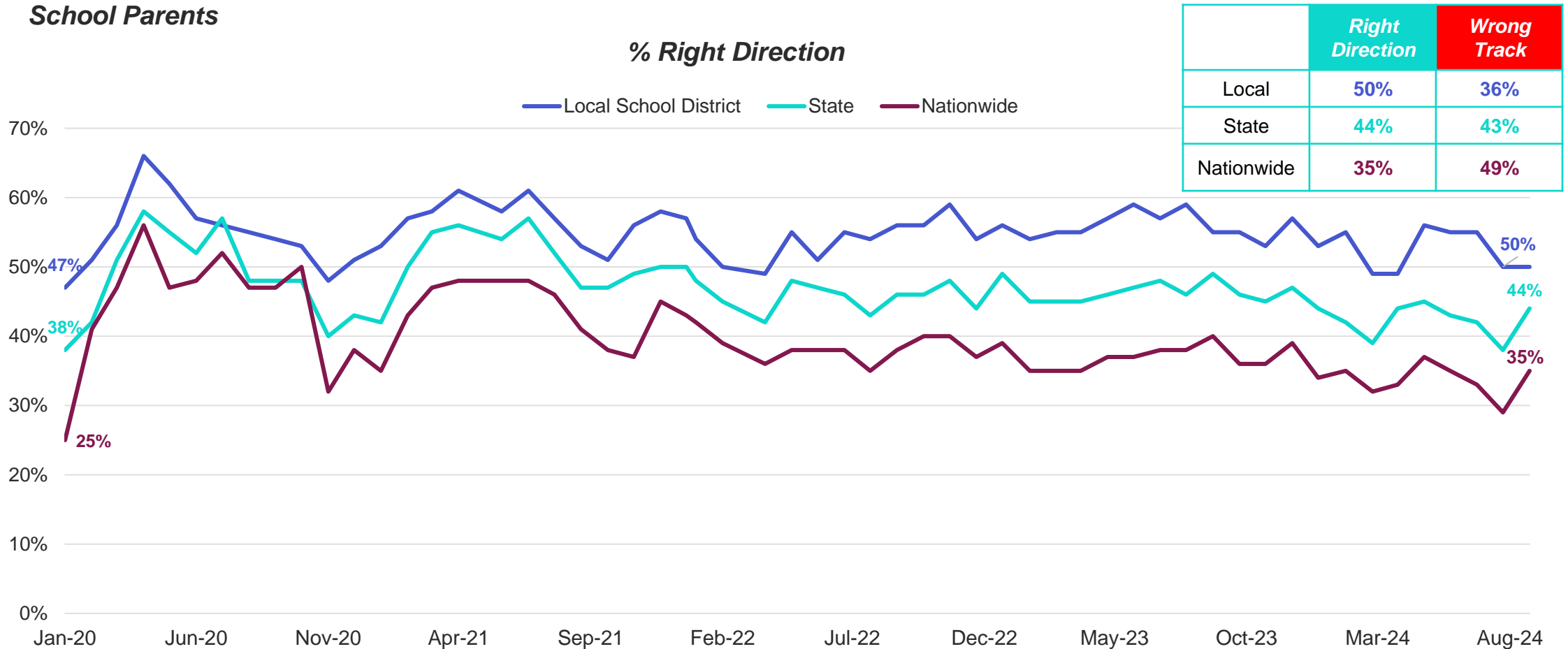
All Adults



Almost half of parents think K-12 education nationwide is on the wrong track, though they are more positive about their local schools. Parents' positivity about K-12 education statewide and nationwide has risen in August after falling to noticeable lows in recent months.

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 **44%**

-  Core academic subjects (58%)
-  Socialization (49%)
-  To become independent thinkers (47%)
-  How to be good citizens (46%)
-  Skills for future employment (44%)
-  Values, moral character, religious virtues (38%)
-  To fix social problems (23%)

Grades 9-12

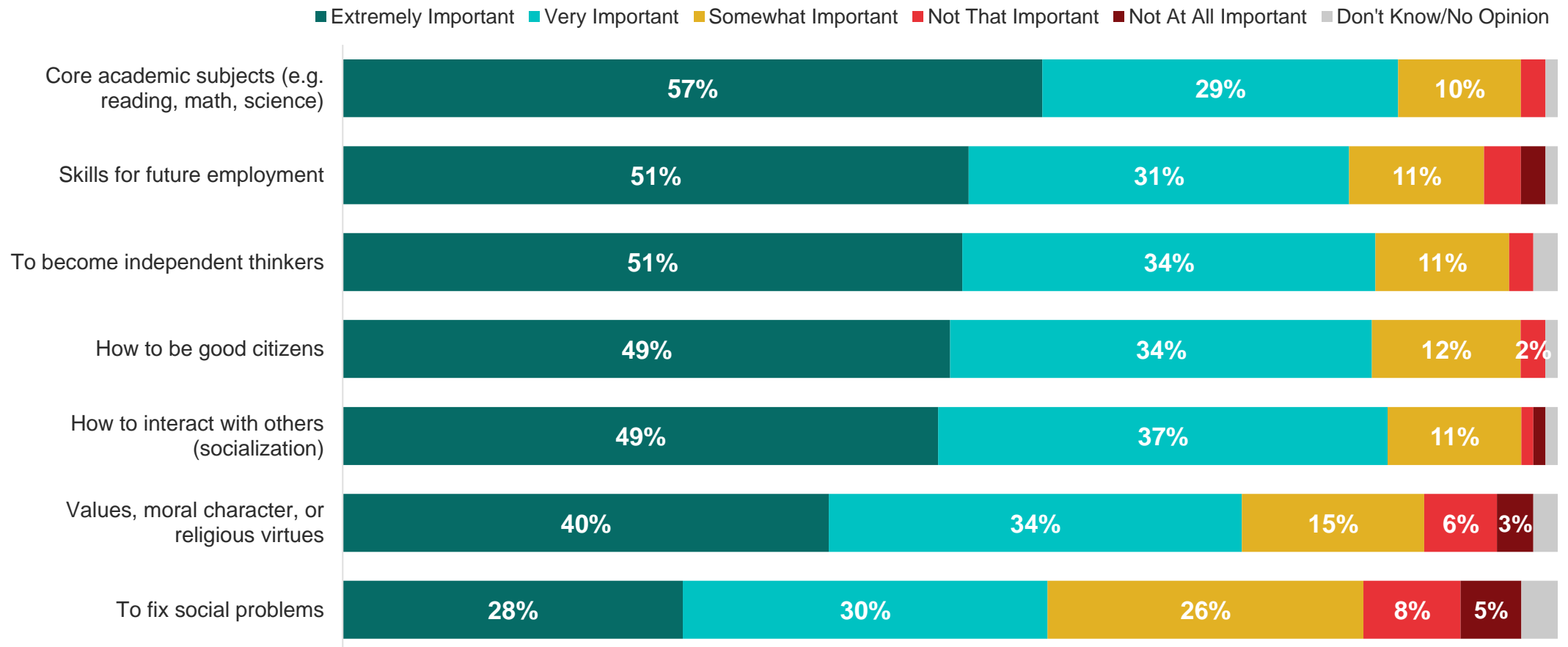
Average % selected Extremely Important **51%**

-  Skills for future employment (63%)
-  Core academic subjects (59%)
-  To become independent thinkers (58%)
-  How to be good citizens (52%)
-  Socialization (51%)
-  Values, moral character, religious virtues (43%)
-  To fix social problems (30%)

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...

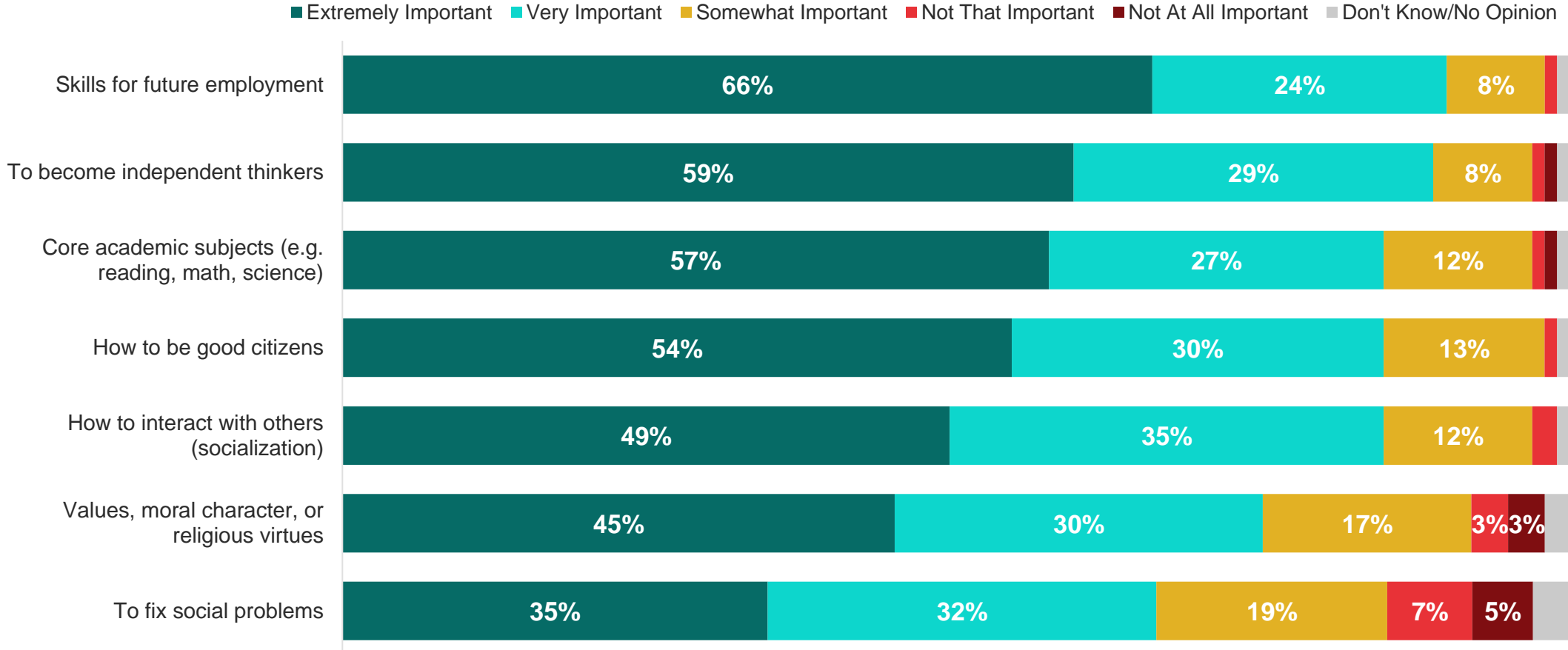
School Parents



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 August 2, 2024 – August 6, 2024, among U.S. adults

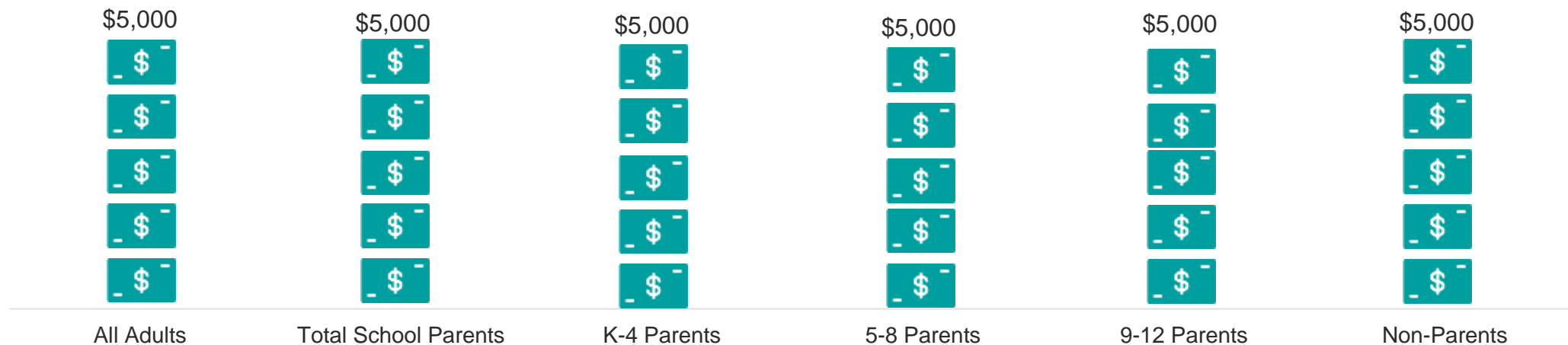
The general public and school parents greatly underestimate per-student spending in public schools.

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 16 points and 14 points, respectively.

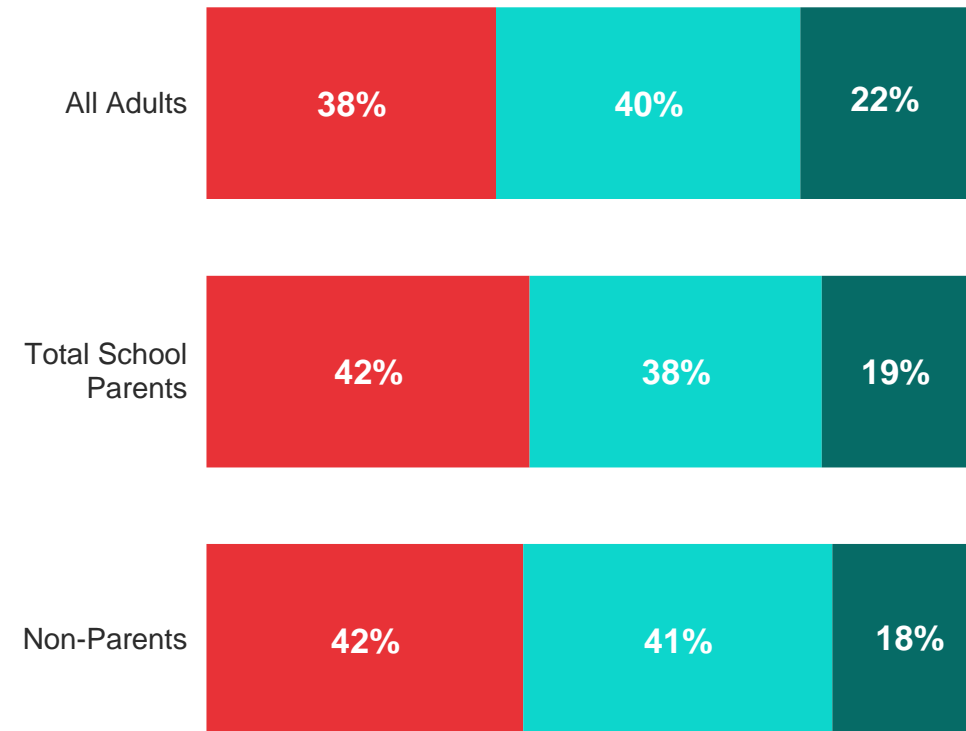
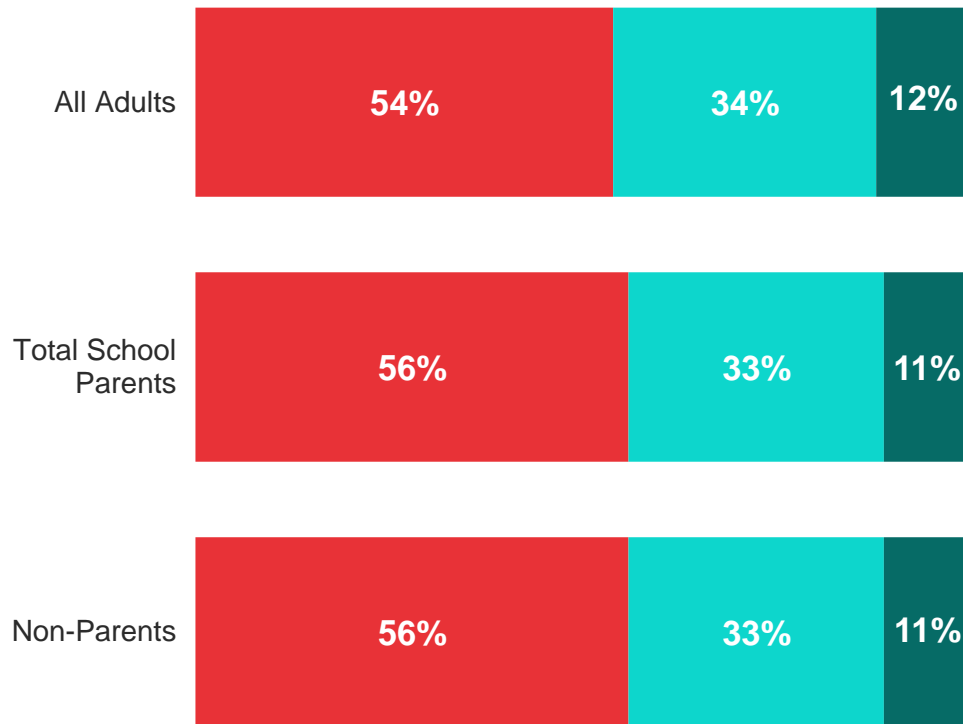
Do you believe public school funding in [STATE] is:

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



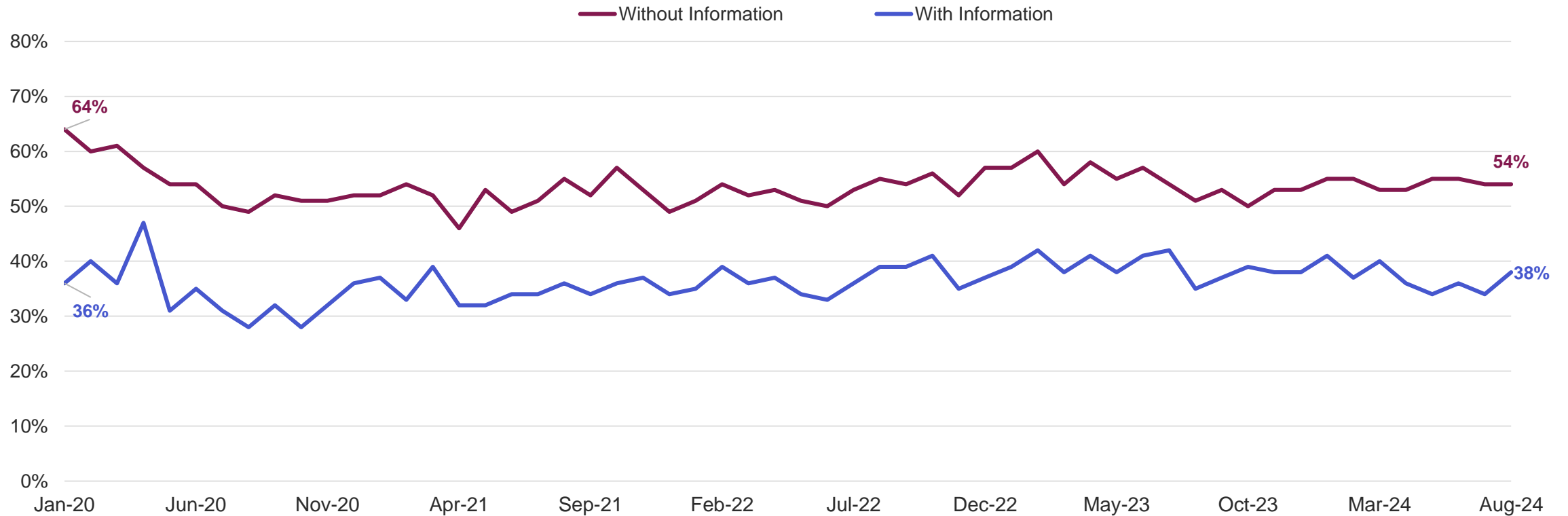
Providing respondents with a government-reported spending statistic consistently decreases their tendency to say school spending is “too low.”

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

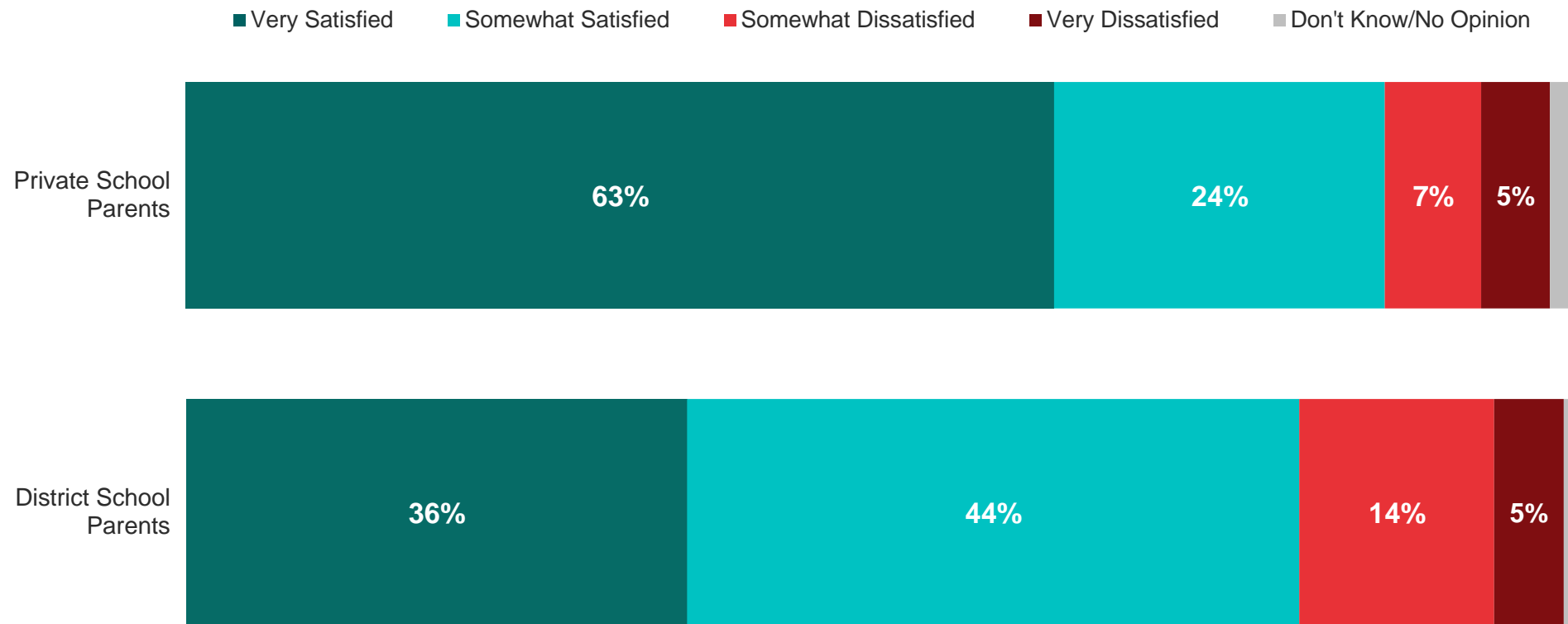
SURVEY PROFILE AND DEMOGRAPHICS



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



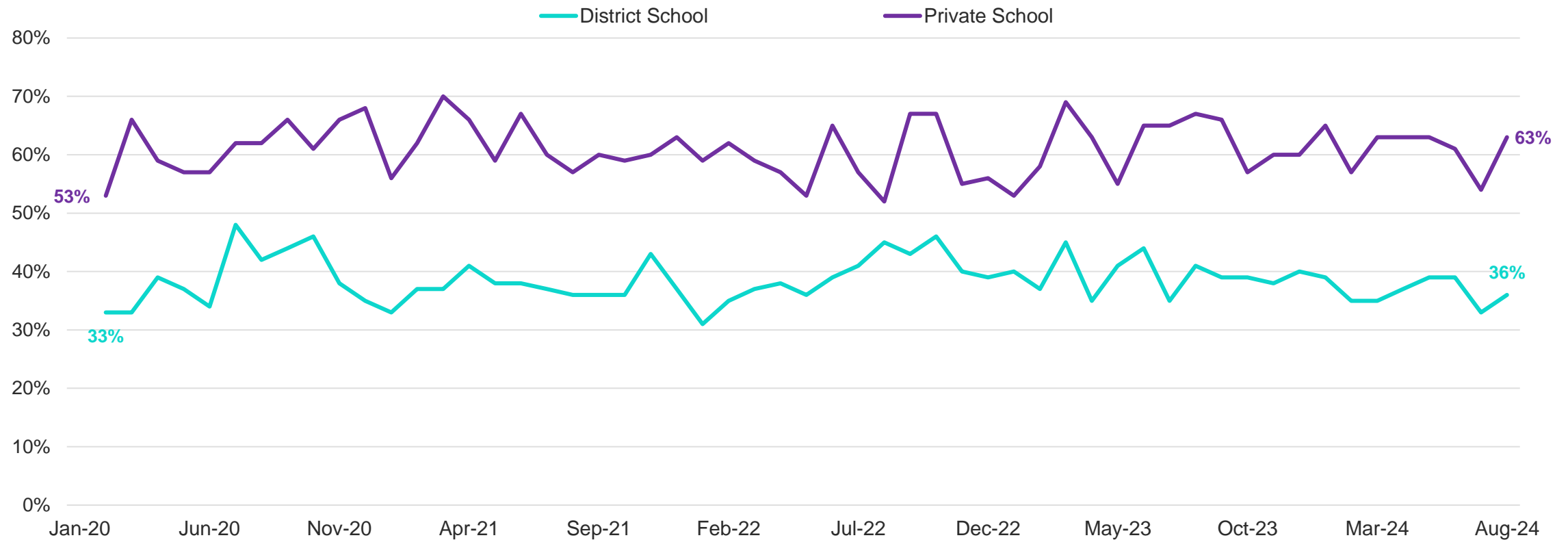
Source: Survey conducted August 2, 2024 – August 6, 2024, among U.S. adults

Parents are consistently more likely to say they are “very satisfied” with private schools than public district schools. Strong satisfaction has risen among both types 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

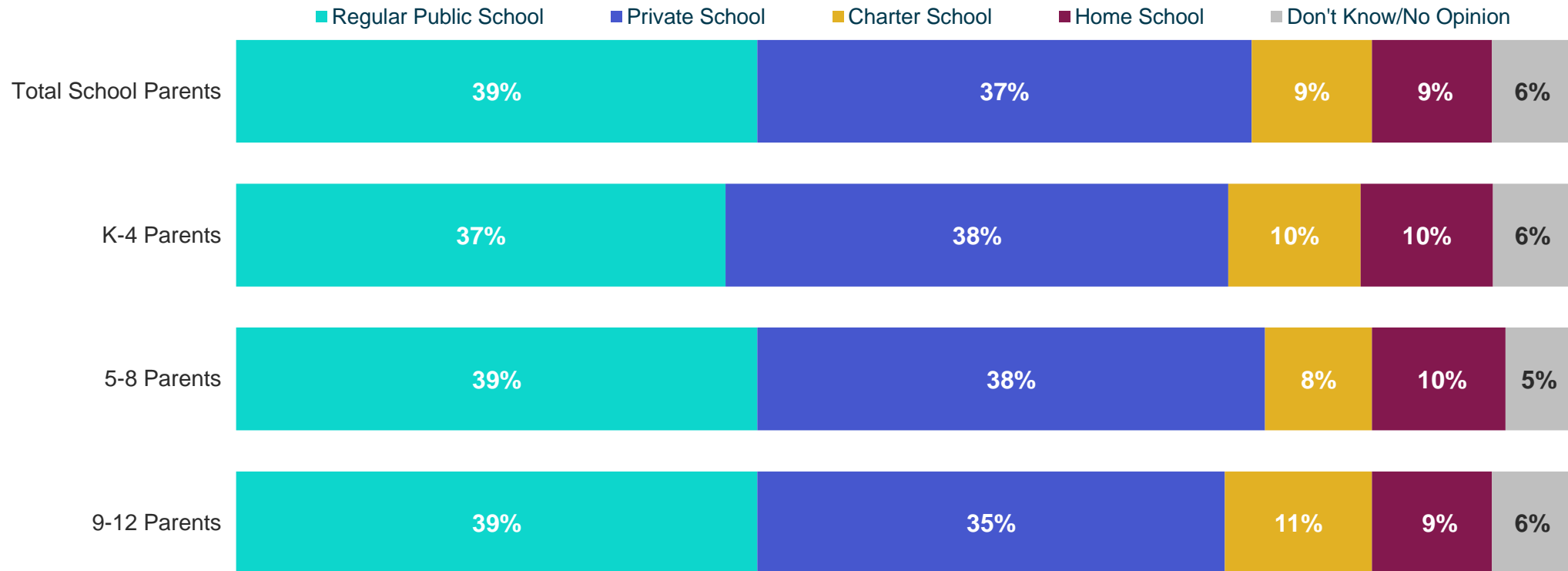


Note: Parent groups based on child/children school type attendance in SY23-24.

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



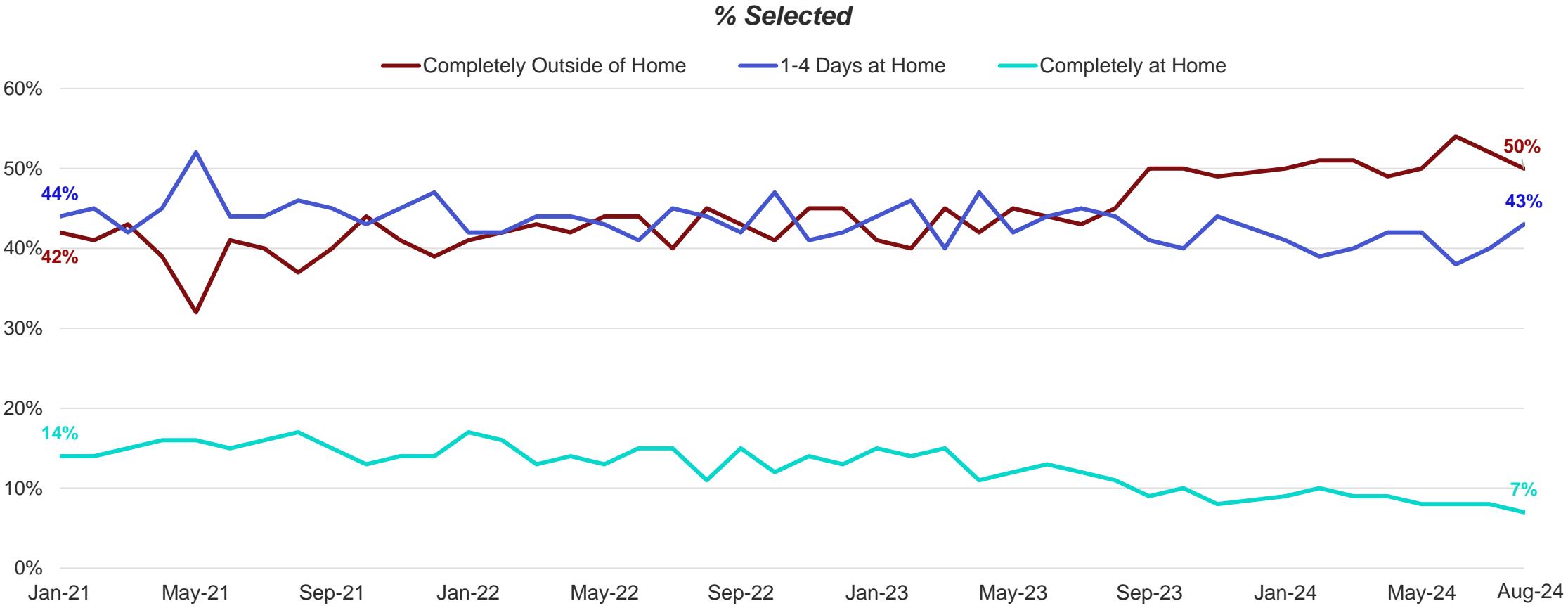
Note: "Regular Public School" includes "Public District School – Inside your school district" and "Public District School – Outside of your school district."
"Private School" includes "Private School – Religious, Parochial" and "Private School – Non-religious, Secular."

Source: Survey conducted August 2, 2024 – August 6, 2024, among U.S. adults

Half of parents would prefer having their child learn at home at least one day per week, while half say they want all schooling outside the home.

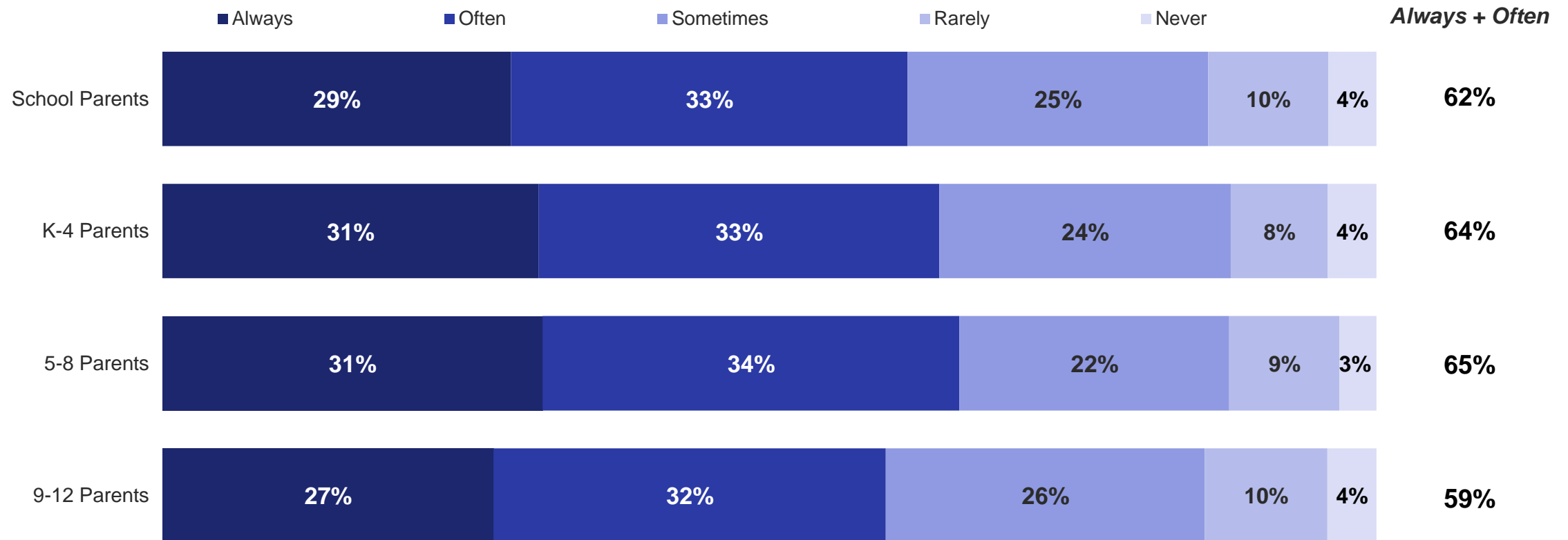
In order to provide the best education for your child/children, what would be your preferred weekly schedule and location between schooling at home with a parent/teacher/tutor, or outside the home?

School Parents



Nearly 2 in 3 parents say their child’s school schedule aligns with their work schedule “always” or “often.” High school parents are the least likely to have aligned schedules with their children.

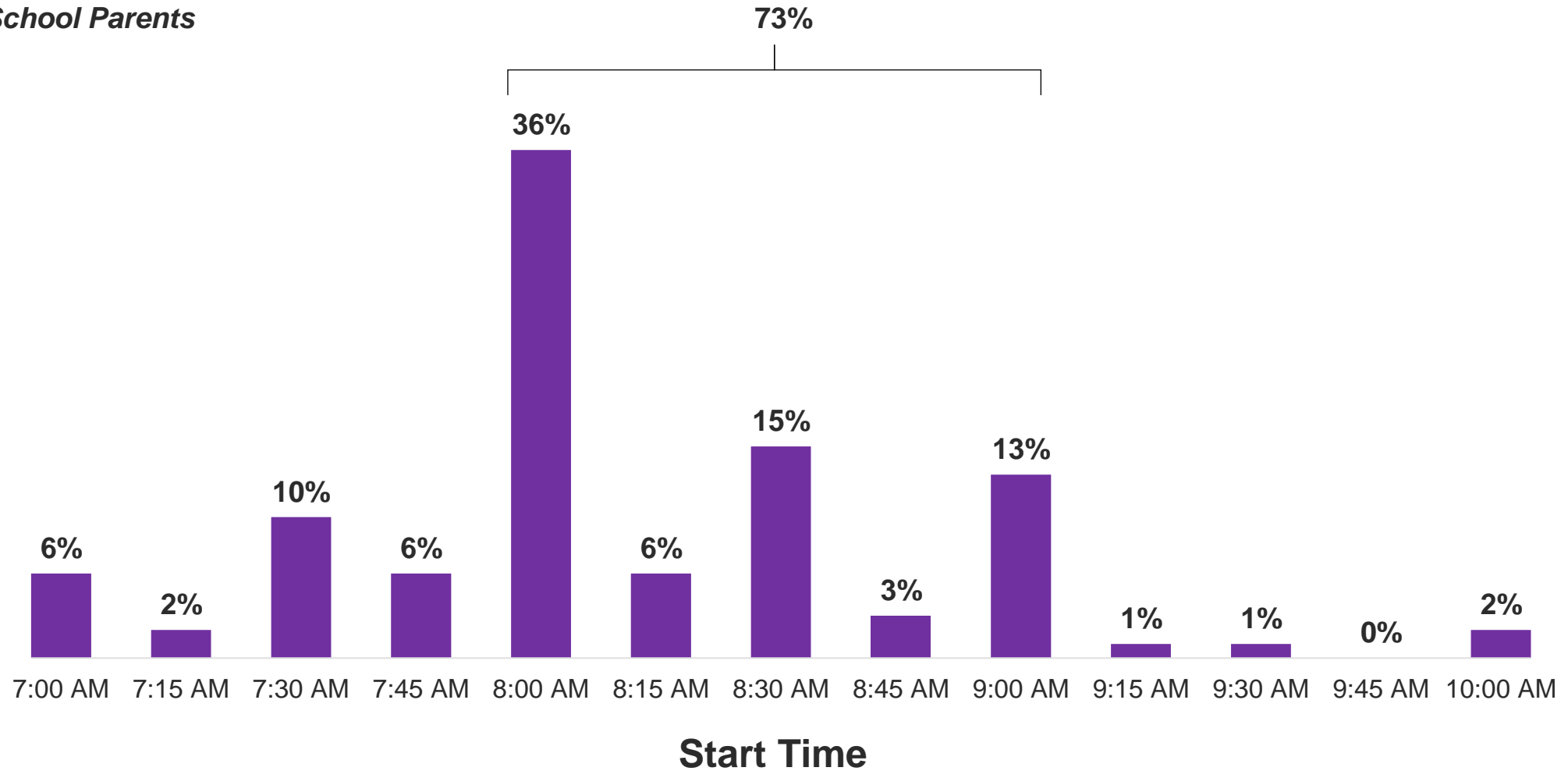
To what extent does your child’s/children’s school schedule(s) align with your work schedule?



About 3 in 4 parents prefer their child's school time to start between 8:00 am and 9:00 am.

What is your ideal time for your child's/children's school start time?

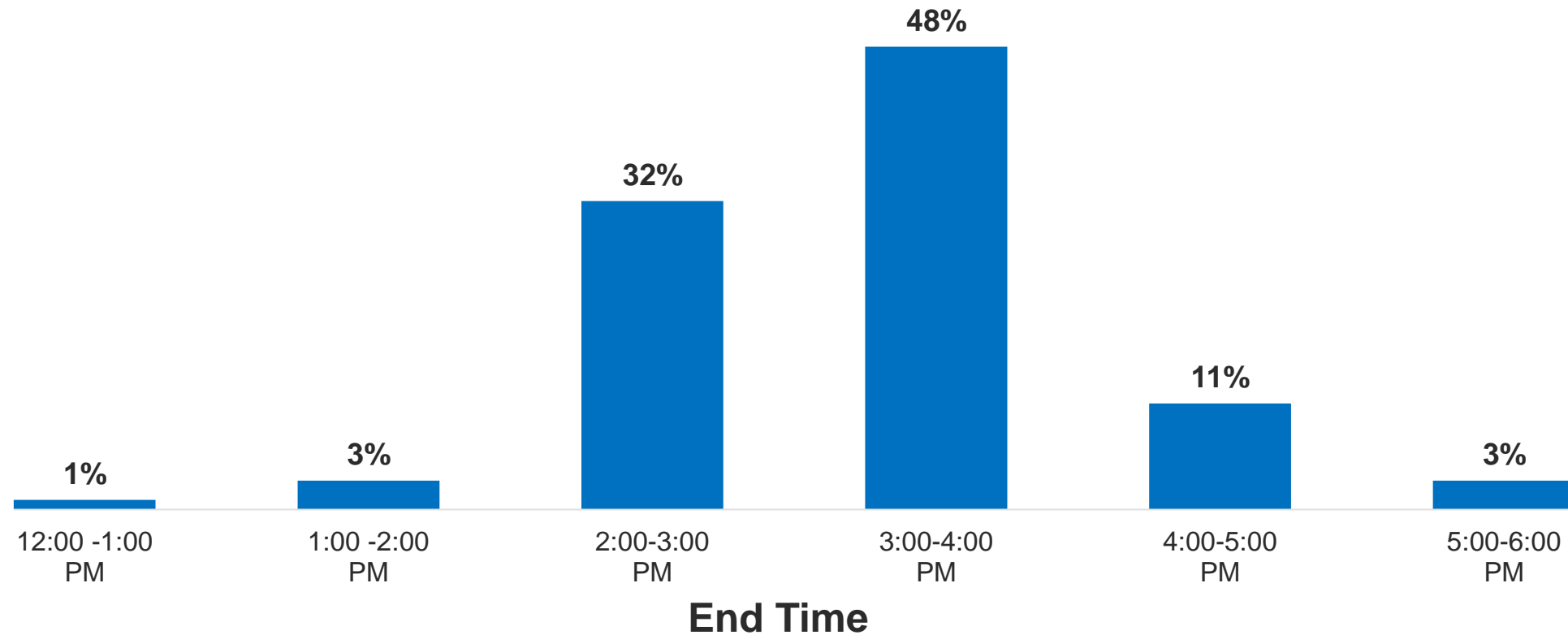
School Parents



Nearly half of school parents prefer their child's school time to end between 3:00 pm and 4:00 pm.

What is your ideal time for your child's/children's school start time?

School Parents

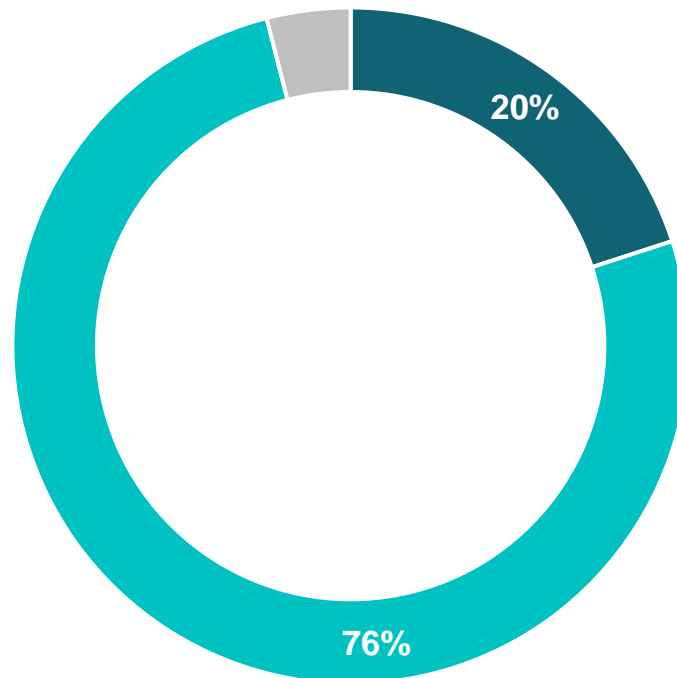


One-fifth of parents indicate that their child has switched from one school type to another. School switching is highest among private school, special needs and Black parents.

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

School Parents

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



Top % Yes

Private School	30%
Special Needs	25%
Black	24%

Bottom % Yes

Liberal	17%
Northeast	17%
Midwest	17%

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

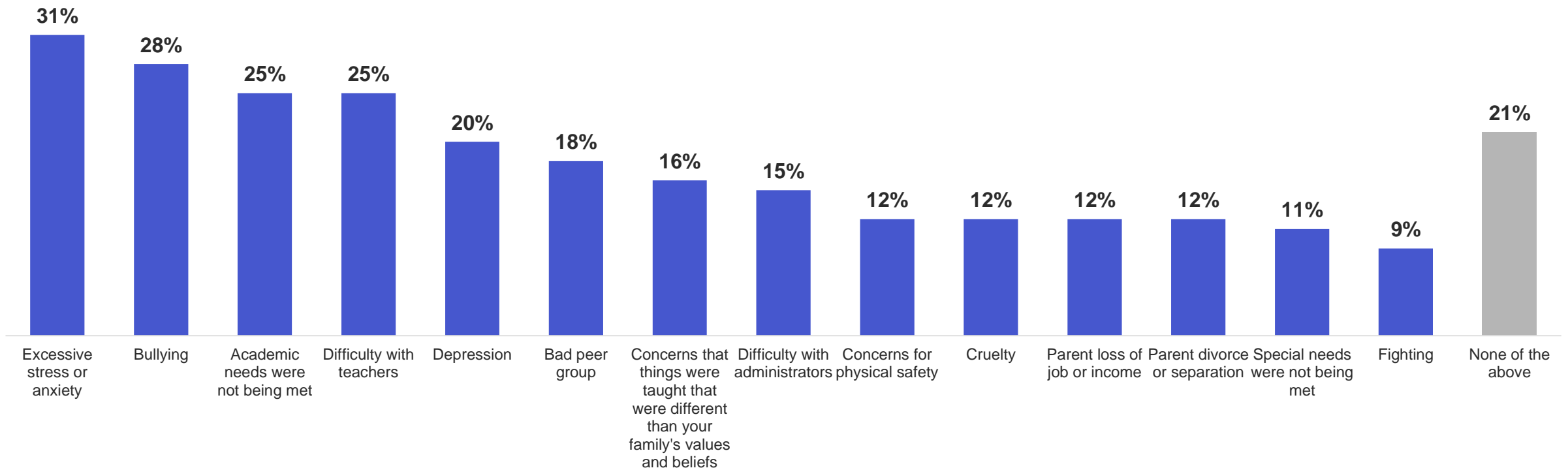
Source: Survey conducted August 2, 2024 – August 6, 2024, among U.S. adults

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

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

School Parents

% Selected



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

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

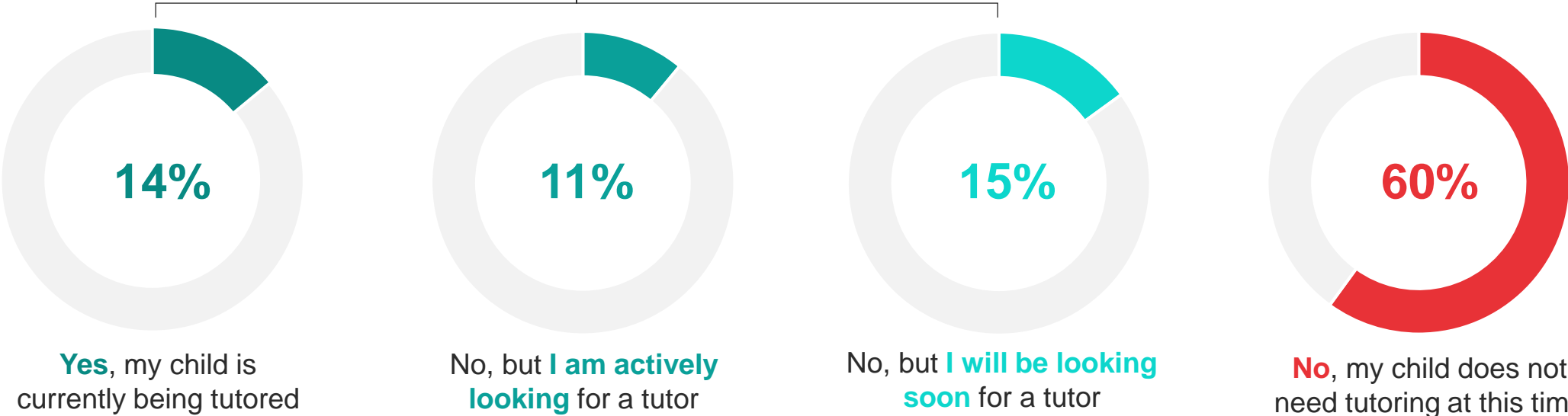
Source: Survey conducted August 2, 2024 – August 6, 2024, among U.S. adults

In August, 2 in 5 parents are currently using a tutor or are interested in tutoring for their children – a slight increase from July.

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

School Parents

40% (+2 points vs. July)
currently have a tutor or looking for a tutor



Source: Survey conducted August 2, 2024 – August 6, 2024, among U.S. adults

In August, interest in tutoring was highest among special needs and special education parents. It was lowest among small town, rural, and non-Hispanic White 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 40%

Special Needs	59%
Special Education	58%
Private School	54%
Black	53%
Urban	51%
Male	47%
Hispanic	47%

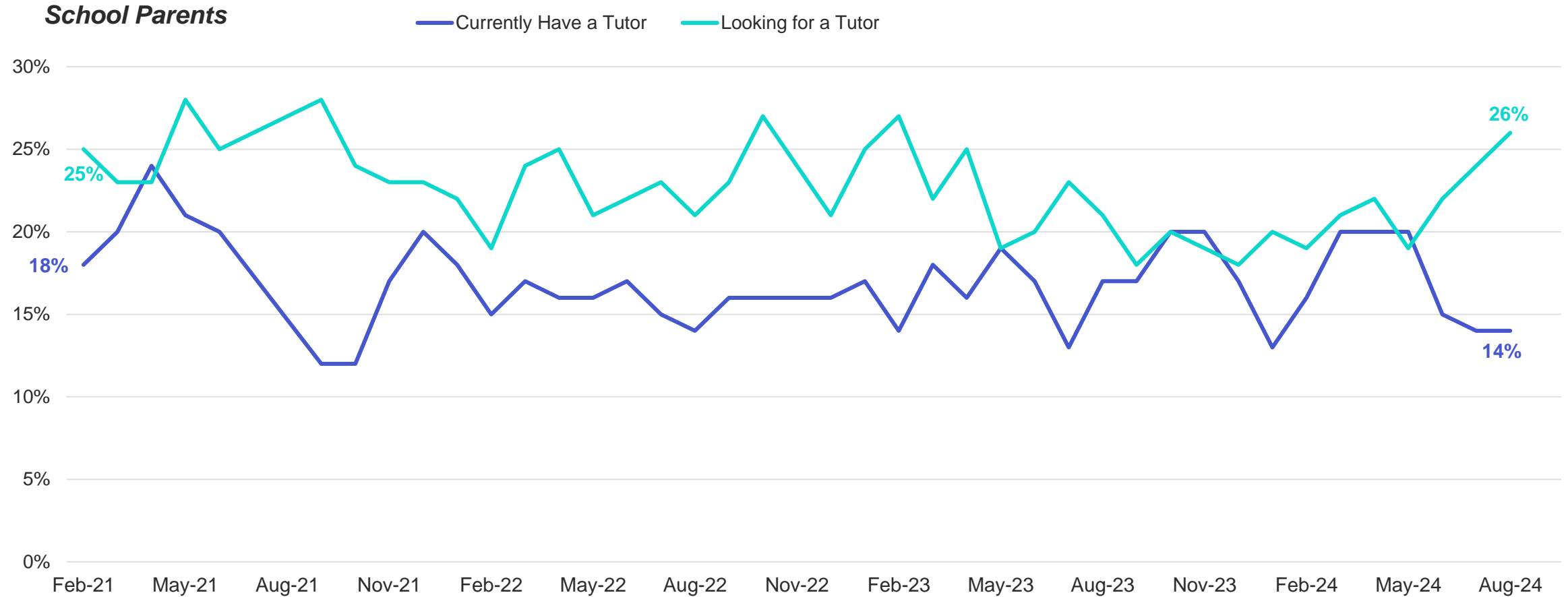
Groups **least** likely to be looking for / already having tutoring

Education: <College	36%
Low Income: <\$35k	34%
Female	34%
Midwest	33%
Non-Hispanic White	31%
Rural	29%
Small town	26%

Source: Survey conducted August 2, 2024 – August 6, 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?

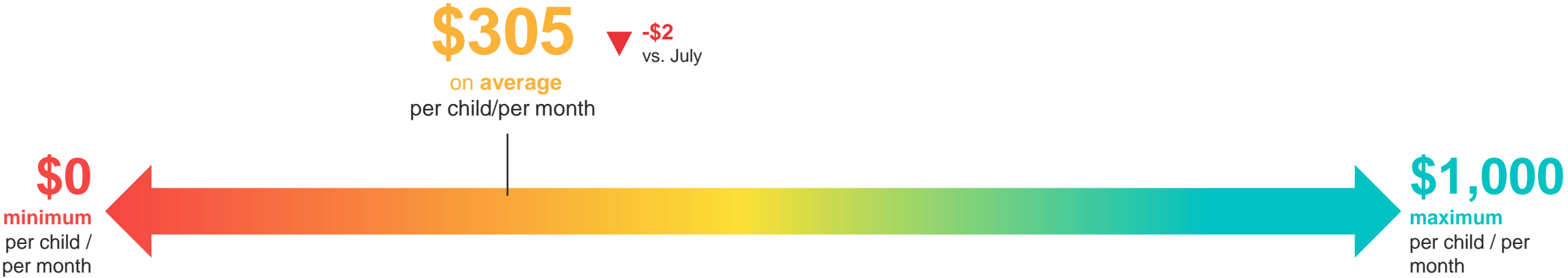


Note: Question was not asked in July 2021 and August 2021.

In August, the amount parents were willing to spend on tutoring remained roughly even at about \$305 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



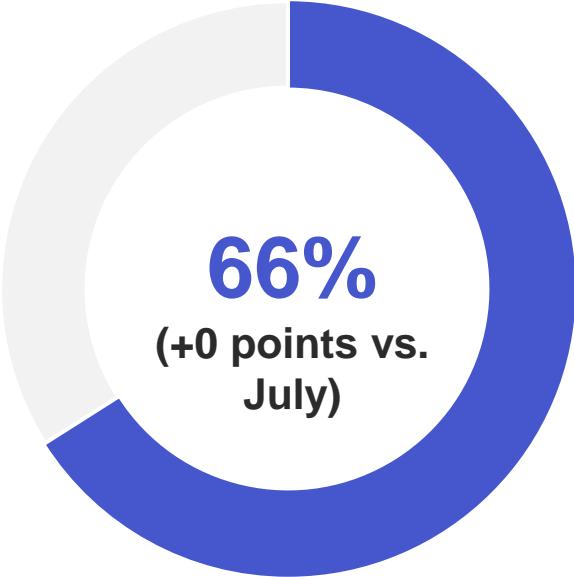
Source: Survey conducted August 2, 2024 – August 6, 2024, among U.S. adults

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.

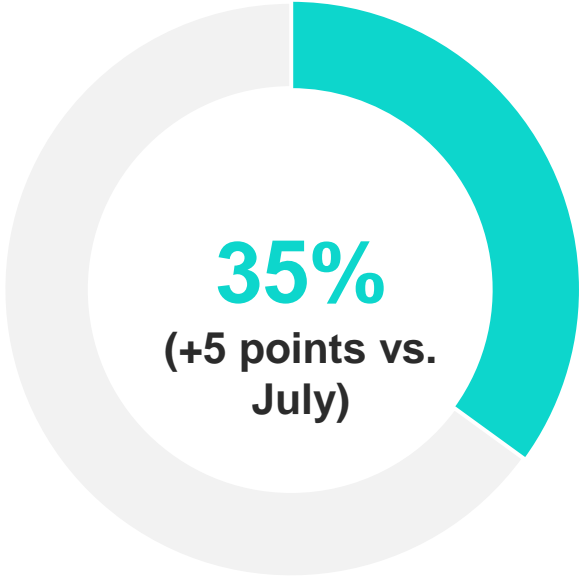
When it comes to cell phones, do you feel child/children should be allowed to have...

School Parents

Total % "Yes"



Cell phones in school

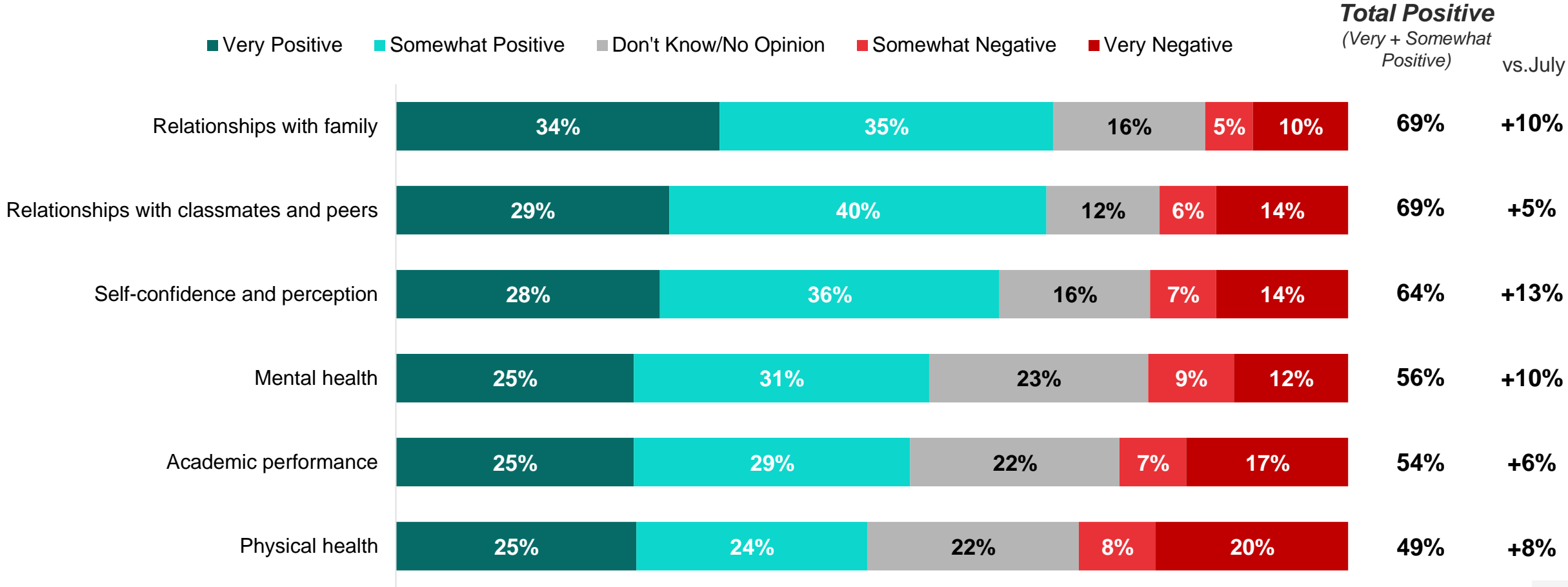


Cell phones in the classroom

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

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 August 2, 2024 – August 6, 2024, among U.S. adults

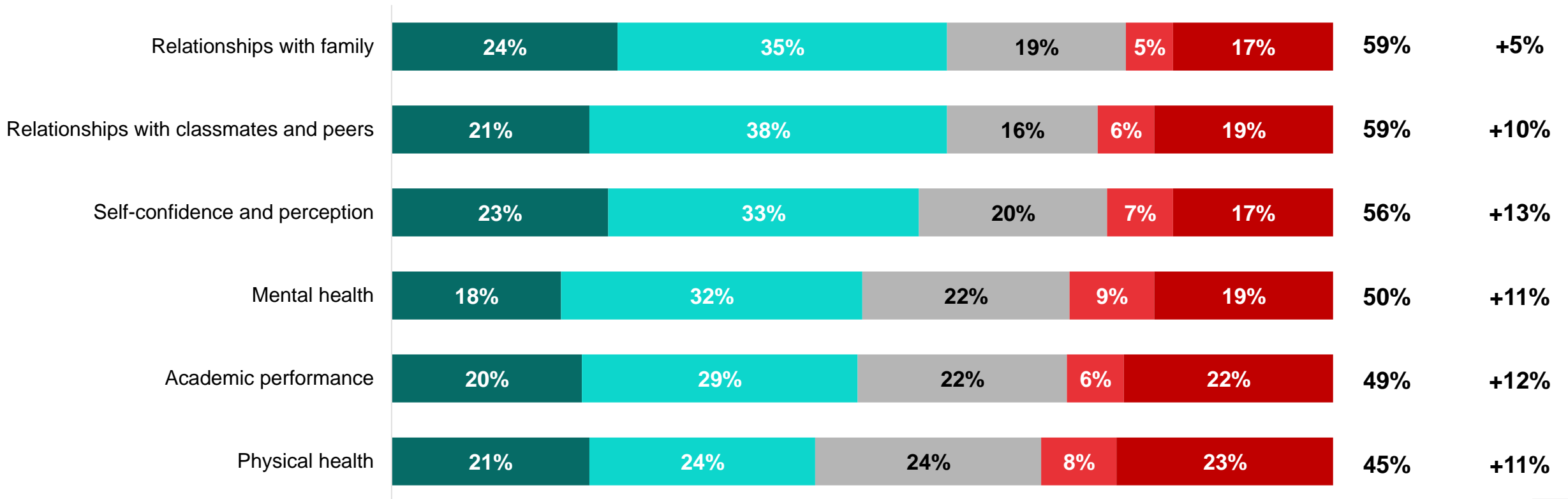
Like cell phone usage, school parents report that social media access has had the most positive impact on their child's relationships but the most negative impact on their physical health. Overall positivity has risen since July.

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

School Parents

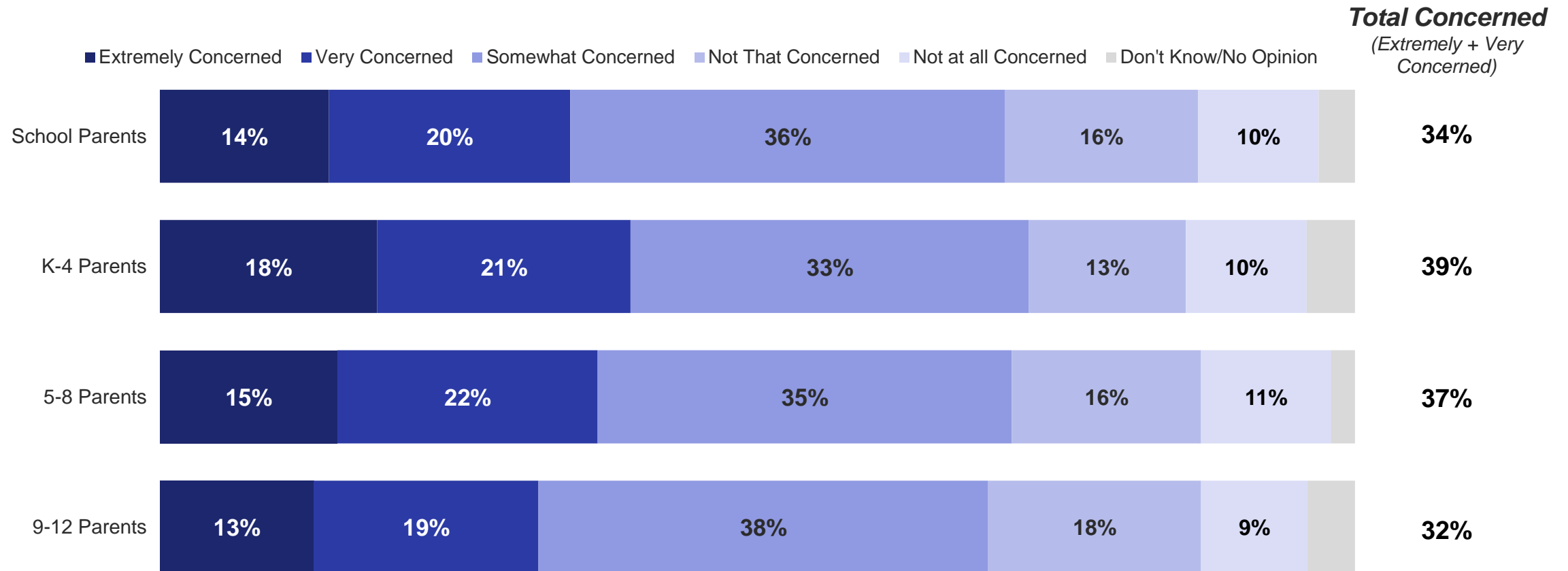
■ Very Positive
 ■ Somewhat Positive
 ■ Don't Know/No Opinion
 ■ Somewhat Negative
 ■ Very Negative

Total Positive
(Very + Somewhat Positive) vs. July



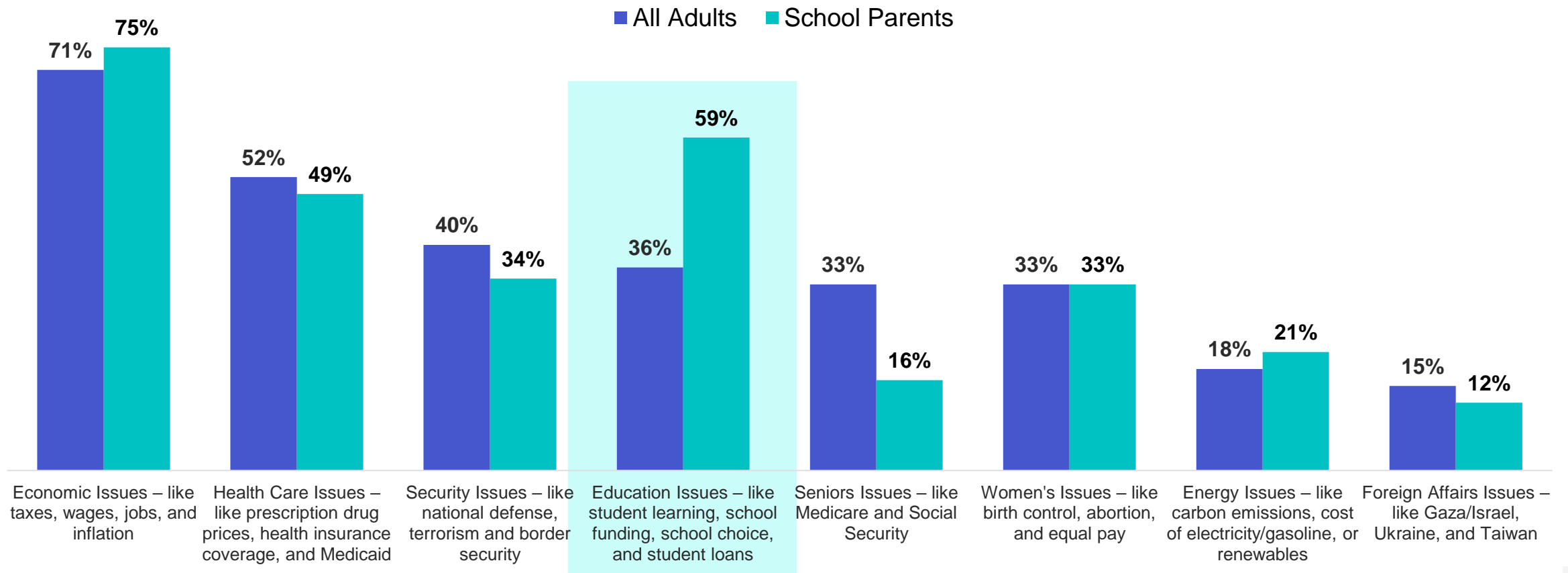
K-4 parents and 5-8 parents express more concern than high school parents about the effects of social media on the mental health of their children.

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



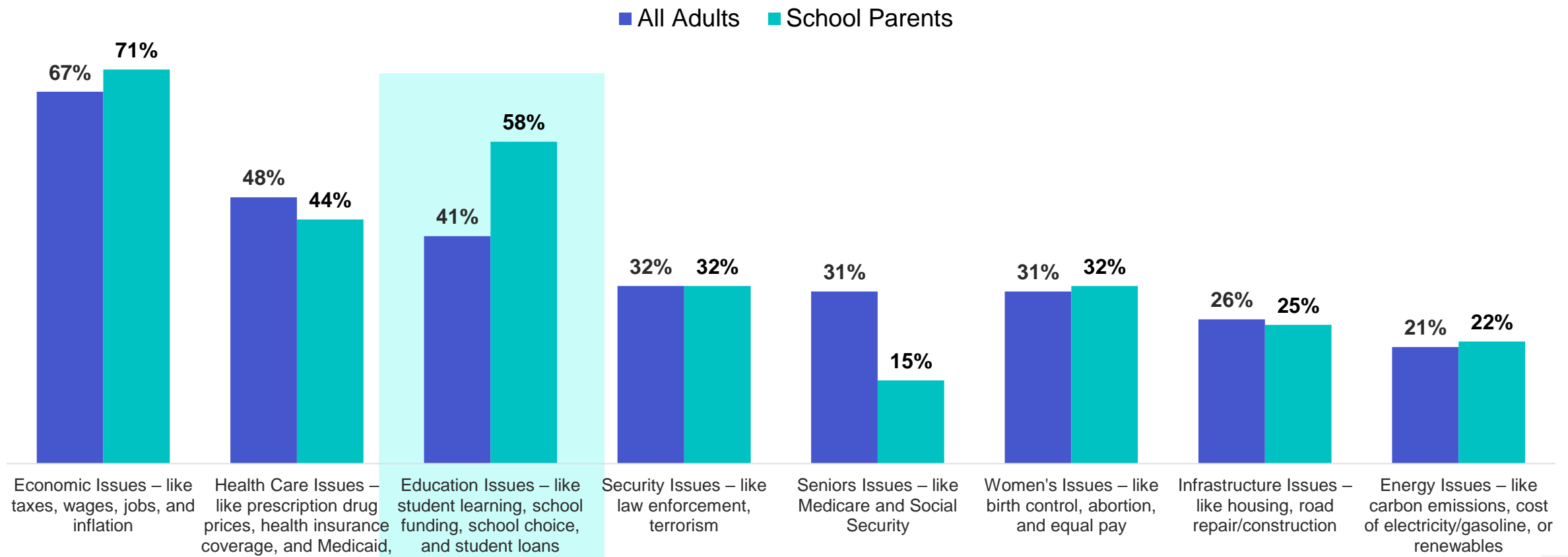
When it comes to voting in federal elections, adults and school parents care mostly about economic issues. School parents place much higher importance on education issues than adults.

Now, thinking about your vote, what would you say are the top 3 issues on your mind when you cast your vote for federal offices such as **U.S. Senate or Congress**?



Similar to federal elections, both adults and parents care most about economic issues when it comes to voting in state elections. Over half of school parents see education issues as a top issue to vote on in state elections.

Now, thinking about your vote, what would you say are the top 3 issues on your mind when you cast your vote for state offices such as **Governor or the State legislature**?



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

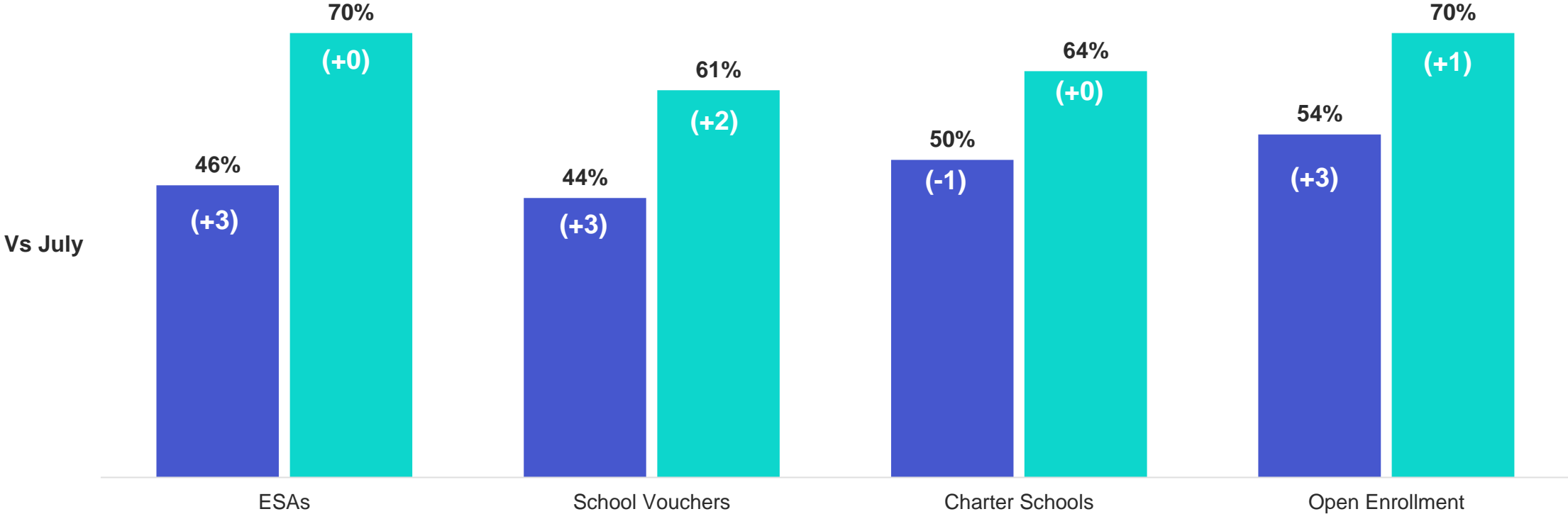
An "open enrollment" policy in K-12 education allows a student enrolled in public school to select and transfer to a public school of their choice, rather than attending a school based on where they live. A student can be allowed to transfer to a public school in another district (called "INTER-district"). 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

Total Support
(Strongly Support + Somewhat Support)

■ No Description ■ With Description



Source: Survey conducted August 2, 2024 – August 6, 2024, among U.S. adults

In August, support for ESAs was highest among middle income adults and school parents. 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%

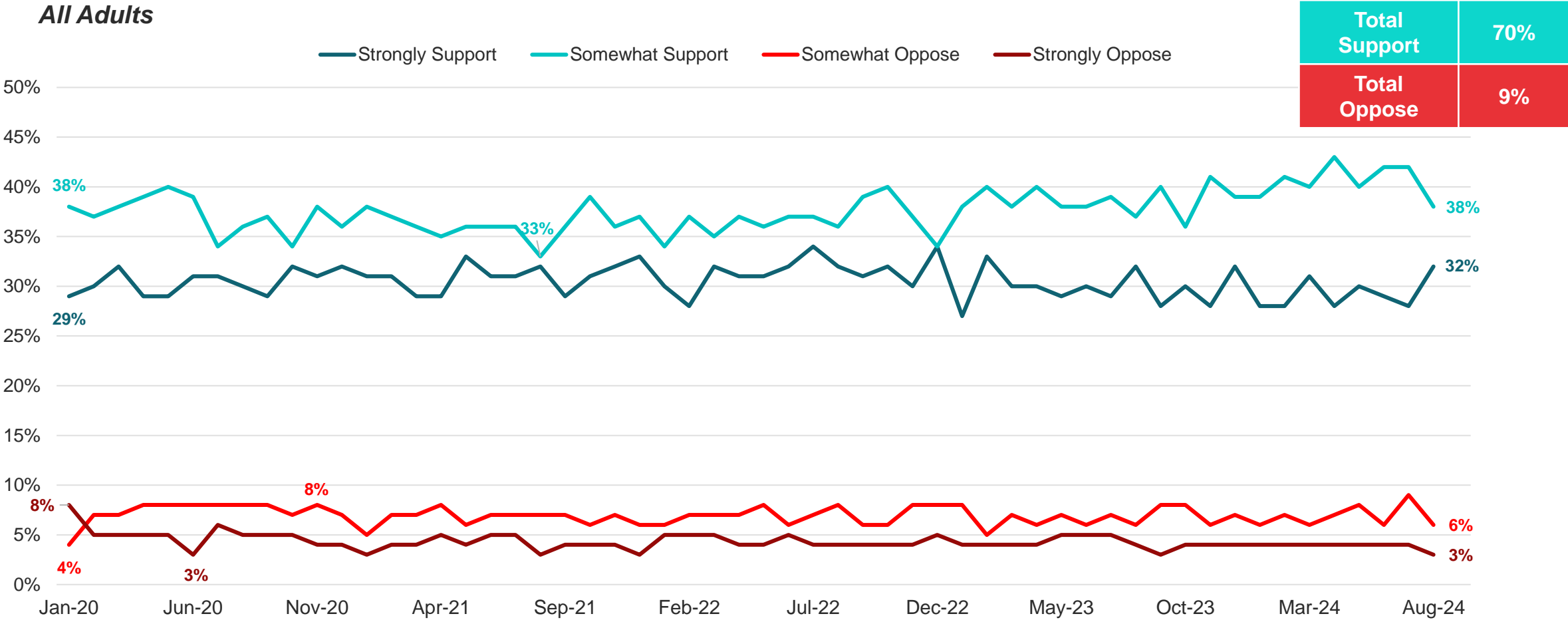
Groups most supportive		Groups least supportive	
Middle Income: \$50k to \$100k	77%	Female	68%
School Parents	76%	Education: <College	67%
Conservative	75%	West	67%
Education: Bachelors+	74%	Small town	67%
Democrat	74%	Independent	65%
Republican	73%	Low Income: <\$50k	65%
Suburban	73%	Hispanic	65%
High Income: \$100k+	73%	Rural	64%

Americans' overall support of ESAs remained the same in August. The public is over seven times as likely to support ESAs than oppose them.

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

August 2024

All Adults



Total Support	70%
Total Oppose	9%

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

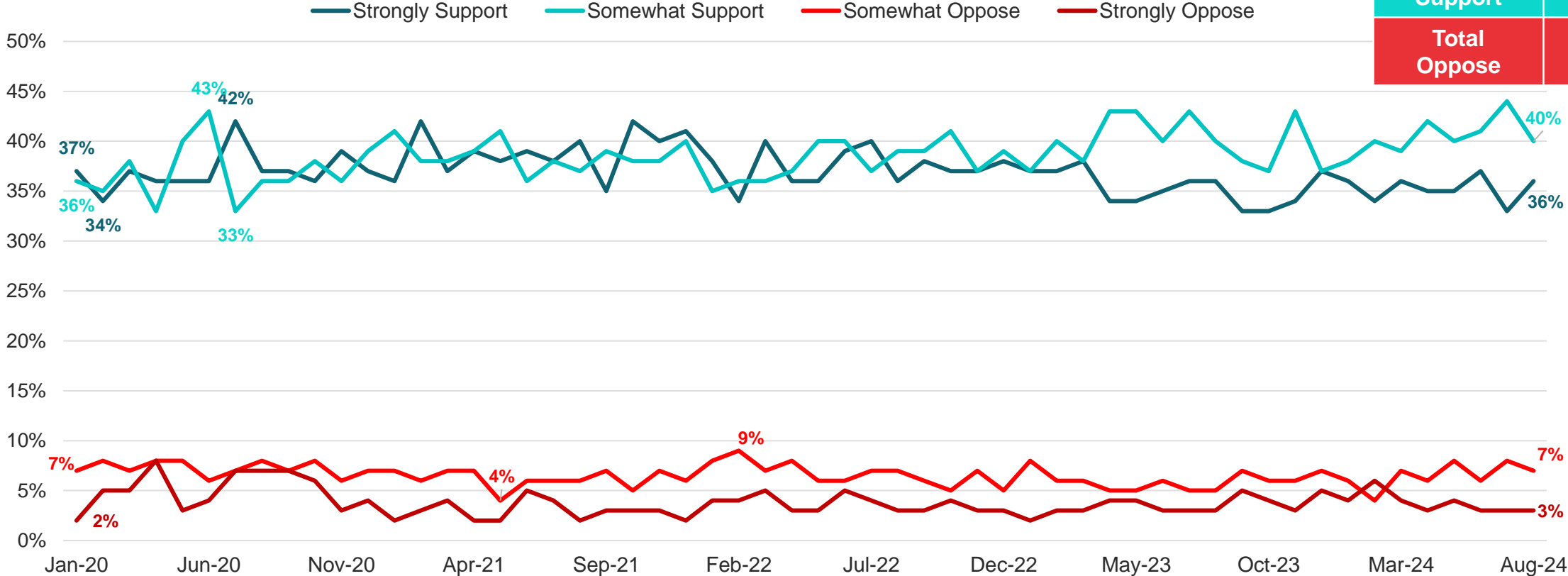
In August, school parents were over seven times as likely to be supportive of ESAs than to be opposed. Strong support increased since last month.

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?

August 2024

School Parents

Total Support	76%
Total Oppose	10%

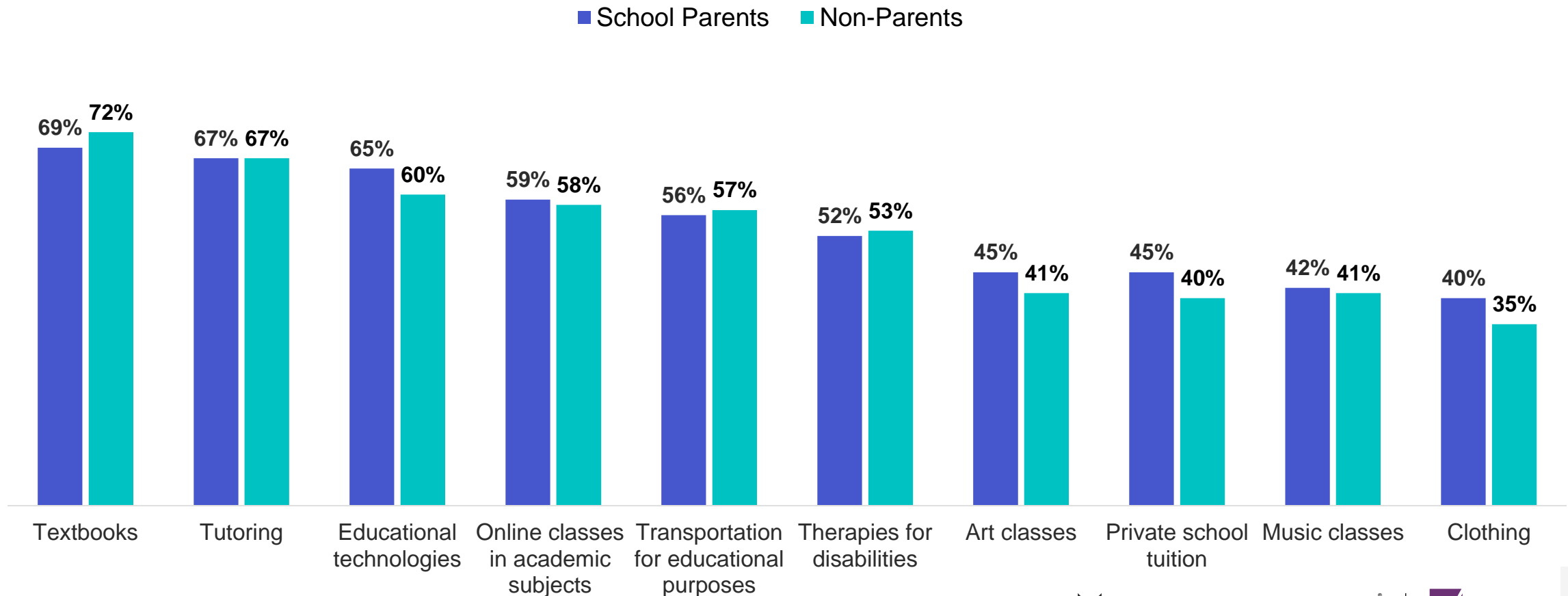


Note: Don't know/No opinion responses are not shown.

Both school parents and non-parents believe ESA funds should be spent on educational materials like textbooks, tutoring, and technology.

Seventeen states have established ESAs that provide eligible students and their families with a flexible-use spending account. Parents can use the ESA account for a variety of education expenses. Which of the following educational expenditures do you think should be allowed in an ESA program? Please select all that apply.

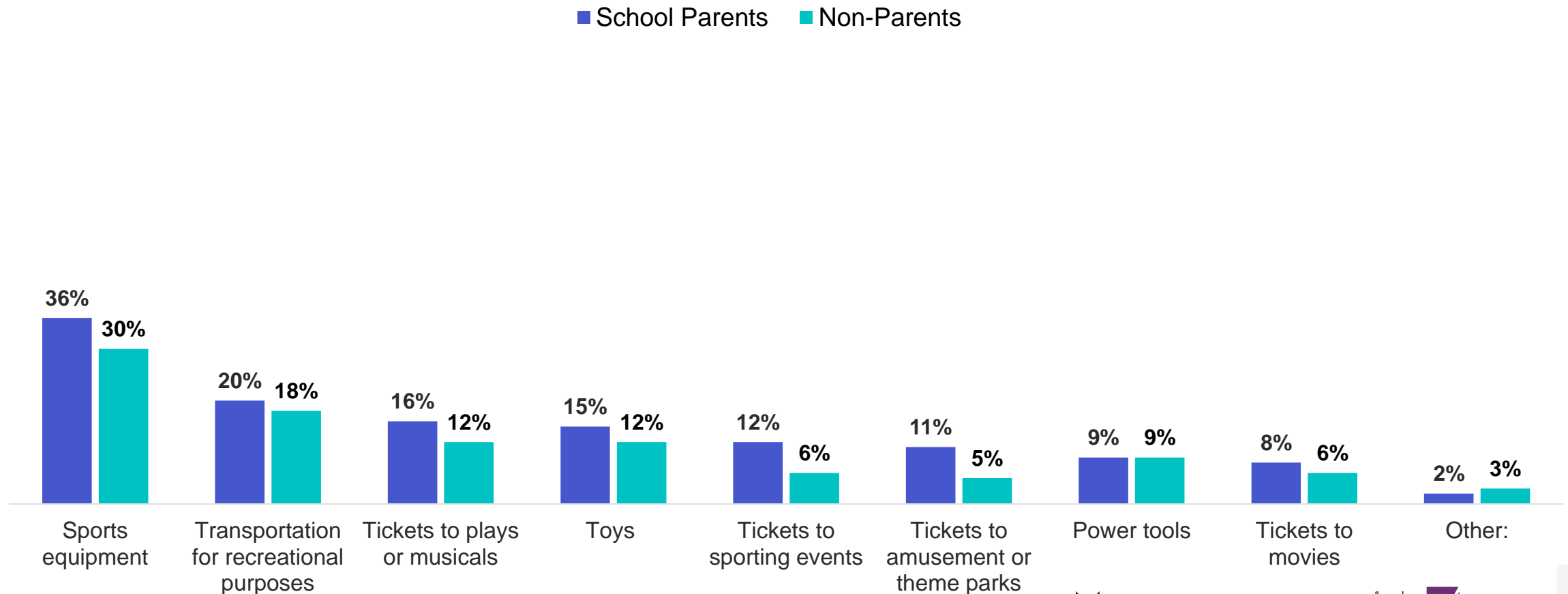
Most-Supported Expenses



Sports-related expenses, entertainment tickets, and toys are the expenses least supported by parents and non-parents alike.

Seventeen states have established ESAs that provide eligible students and their families with a flexible-use spending account. Parents can use the ESA account for a variety of education expenses. Which of the following educational expenditures do you think should be allowed in an ESA program? Please select all that apply.

Least-Supported Expenses



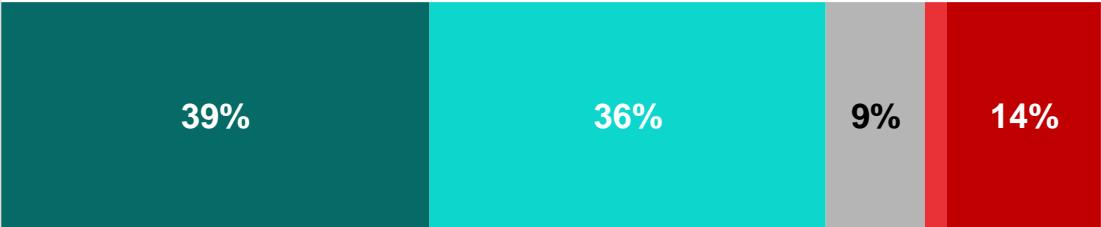
Three in four school parents believe ESAs should be available to all families regardless of income or special needs. This is over 20 points higher than the percentage of parents who want to determine ESA availability based on financial need.

School Parents

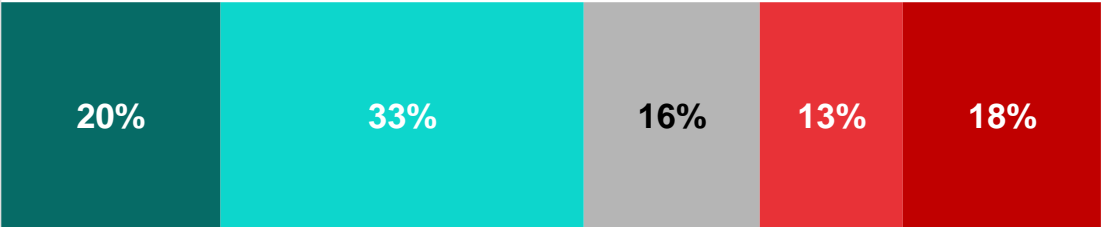
■ Strongly Agree
 ■ Somewhat Agree
 ■ Somewhat Disagree
 ■ Strongly Disagree
 ■ Don't Know/ No Opinion

Total Agree
(Strongly + Somewhat Agree)

Some people believe that ESAs should be available to all families, regardless of incomes and special needs. Do you agree or disagree with that statement?



Some people believe that ESAs should only be available to families based on financial need. Do you agree or disagree with that statement?



Source: Survey conducted August 2, 2024 – August 6, 2024, among U.S. adults

Support for school vouchers was highest among conservatives, Republicans, and school parents. It was lowest among small town adults 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 61%

Groups most supportive		Groups least supportive	
Conservative	72%	Female	59%
Republican	70%	Education: Bachelors+	59%
School Parents	69%	Midwest	59%
Black	69%	Democrat	58%
Urban	66%	West	58%
Male	64%	Rural	56%
South	64%	Liberal	55%
Middle Income: \$50k to \$100k	64%	Small town	50%

Source: Survey conducted August 2, 2024 – August 6, 2024, among U.S. adults

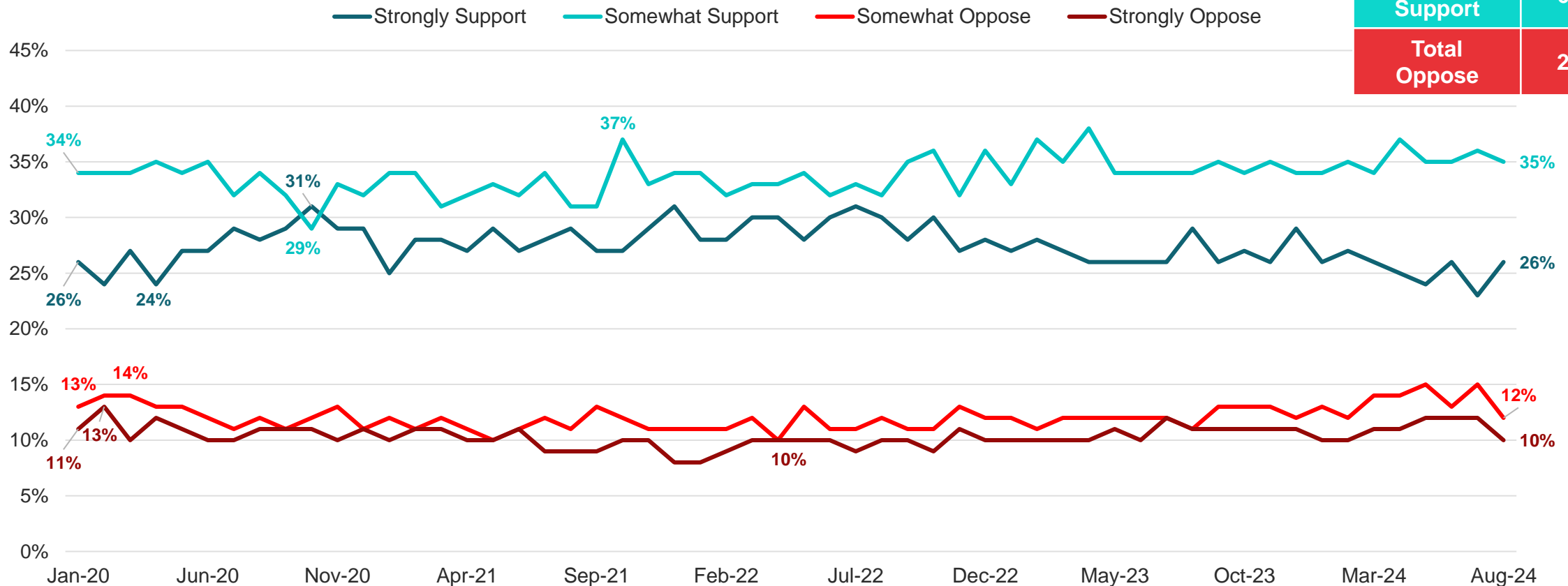
The public's overall support for school vouchers rose slightly in August. Americans are more than twice as likely to support school vouchers than oppose them.

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?

August 2024

Total Support	61%
Total Oppose	22%

All Adults



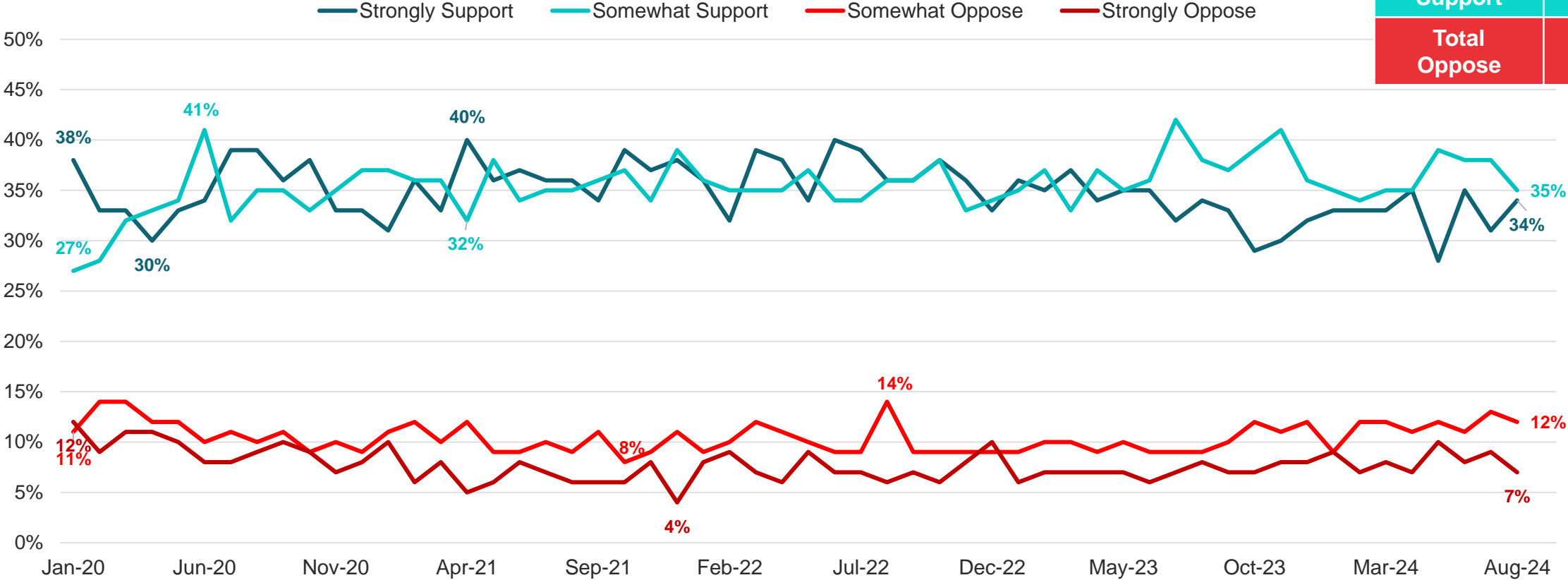
Note: Don't know/No opinion responses are not shown.

In August, support for school vouchers remained the same among school parents. Parents are more than 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?

August 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 rural areas and liberals are least likely to support them.

Charter schools are public schools that have more control over their own budget, staff, and curriculum, and are exempt from many existing public school regulations. In general, what is your opinion of public charter schools?

Charter School Support, Among All Adults

Public Support	64%
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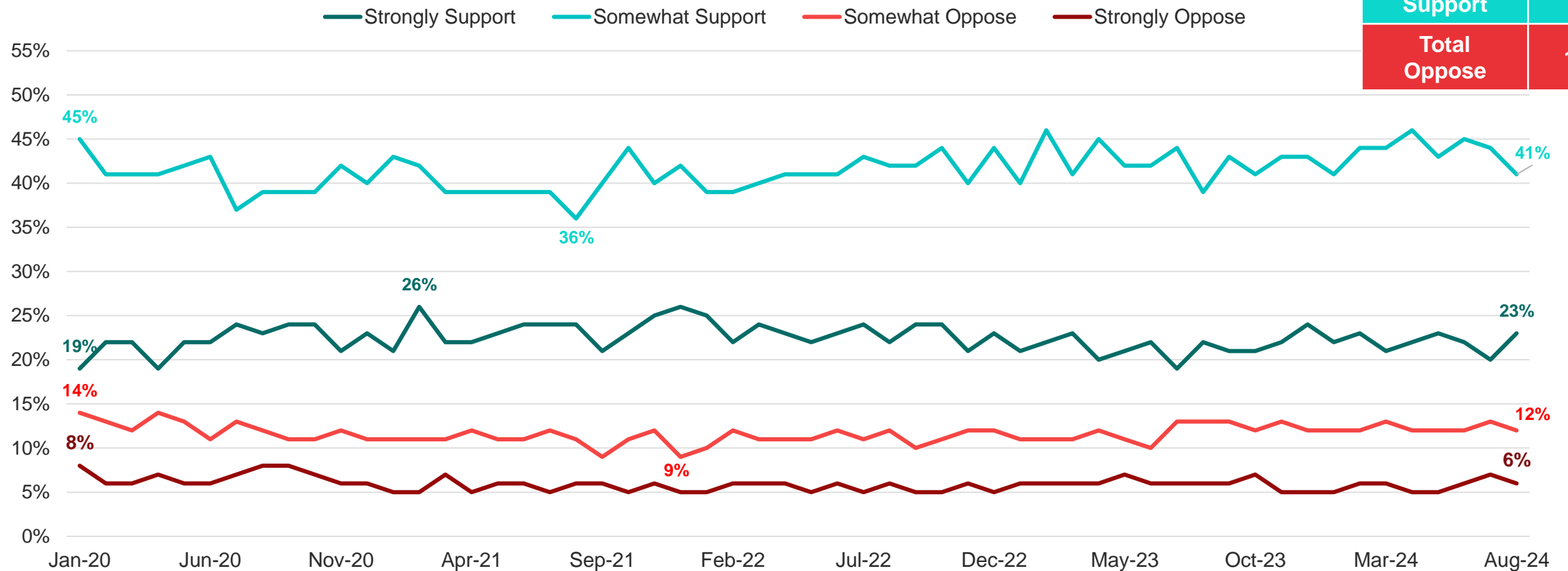
Groups most supportive		Groups least supportive	
Conservative	74%	Midwest	62%
Republican	72%	Female	62%
School Parents	72%	Small town	62%
High Income: \$100k+	68%	Gen X	62%
Middle Income: \$50k to \$100k	68%	Low Income: <\$50k	61%
Hispanic	67%	Democrat	61%
Black	66%	Liberal	59%
Male	66%	Rural	56%

Americans' overall support for charter schools remained steady in August.

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?

August 2024

All Adults



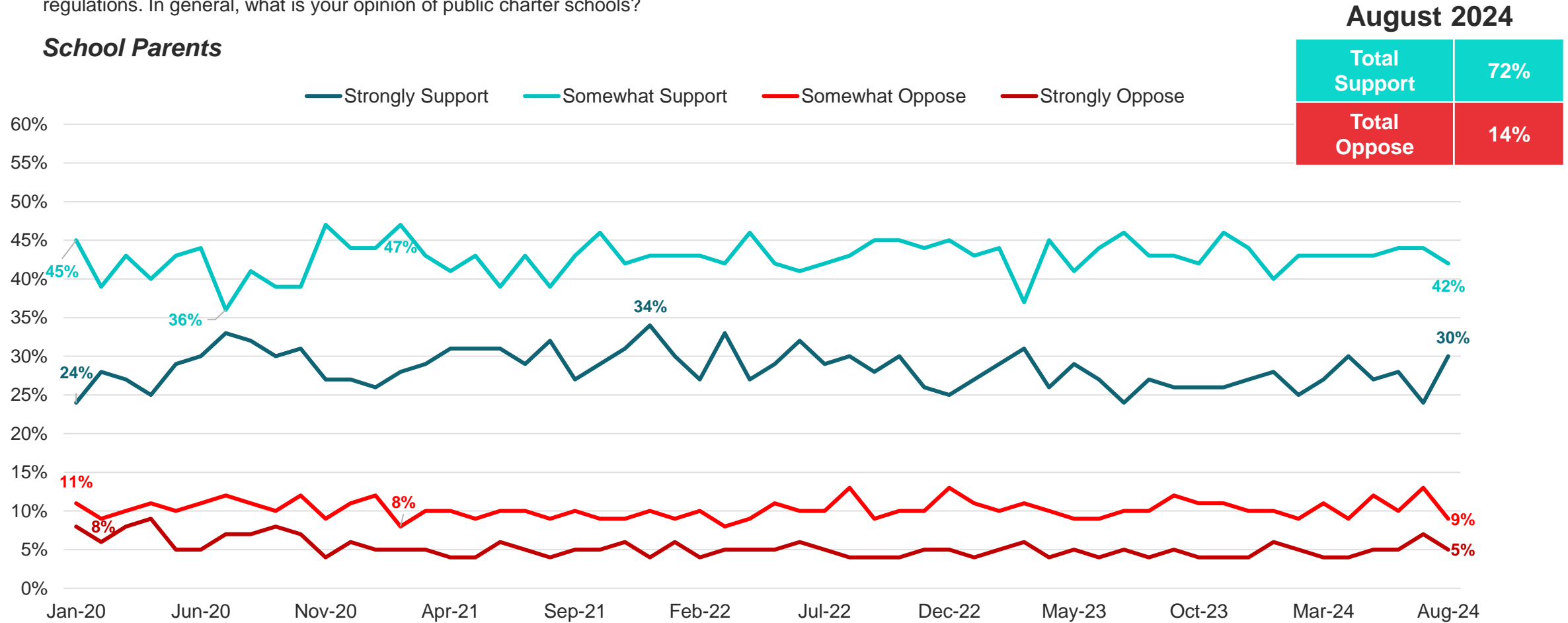
Total Support	64%
Total Oppose	18%

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

Parents' overall support for charter schools increased in August. 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



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

School parents, liberals and high-income adults are most likely to support open enrollment. Rural and small-town adults show the lowest support.

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

Open Enrollment Support, Among All Adults

Public Support 70%

Groups most supportive		Groups least supportive	
School Parents	79%	Education: <College	68%
Liberal	77%	Female	68%
High Income: >\$100k	75%	Independent	68%
Urban	74%	Low Income: <\$50k	67%
Black	74%	Hispanic	66%
Democrat	74%	Northeast	65%
West	73%	Small town	64%
Middle Income: \$50k to \$100k	73%	Rural	63%

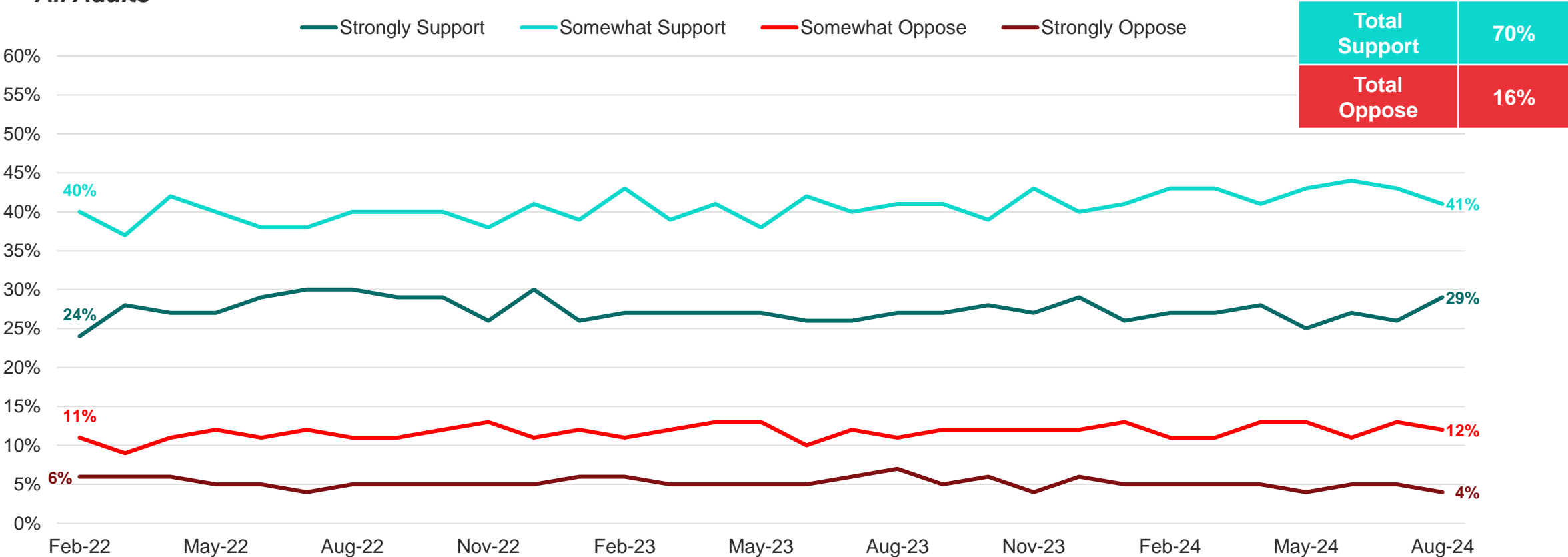
Source: Survey conducted August 2, 2024 – August 6, 2024, among U.S. adults

The public’s overall support for inter-district open enrollment increased slightly in August. Overall 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.

August 2024

All Adults

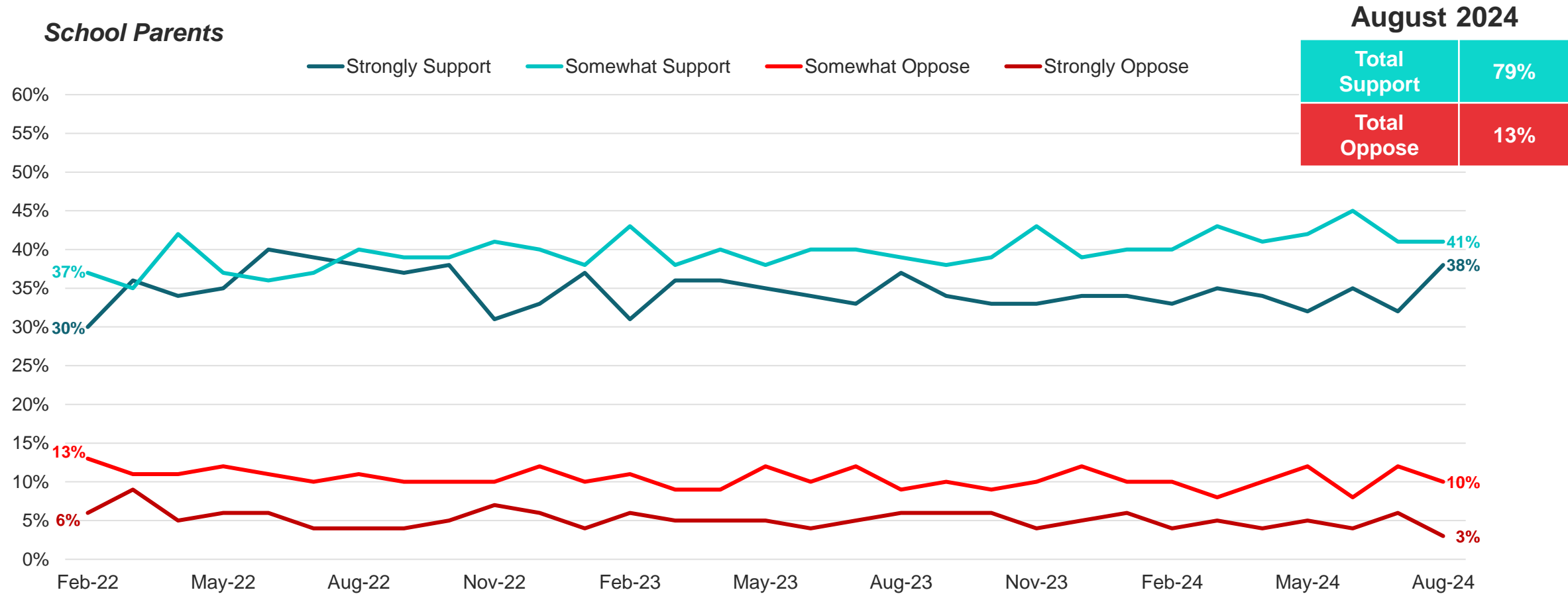


Note: Don't know/No opinion responses are not shown.

Among school parents, overall support of inter-district open enrollment increased in August. Parent support is over six times as large as opposition.

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

School Parents



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

AGENDA

VIEWS ON K-12 EDUCATION

SCHOOLING AND EXPERIENCES

K-12 CHOICE POLICIES

SURVEY PROFILE AND DEMOGRAPHICS



Survey Profile, 1

Dates	August 2-6, 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 = 10.46 minutes Oversample Median = 14.35 minutes
Sample Size	N = 2,252 General Population N= 1,290 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)	± 2.32 percentage points (Gen Pop), ± 3.10 percentage points (Oversample)
Participation Rate	38.10% (Gen Pop), 49.00% (Oversample)
Methods Page	https://edchoice.morningconsultintelligence.com/methodology
Project Contact	Paul DiPerna, paul@edchoice.org

Total Sample Demographics

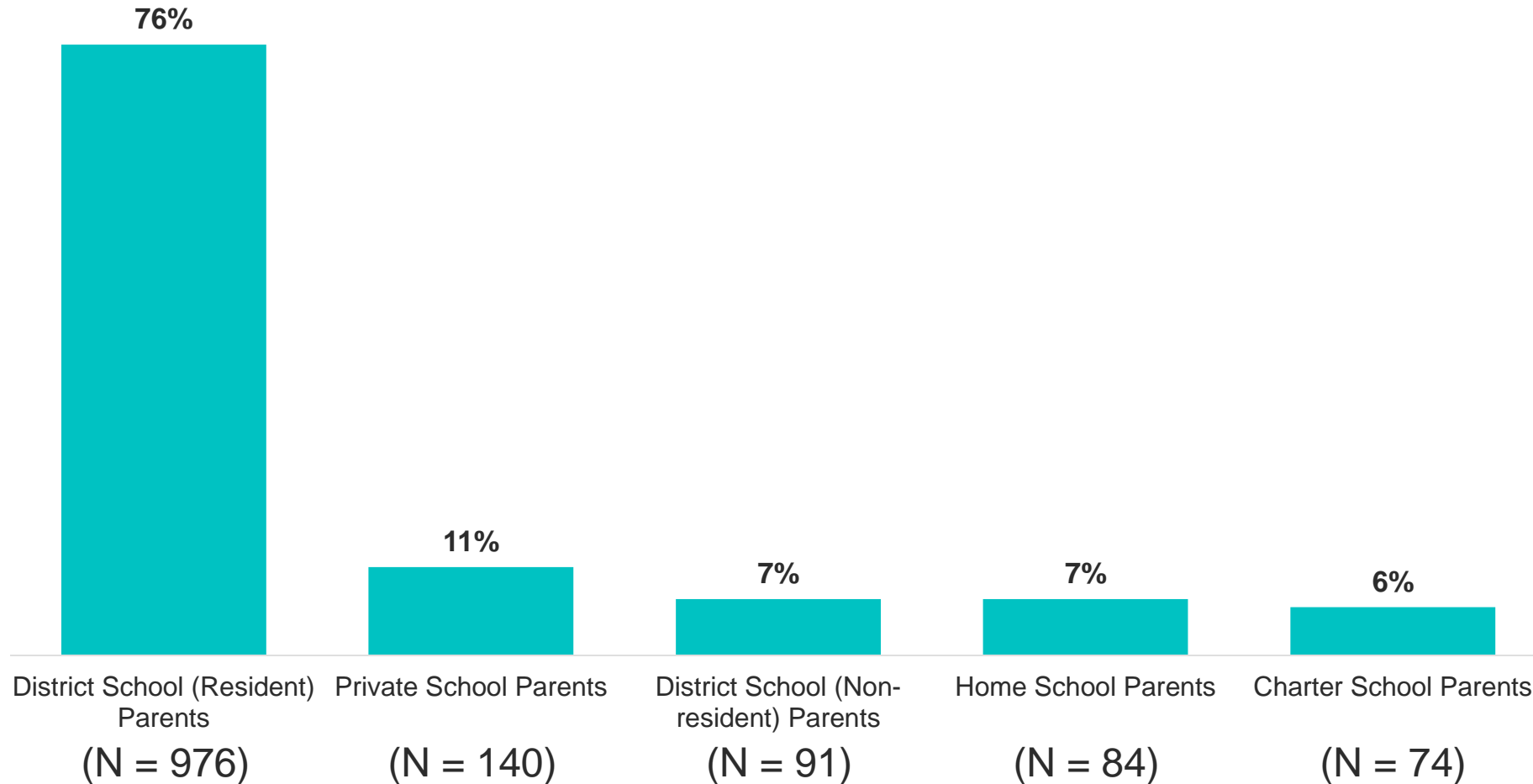
Demographics	Unweighted (N =)
Hispanic	346
Non-Hispanic White	1,413
Black	386
Other	120
Generation Z	321
Millennial	483
Generation X	574
Boomers	624
Male	1,092
Female	1,160
< College	1,467
College +	785
Northeast	426
Midwest	483
South	943
West	400

Demographics	Unweighted (N =)
Total School Parents*	1,290
K-4 Parents*	652
5-8 Parents*	508
9-12 Parents*	539
Non-Parents	1,019
Liberal	635
Moderate	755
Conservative	706
Democrat	816
Independent	600
Republican	710
Urban	657
Suburban	1,020
Small Town	189
Rural	386
Low Income <\$50K	1,207
Middle Income \$50K to <\$100K	715
High Income \$100K+	330

* Denotes the sample came from school parents

Demographics	Unweighted	Weighted	Target (%)
Hispanic	15%	17%	16%
White	63%	61%	78%
Non-Hispanic White	63%	n/a	n/a
Black	17%	13%	12%
Other	5%	8%	9%
Age: 18-34	29%	29%	30%
Age: 35-54	32%	32%	31%
Age: 55+	39%	39%	40%
Age: 65+	23%	23%	20%
Male	48%	49%	48%
Female	52%	51%	52%
< College	65%	65%	69%
College +	35%	35%	31%
Northeast	19%	17%	18%
Midwest	21%	21%	21%
South	42%	38%	37%
West	18%	24%	24%

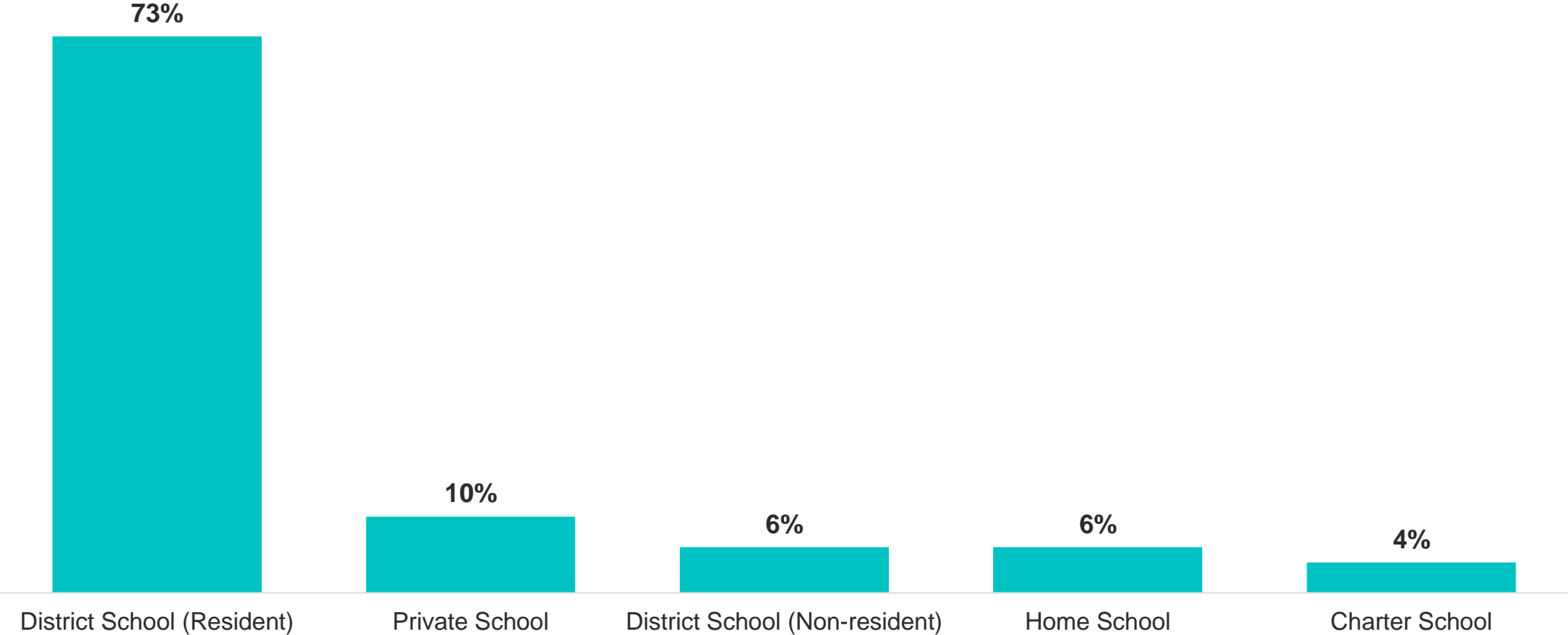
Parent groups based on estimated school type attendance for the 2024-2025 school year



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 2022 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 2024-2025 school year
Charter School Parents	Have at least one child enrolled in a charter school for the 2024-2025 school year
District/Public School Parents	Have at least one child enrolled in a district/public school for the 2024-2025 school year
Private School Parents	Have at least one child enrolled in a private school for the 2024-2025 school year
Home School Parents	Have at least one child enrolled in home school for the 2024-2025 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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